How to Talk Like a President

-Michael Link
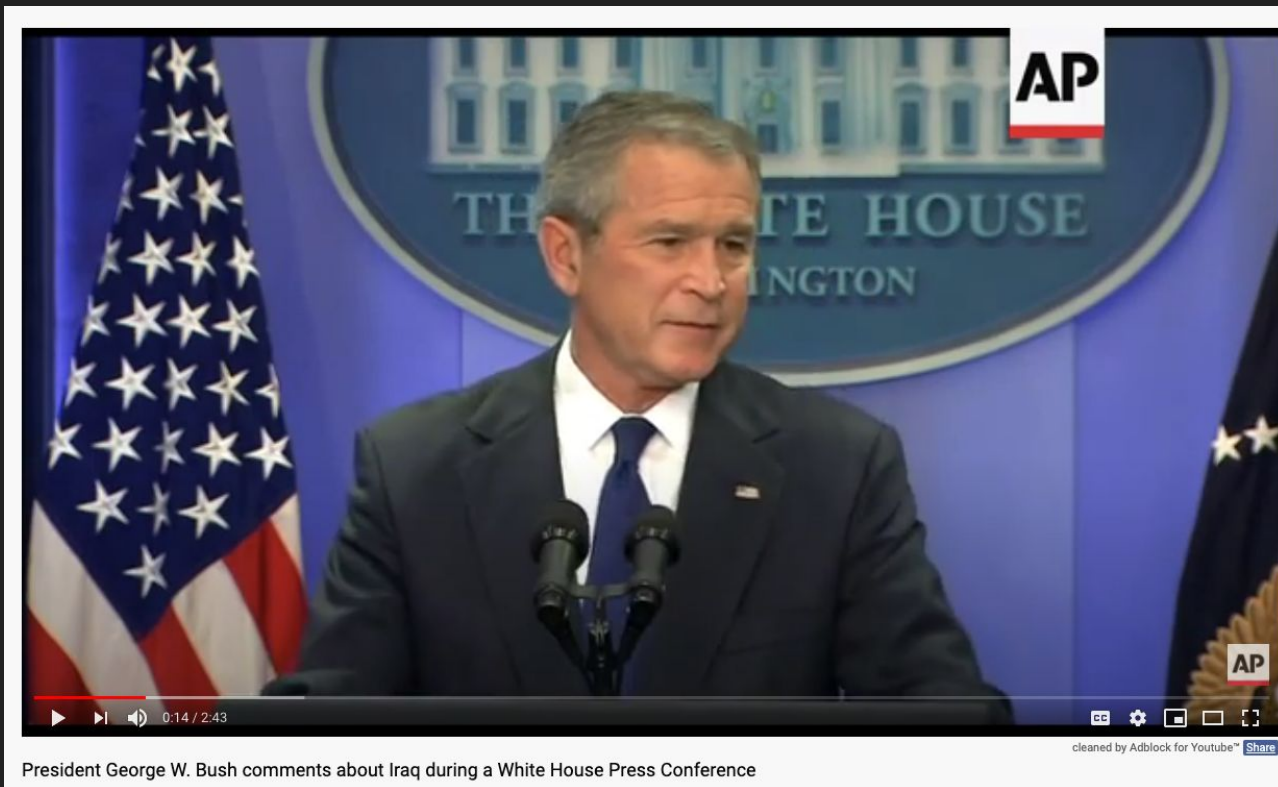
NYC DATA SCIENCE
ACADEMY

Problem Statement

- 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.

Dataset

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

Dataset

Dataset

- Press Briefing Transcripts
  - George W. Bush's
- Additional Datasets
  - Presidential Approval Ratings
  - Google Trends
  - S&P 500

Problem Statement

- It is difficult to quantify Presidential temperament towards:
  - Policy initiatives
  - States
  - Countries
- Without analysis, national and international leaders are forced to:
  - digest secondary news sources OR
  - sit through time intensive briefings

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

Target Audience & Business Proposition

- Audience
  - Policy Advocates
  - State and International Leaders
  - Historians / General Public
- Business Proposition
  - If you are the steward of a given policy or nation it behoves you to understand the messaging of the most powerful nation.

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