

What People Really Say About Donald Trump and Hillary Clinton

A Twitter Analysis of Presidential Candidates

(A) Methodology:

Over 30,000 tweets were collected from the Twitter API by searching “Trump” and “Clinton” between October 4, 2016 and October 6, 2016. Based on a word frequency analysis, the following words were replaced to create the following sets of key issues and attributes for this project.

Original Issue Word List	Replacement Issue Word
Pay, business, money, customs, jobs, working, job, career, economic, economy	Economy
Emails, whitewater, crookedhillary, prison	Email
Borders, illegal, illegals, mexico, immigration, immigrants, trafficking, borders, wall	Immigration
Policy, positions, international, issues, foreign, plan, negotiate, reform, promises	Policy
White, black, racist, race	Race
Putin, russia, crimea, vladimir, ukraine, russian	Russia
Tax, taxes, paying, paid, income, pays	Taxes
Factcheck, fact, factchecking, bigleaguetruth, trust, politifact, trustworthiness, pencefact	Trust
Defend, nuclear, weapons, troops, defending, war, defense, enforcement, indefensible, ptsd, veterans, military, iraq, iran, troop, laden, corruption, crime, corrupt	War
Other Replaced Words	Replacement Words
Clinton, hillary, hillaryclinton, clintons, hillarys, hillary's, clinton's	Clinton
Trump, donald, trumps, realdonaldtrump, trump's, trump2016, teamtrump, weneedtrump, trump Pence16, trump Pence2016, usafortrump2016	Trump

(B) Top issues discussed:

The following table shows the results from a word frequency and lift analysis of top issues discussed across both candidates'.

Issue	Frequency Trump*	Lift Trump	Frequency Clinton*	Lift Clinton
Policy	3.79%	0.937	5.89%	1.166
Economy	7.12%	1.174	5.35%	0.718
Russia	7.53%	1.503	0.32%	0.163
Trust	2.24%	0.901	2.62%	1.197
Taxes	3.93%	1.234	3.04%	0.853
Email	0.63%	0.475	2.45%	1.750

**Frequency percentages out of 15,880 unique Trump tweets and 11,575 unique Clinton tweets*

(C) Public sentiment towards Trump and Clinton on key issues:

The following sentiments were found by parsing out phrases with the candidate and their issue within a 4 word range, then averaging the sentiments of each phrase set using SentiStrength unsupervised sentiment analysis.

	Average Sentiment
Trump + Russia	+ 0.148
Trump + Taxes	- 0.939
Trump + Economy	- 0.515
Clinton + Email	- 0.723
Clinton + Policy	- 0.705
Clinton + Trust	+ 0.297

(D) Texas sentiment toward Trump and Clinton:

The following sentiments were found by extracting tweets from Texas and calculating average sentiment using SentiStrength unsupervised sentiment analysis.

Average Sentiment of Trump in Texas	-0.118
Average Sentiment of Clinton in Texas	-0.168

(E) Advice for Trump and Clinton based on analysis:

Trump:

Overall, the sentiment towards Trump is somewhat neutral on the key issues of Russia, the economy, and taxes. Surprisingly, the reactions and tweets about Trump's comments and policy towards Russia have a neutral, or slightly positive in relation to the other issues,

sentiment with a score of +0.148. In contrast, the sentiment towards Trump's view on taxes and the economy are relatively negative with sentiment scores of -0.939 and -0.515 respectively. My advice for Trump to increase his popularity and positive sentiment would be to emphasize a strong stance on issues with Russia since that's where his sentiment is most positive.

Furthermore, on the defensive side, Trump has an advantage when looking at the negative sentiment towards Hillary's policies of -0.705. If Trump strengthens his conversations around the policies he plans to implement, he could leverage the existing negative sentiment towards Hillary's. Lastly, the sentiments towards both Trump and Hillary in Texas demonstrate the "lesser of two evils" mentality, of which Trump is currently winning. Based on this finding, in Texas, Trump should focus his message on being less of a bad choice as compared to Hillary.

Clinton:

While the sentiment towards Hillary is either negative or only slightly positive on key issues, she has an advantage in that her sentiment has less variance than Trumps'. Hillary's biggest weakness at this point continues to be the sentiment towards her email disaster. Fortunately, the frequency in which it is talked about is fairly low, only 2.45% of tweets discussed the email issue, but the sentiment is strongly negative at -0.723. Hillary is also experiencing surprisingly negative sentiment towards her policies, with a score of -0.705. My advice for Hillary would be to shift the focus of her campaign on the key issue that she has stronger positive sentiment on than Trump: trust.

On the defensive side, Hillary can leverage the negative sentiment towards Trump's take on the economy, an issue that people originally valued in Trump's campaign. Lastly, the distributions of the sentiments towards both candidates in Texas shows that Hillary and Trump are neck in neck at winning the approval of Texas voters, giving Hillary a chance at swaying the traditionally Republican-voting state.

