

How to Talk Like a President

-Michael Link



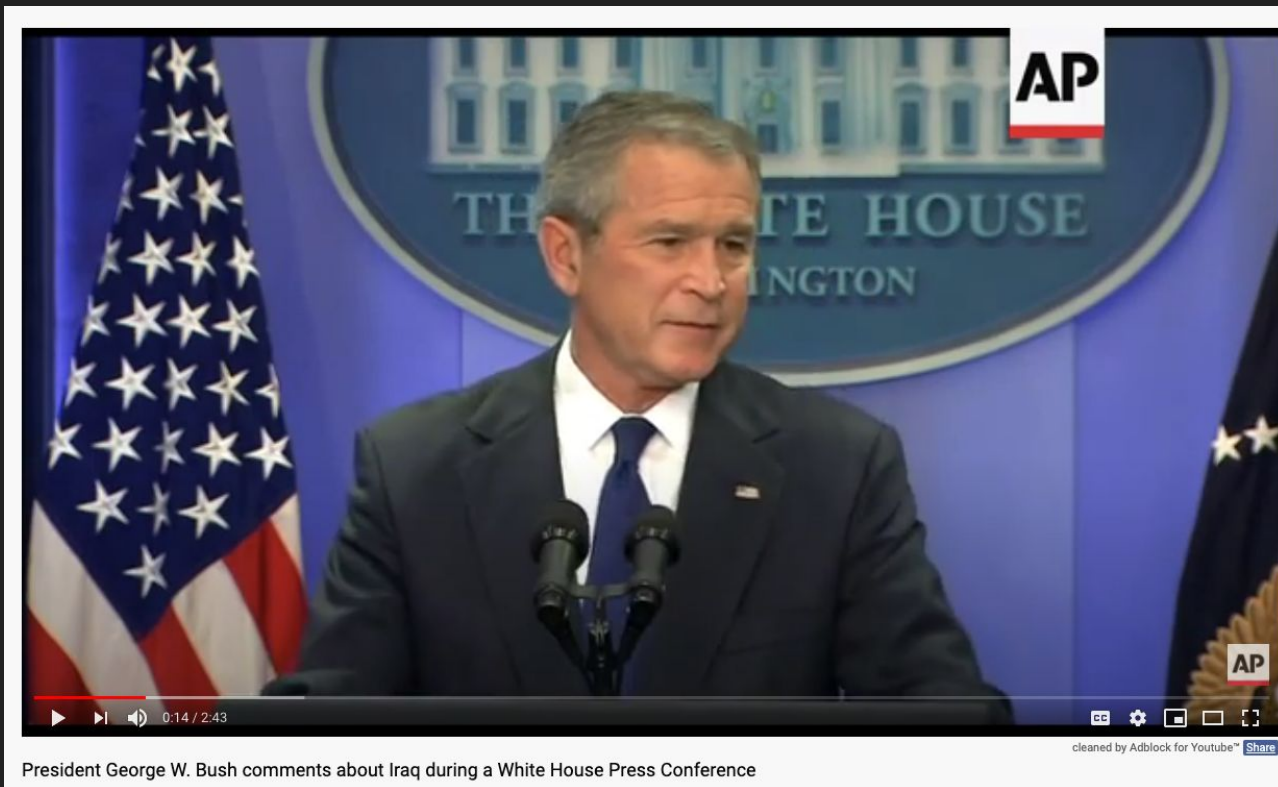
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Problem Statement

- 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



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PRESS BRIEFINGS

PRESS BRIEFINGS BY DATE

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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

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](https://github.com/Data-Science-Link/How_to_Talk_Like_a_President/tree/master/How_to_Talk_Like_a_President/documentation)