



FB Post Analysis 2016-2020

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An Analysis of Trump Related FB Posts

Data taken from 2016-2020 from my personal Facebook page.

Now that Donald Trump has left office, I feel like it might be healthy to look at how much of my social media life he dominated. It feels like a lot, but numbers are usually better than just a gut feeling.

What ultimate purpose will this serve? Given how ubiquitous stories of Trump were in the news it stands to reason that he took up 100% of my attention. Again, is that simply a matter of perception or does the data back it up? The results surprised me.

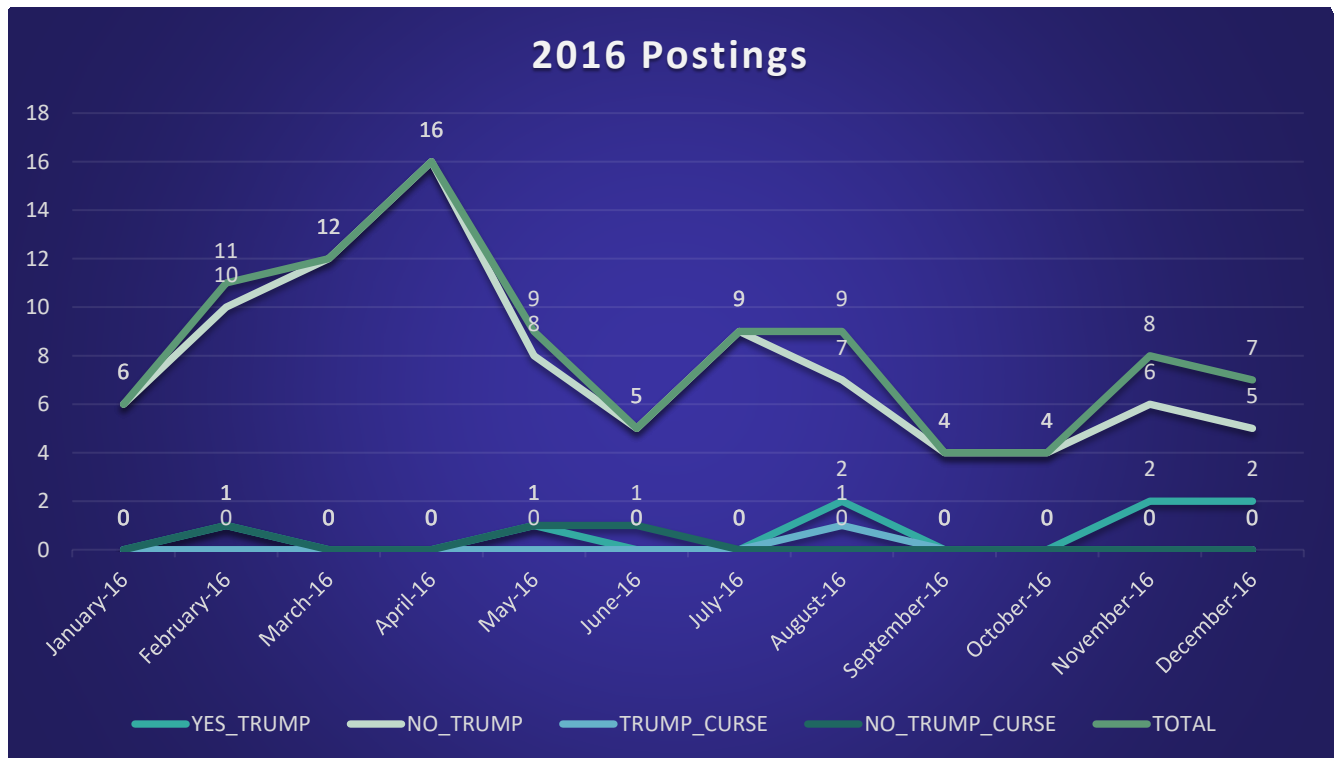
“Attention is vitality. It connects you with others. It makes you eager. Stay eager.”
— Susan Sontag

To a certain extent my personal focus on Trump gave me the motivation to continue to build a career in politics over the last four years. It brought me closer to my community than I had ever experienced before. I am grateful for the energy his madness instilled in me that allowed me to accomplish the things I have so far.

I am also relieved to discover that he occupied my thoughts far less than I had imagined.

2016

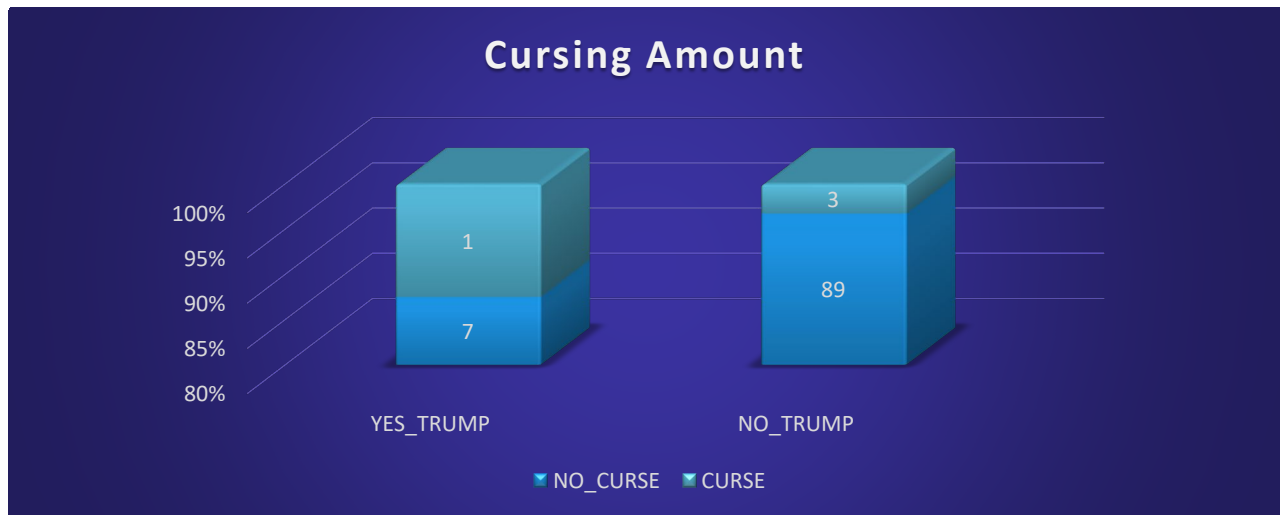
This is the year that I moved back to America from Japan. It took a long time before Trump even became a serious contender. By the summer I was working for the Clinton campaign and still had hope in my heart. As such, my Trump related output was relatively light.



March to April was when I was on a cross country train ride visiting a few of America's largest cities so the post count naturally spiked during this time. Then held steady for most of the rest of the year until the fall during the election run up.

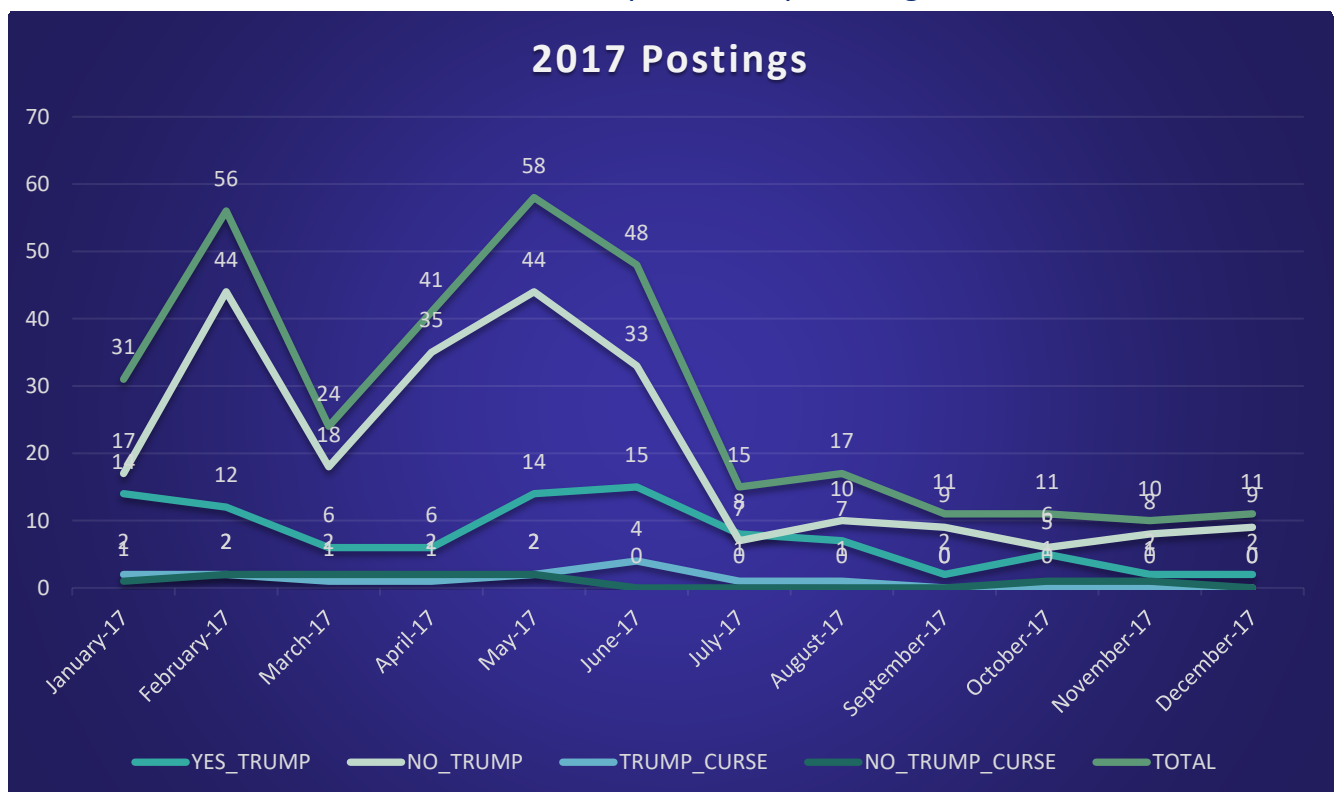
In order to get a sense of the tenor of my posts I searched the contents for curse words and compared how many Trump posts had swears as opposed to regular comments.

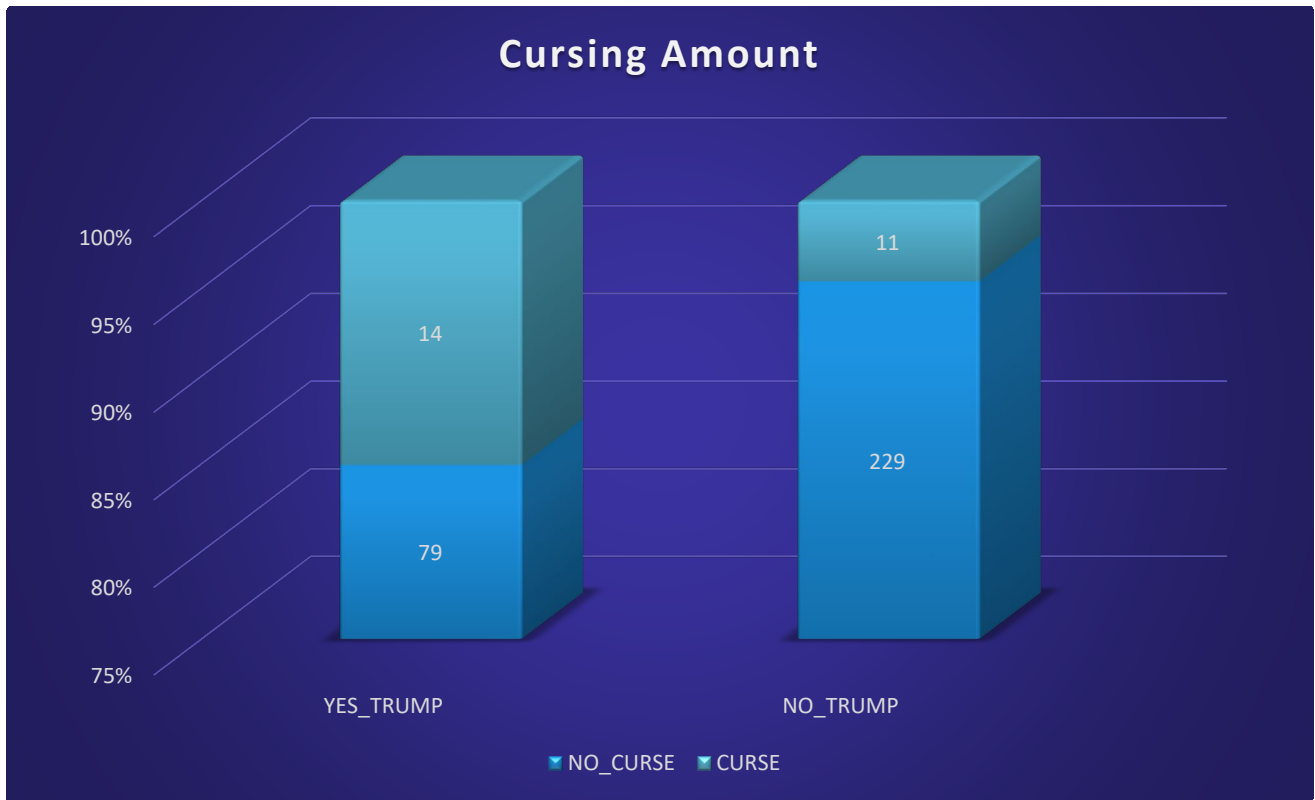
While only one Trump post contained curses this year as opposed to three that were not related to him, this did represent a significantly larger percentage of the whole.



2017

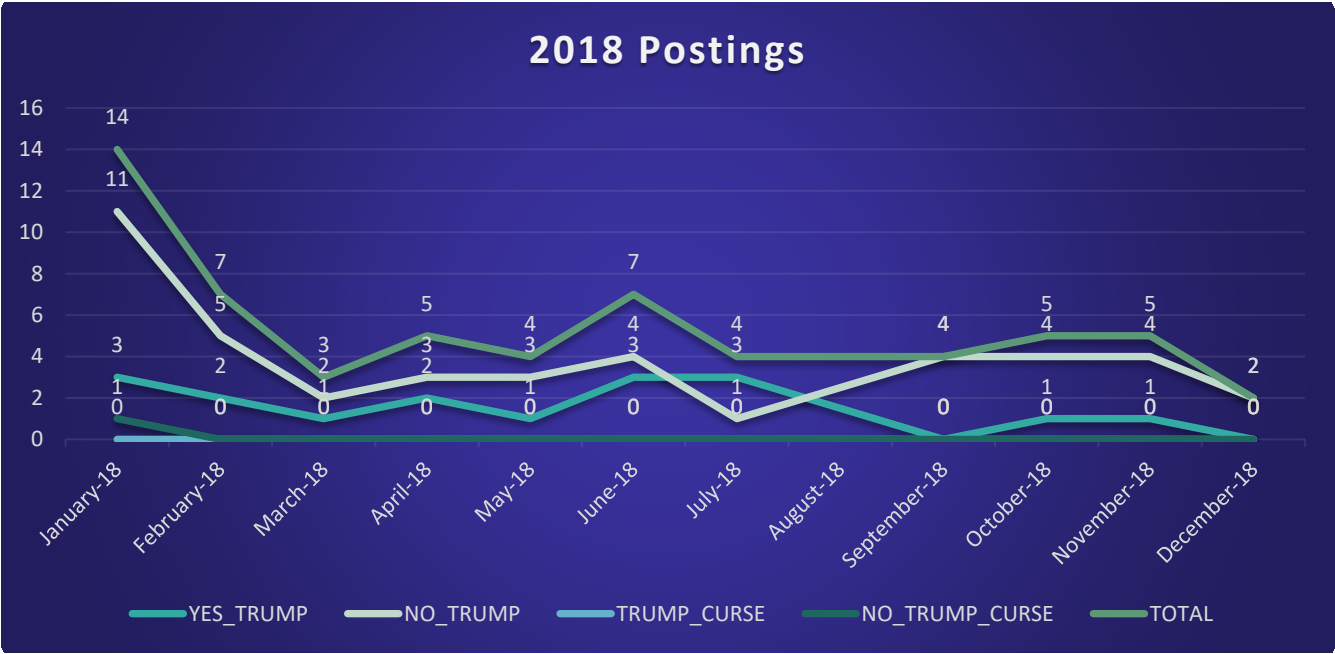
This year represented a serious increase in overall posting as well as a distinct focus on Trump. Cursing also went up in raw numbers but as an overall percentage of posts did not show a significant deviation. The dip in July is when I became a local organizer for the NCDP and hence had less time to harp on Trump's doings.



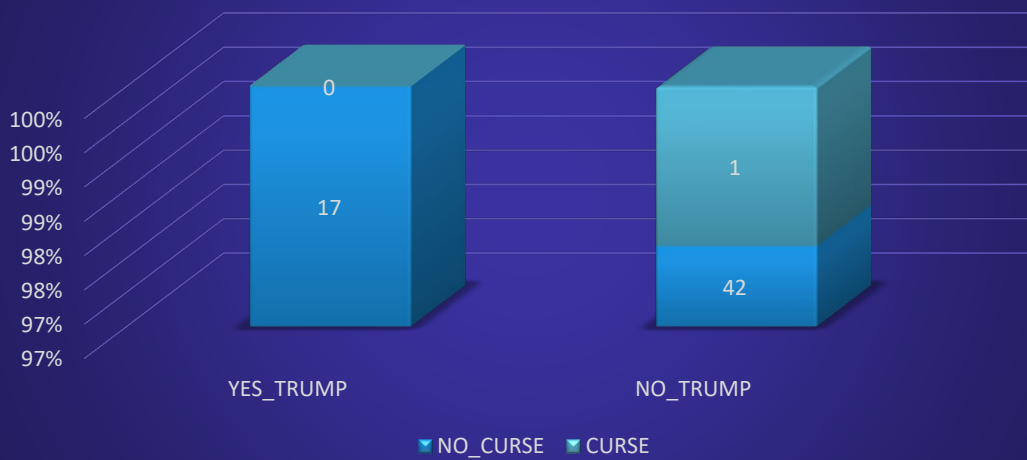


2018

This year marked a sizable decrease in postings overall. The most interesting data point was an almost complete elimination of cursing. This can be attributed to the fact that I was running a political campaign for State House during this year and had subsequently moved most of my cursing to Twitter.



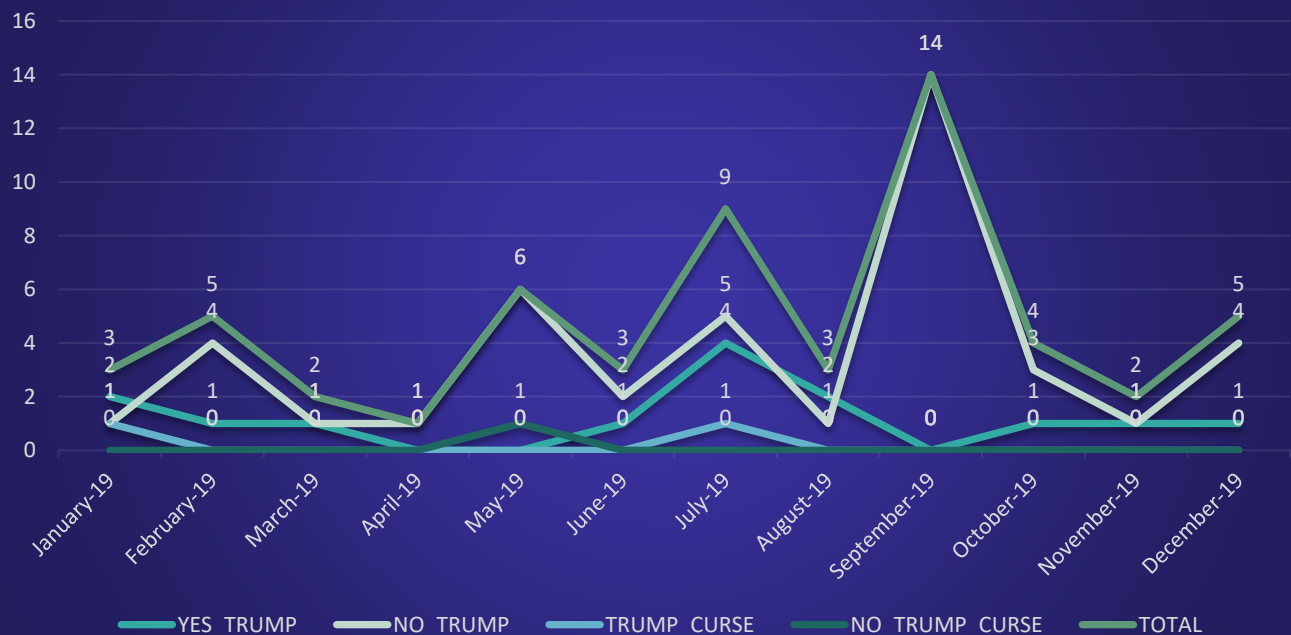
Cursing Amount



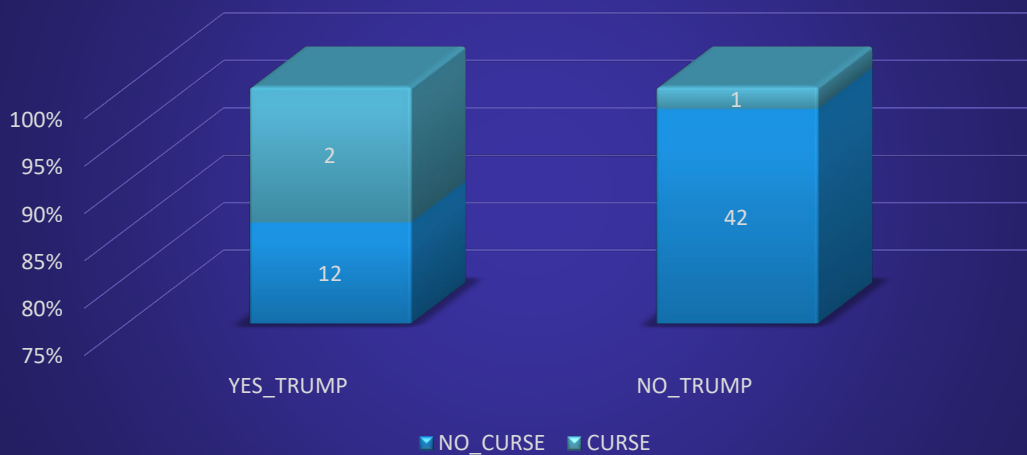
2019

The downward trend of Facebook posts continued this year as I moved most of my commentary over to Twitter. There was a large spike in September which can be accounted for the time I spent in Wyoming running a US Senate campaign. The extra posts were mostly just pictures of buffalo.

2019 Postings



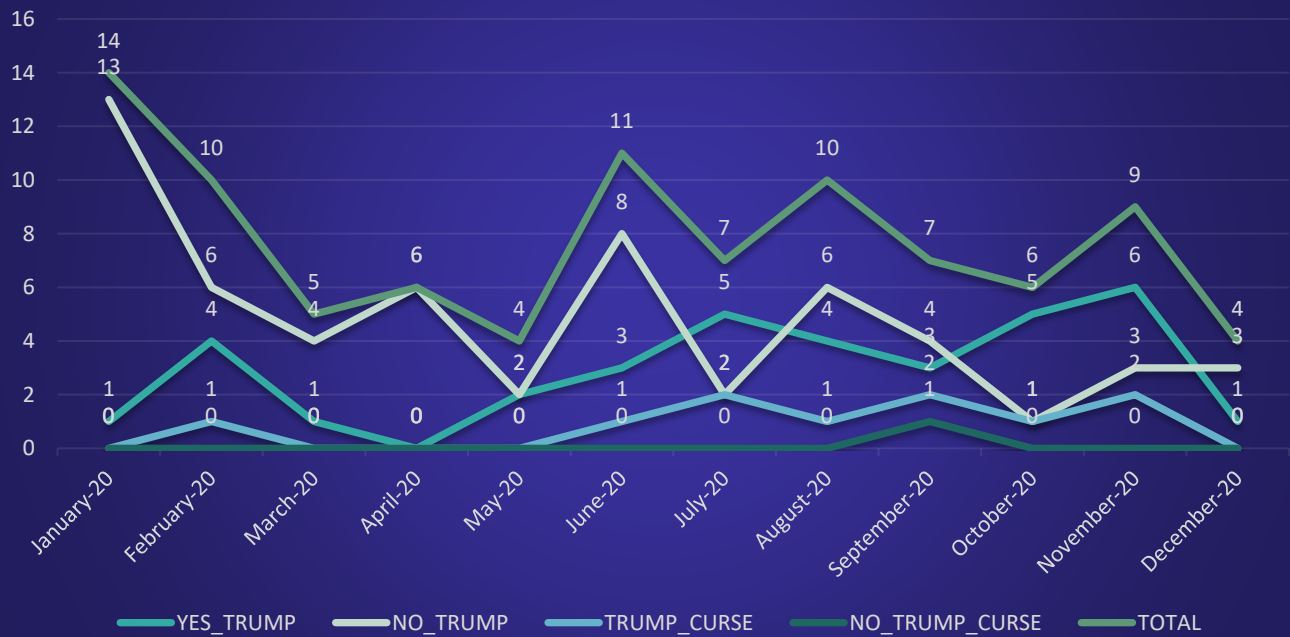
Cursing Amount

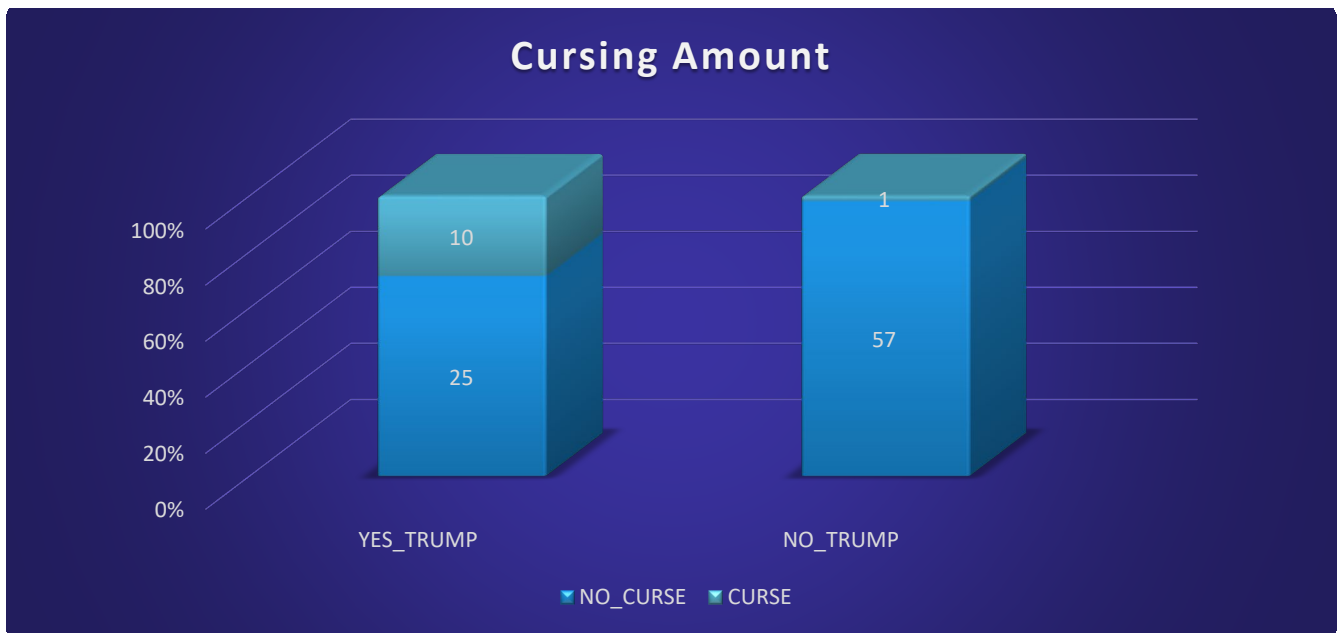


2020

Which brings us to the most recent full year. Postings increased recording the highest levels since 2017 but still not even breaking 30% of that year's prodigious output. Dealing with the COVID-19 crisis sent me to seek the comfort of interaction with friends I knew, located on Facebook, rather than the strangers that flit by on Twitter.

2020 Postings





Conclusion and Methodology

It is clear from the data that Trump did not consume my thoughts as much as I imagined. What will 2021 hold? One would hope that the former occupant of the White House would be reduced in my mind now that he is gone. However, the numbers for January 2021 are already trending upwards. Though I am proud that the amount of cursing has nearly bottomed out like it did in 2018. I feel confident that 2021 will be a better year than last year.

The data I used was a JSON file of my personal Facebook posts drawn from their website. I have included the Python (NSFW) I used to parse the data, the SQL I used in Microsoft Access to analyze the results, and the Excel file with graphs at the following Github repository: https://github.com/John-LaTorre/FB_Post_Analysis_2016_2020

If you enjoyed this analysis you can visit my infrequently updated website at <http://www.relegatedthings.com>

Thank you for your time and consideration. I look forward to hearing from you.
John LaTorre