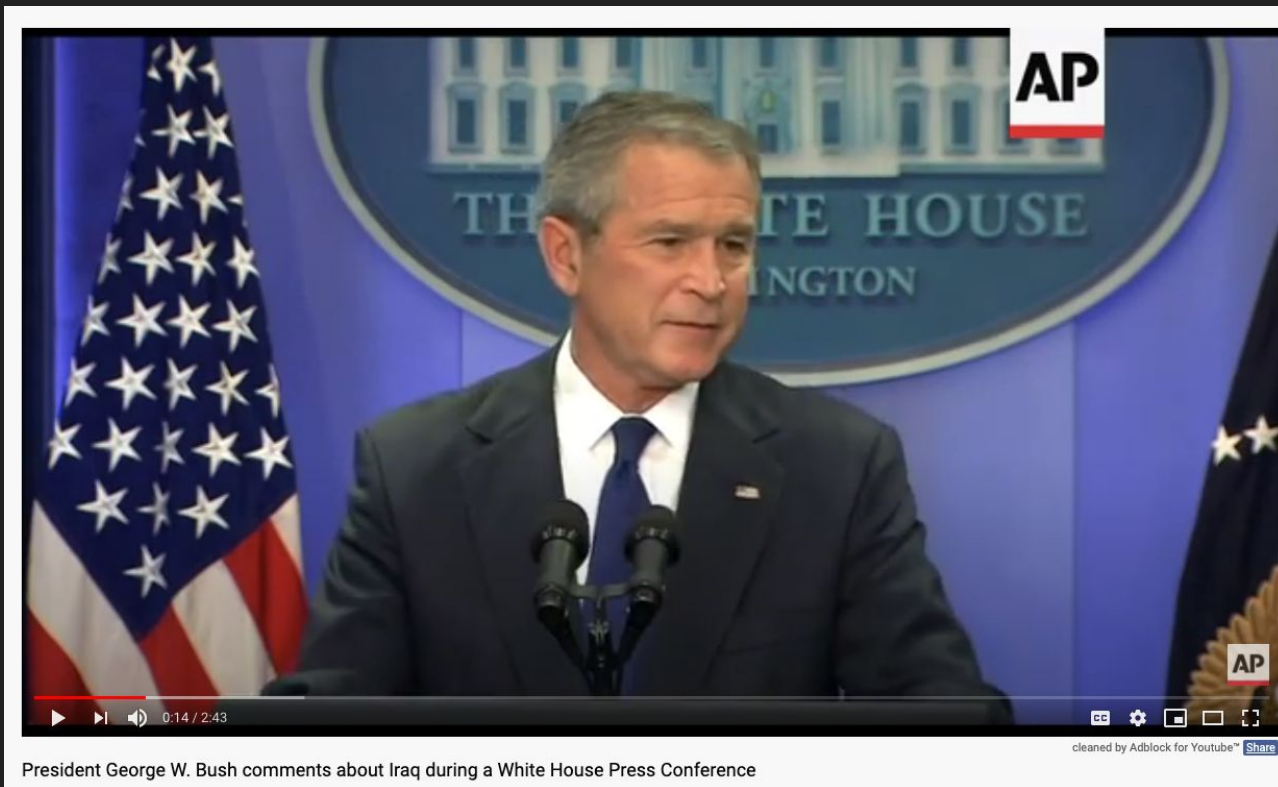


How to Talk Like a President

-Michael Link



Dataset



President George W. Bush comments about Iraq during a White House Press Conference

Dataset



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January 2009

Jan. 16, 2009 Press Briefing by Press Secretary Dana Perino

Jan. 15, 2009 Press Briefing by Press Secretary Dana Perino and Counselor to the President Ed Gillespie

Jan. 14, 2009 Press Briefing by Press Secretary Dana Perino

Jan. 13, 2009 Press Briefing by Deputy Press Secretary Tony Fratto

Jan. 9, 2009 Press Briefing by Deputy Press Secretary Scott Stanzel

Jan. 8, 2009 Press Gaggle by Deputy Press Secretary Scott Stanzel

Jan. 7, 2009 Press Briefing by Press Secretary Dana Perino

Jan. 6, 2009 Press Briefing by Press Secretary Dana Perino

Jan. 5, 2009 Briefing by Teleconference with Jim Connaughton, Chairman of the White House Council on Environmental Quality
Press Briefing by Press Secretary Dana Perino

Jan. 2, 2009 Press Briefing by Deputy Press Secretary Gordon Johndroe

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Dataset

- Press Briefing Transcripts
 - George W. Bush's
- Additional Datasets
 - Presidential Approval Ratings
 - *"Do you approve or disapprove of the way [enter President name] is handling his job as President?"* [\[link\]](#)
 - S&P 500
 - *"many consider it to be one of the best representations of the U.S. stock market."* [\[link\]](#)
 - Google Trends
 - *"scaled on a range of 0 to 100 based on a topic's proportion to all searches on all topics."* [\[link\]](#)



corona

Search term

+ Compare

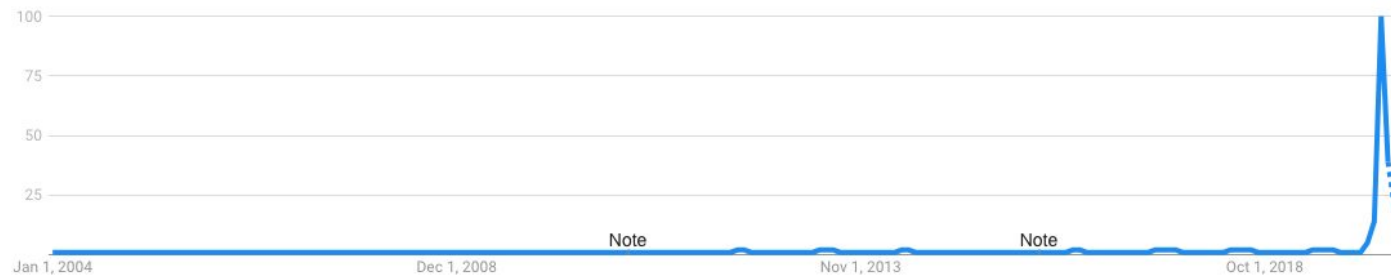
United States ▼

2004 - present ▼

All categories ▼

Web Search ▼

Interest over time ?



Introduction

- Goes without saying...
 - Forbes:
 - [Why The U.S. Remains The World's Unchallenged Superpower](#)
 - Vox:
 - [How America became the most powerful country on Earth, in 11 maps](#)
 - Britannica:
 - [The Rise to World Power](#)
 - etc.

Problem Statement

- It is difficult to quantify Presidential temperament towards:
 - Policy initiatives
 - States
 - Countries
- National and international leaders are forced to:
 - Digest secondary news sources OR
 - Sit through time-intensive briefings

Objective

- Quantify temperament to understand:
 - Which initiatives the White House has prioritized
 - Which countries and states are emphasized
 - How the economy, approval, and public focus have shifted over time

Target Audience & Business Proposition

- Audience
 - State and International Leaders
 - Policy Advocates
- Business Proposition
 - Helps evaluate your “brand perception” and act accordingly

Links

- GitHub Repository:
 - https://github.com/Data-Science-Link/How_to_Talk_Like_a_President
- Shiny App URL:
 - https://data-science-link.shinyapps.io/How_to_Talk_Like_a_President/
- This Presentation
 - [https://github.com/Data-Science-Link/How_to_Talk_Like_a_President/tree/master/How_to_Talk_Like_a_President/ documentation](https://github.com/Data-Science-Link/How_to_Talk_Like_a_President/tree/master/How_to_Talk_Like_a_President/documentation)

Two Types of Events

1. Those that happen to the President
2. Those that are initiated by the President

Two Types of Events

1. Those that happen to the President

- Ex: 9-11, Great Recession, etc.

2. Those that are initiated by the President

- Ex: Social Security Reform, Health Insurance Reform, etc.

- First type is interesting, but of limited value
- Second type provides glimpse into White House priorities

Snapshot 1:

- Afghanistan & Presidential Approval

Snapshot 1:

- Afghanistan & Presidential Approval
- Type:
 - 1 - Happened to the president
- Takeaway:
 - Before attack -> President = outgroup
 - After attack -> President = ingroup

Snapshot 2

- Iraq & The Military–industrial complex

Snapshot 2

- Iraq & The Military–industrial complex
- Type:
 - 1 & 2 - Initiated by President but some others may have acted in same way
- Takeaway:
 - Perhaps helped us to get out of economic rut

Snapshot 3

- Recession & (Google Trends / S&P 500)

Snapshot 3

- Recession & (Google Trends / S&P 500)
- Type:
 - 1 - Happened to president
- Takeaway:
 - Presidential attention and public attention are correlated

Snapshot 4

- Global Warming & Google Trends

Snapshot 4

- Global Warming & Google Trends



Snapshot 4

- Global Warming & Google Trends
- Type:
 - 1 - Happened to the president
- Takeaways:
 - Media campaigns can be effective for capturing public attention
 - Forcing a conversation to happen by president who otherwise would not have talked about it

Snapshot 5 - come back to if time

- Greenhouse Gasses & Google Trends

Snapshot 5 - come back to if time

- Greenhouse Gasses & Google Trends
- Type:
 - 1 - Happened to president
- Takeaway:
 - Gardening enthusiasts are especially concerned about global warming

Snapshot 6

- Social Security & (Google Trends & Approval)

Snapshot 6

- Social Security & (Google Trends & Approval)

BROOKINGS

AI POLICY 2020 CITIES & REGIONS GLOBAL DEV INTL AFFAIRS U.S. ECONOMY U.S. POLITICS & GOVT

REPORT

Why the 2005 Social Security Initiative Failed, and What it Means for the Future

William A. Galston · Friday, September 21, 2007

Snapshot 6

- Social Security & (Google Trends & Approval)
 - “Overriding the doubts of some political advisors, he raised the issue while announcing his first presidential race, declaring that “We should trust Americans by giving them the option of investing part of their Social Security contributions in private accounts.”

Snapshot 6

- Social Security & (Google Trends & Approval)
- Type:
 - 2 - President initiated
- Takeaway:
 - If the issue is irrelevant to public and has little federal momentum... don't pursue the issue

Self Critique

- Idea generation and data gathering is of limited value
- Interest in a topic and desire to do a project “justice” can be detrimental
- Data analytical skill is the heart of our employability

Future Work

- Collect Clinton through Trump
- Sentiment analysis
- ~3 month moving window for correlation between:
 - Keyword
 - Benchmark (Google Trend, S&P 500, Popularity)
- Word cloud for each president
- User search box

Questions?

Satisfaction of Objective

- Quantify Presidential temperament to understand:
 - Which initiatives the White House has prioritized
 - Which countries and states are emphasized
 - How the economy, presidential approval, and public focus have shifted over time

Satisfaction of Objective

- Quantify Presidential temperament to understand:
 - Which initiatives the White House has prioritized
 - Social Security Reform
 - Which countries and states are emphasized
 - Iraq & Afghanistan are
 - Russia, Senegal, and others aren't
 - How the economy, presidential approval, and public focus have shifted over time
 - Great recession
 - Presidential approval vs. war
 - Public attention to climate change

Snapshot

- Additional Countries:
 - Russia - Russo_Georgian War and following apathy
 - Senegal - *Senegal Raises the Death Toll In September's Ferry Disaster* but overall treated as irrelevant