

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 INTRODUCTION

This chapter contains the data presentation and analysis of the research findings. The aim of the study is to look into the coverage of president Tinubu's first 100 days in office on X(formerly twitter) space newspaper. Using a content analysis as methodology, due to the fact that content analysis method can be used in analyzing social media content specifically X(formerly twitter) in a systematic, objective and quantitative way for the purpose of measuring variables.

4.1 DATA INFORMATION

The data was sourced from Twitter Spaces discussions held under three topics: 'How would you rate Tinubu's 100 days in office?' and '100 days: Tinubu's economic policies,' created on September 5, 2023, and 'Tinubu's charisma and posture in TVs,' created on August 11, 2023. For the first two subjects, 100 comments or responses were systematically selected, while 25 comments were considered for the third subject out of hundreds of comments therein.

4.2 DATA ANALYSIS

The data underwent relational content analysis, wherein each comment was thoroughly evaluated and categorized through coding, ensuring alignment with specific categories.

Q1: What is the frequency of mentions in relation to approval ratings in the coverage of president Tinubu's first 100 days in office?

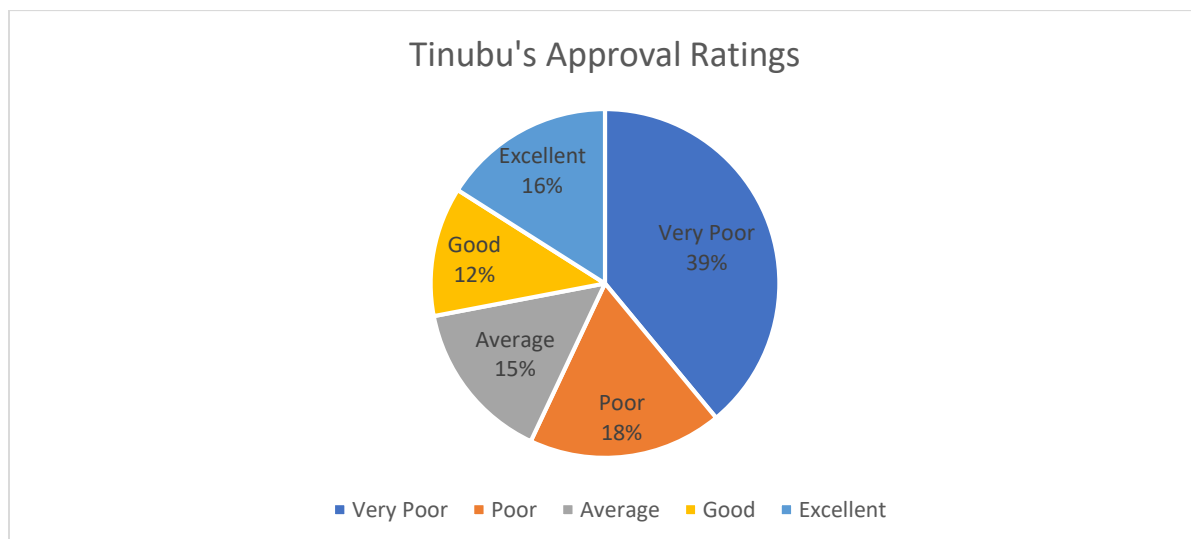
The Twitter users' responses in Twitter Space discussions under the topic "How would you rate Tinubu's 100 days in office?" were systematically coded using a rating scale. The scale included options such as "Excellent" (75-100), "Good" (60-74), "Average" (50-59), "Poor" (40-49), and "Very poor" (0-39). Each response was critically analyzed to determine its corresponding category.

For the purpose of evaluating satisfaction, responses categorized as "Excellent," "Good," and "Average" were considered positive ratings of the president's performance. Satisfaction was defined as the sum of these positive ratings.

Table 4.1: Approval Rating

Scale	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poor	39	39.0	39.0	39.0
Poor	18	18.0	18.0	57.0
Average	15	15.0	15.0	72.0
Good	12	12.0	12.0	84.0
Excellent	16	16.0	16.0	100.0
Total	100	100.0	100.0	

The analysis in table 4.1 indicates varying approval ratings for President Tinubu's first 100 days in office. Specifically, there were 39 mentions of "Very Poor" ratings and 18 mentions of "Poor" ratings, indicating a considerable amount of negative sentiment. Conversely, positive sentiments were also expressed, with 12 mentions of "Good" ratings and 16 mentions of "Excellent" ratings. Additionally, there were 15 mentions of "Average" ratings, suggesting a more neutral stance. Overall, the frequency of mentions illustrates the extent to which different approval ratings were discussed or referenced in the coverage of President Tinubu's first 100 days in office, offering insights into public perception and sentiment during that period.



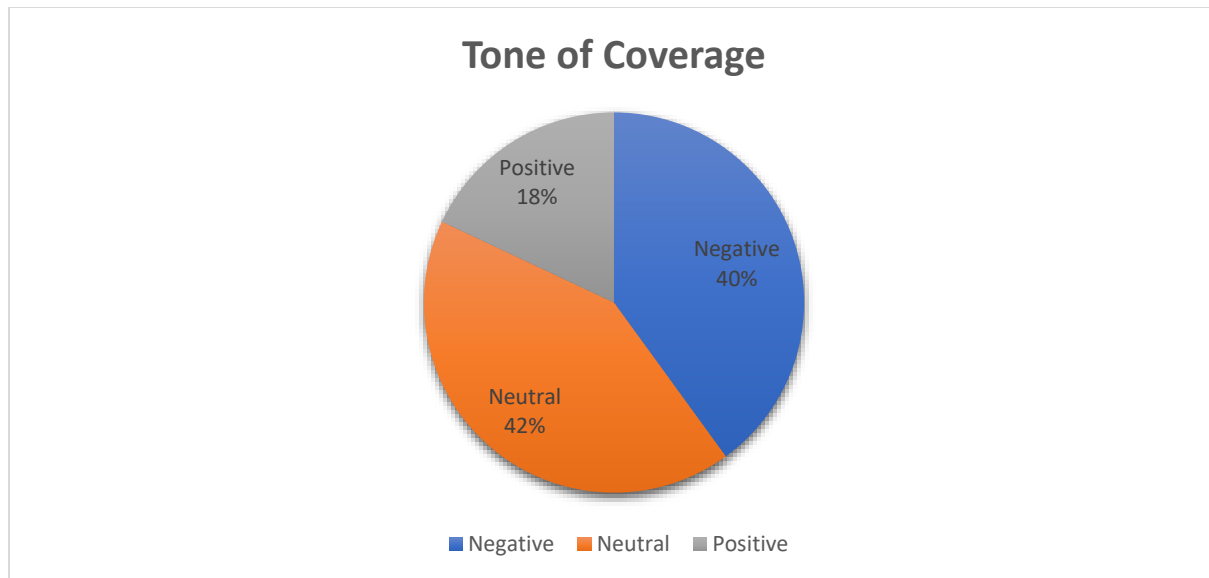
Q2: What is the tone of coverage concerning policy awareness in the portrayal of president Tinubu's first 100 days in office?

The analysis of Twitter comments under the topic "'100 days: Tinubu's economic policies'" categorized the comments into three main groups: positive, negative, and neutral. Comments classified as positive portrayed a favorable image of Tinubu's economic policies, expressing support or approval. Conversely, negative comments were characterized by criticism or opposition towards Tinubu's policies. Comments categorized as neutral fell into a middle ground, not strongly endorsing or condemning Tinubu's policies but possibly containing elements of both positive and negative perspectives.

Table 4.2: Tone of coverage

Tone	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	40	40.0	40.0	40.0
Neutral	42	42.0	42.0	82.0
Positive	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Table 4.2 above reveals that 40% of the coverage adopts a negative tone, indicating criticism or skepticism towards Tinubu's economic policies. Meanwhile, 18% of the coverage reflects a positive tone, suggesting support or approval of Tinubu's policies. The majority of the coverage, constituting 42%, takes a neutral stance, possibly indicating a balanced or mixed portrayal of Tinubu's economic initiatives. This distribution of tones offers an understanding of how policy awareness is depicted in the portrayal of President Tinubu's early tenure in office, reflecting a range of perspectives from critical to supportive and neutral.



Q3: What effect does visual representation have on trust in leadership in the coverage of president Tinubu’s initial 100 days in office?

In analyzing 25 comments from Twitter Space discussions concerning Tinubu's posture and charisma during his first 100 days in office, a nuanced spectrum of perspectives emerged.

Among these comments, a notable proportion conveyed negative sentiments regarding Tinubu's visual representation, particularly critiquing his posture and body language. Phrases such as "Tinubu's belligerent posture will not end well for Nigeria" and "Tinubu cunning posture and body language scream fraudster" reveal underlying doubts and distrust in his leadership capabilities.

Conversely, there were positive remarks highlighting Tinubu's perceived charisma and leadership potential. For instance, statements like "I am Bola Ahmed Tinubu. A show of charisma which depicts an excellent leader" and "Labour Party Rep-Elect said Tinubu charisma shows that he is ready for the challenging task of leading the nation" suggest that some individuals viewed Tinubu's visual representation positively, associating it with strong leadership qualities.

This analysis underscores the multifaceted nature of public perceptions surrounding Tinubu's posture and charisma, reflecting a diversity of opinions that contribute to the ongoing discourse on his performance during his initial days in office.

4.3 SUMMARY OF FINDINGS

The analysis of Twitter Space discussions regarding Tinubu's 100 days in office unveiled a mixed sentiment towards his performance. Negative ratings ("Very Poor" and "Poor") predominated, comprising 57% of mentions, while positive ratings ("Good" and "Excellent") constituted 28%, and neutral ratings ("Average") accounted for 15%. This distribution suggested a generally negative perception of Tinubu's performance among Twitter users.

In terms of coverage tone concerning policy awareness, the analysis revealed diverse tones. Negative coverage, expressing criticism or skepticism towards Tinubu's policies, comprised 40% of mentions. Positive coverage, indicating support or approval of Tinubu's policies, constituted 18% of mentions. Meanwhile, neutral coverage was predominant at 42%, suggesting a balanced or mixed portrayal of Tinubu's economic initiatives. The distribution of tones reflected varying degrees of trust and perception in Tinubu's leadership based on policy awareness.

Regarding the effect of visual representation on trust in leadership, comments from Twitter Space discussions offered diverse perspectives on Tinubu's posture and charisma during his first 100 days in office. Negative comments critiqued Tinubu's posture and body language, indicating doubts and mistrust in his leadership capabilities. Conversely, positive comments highlighted Tinubu's charisma and leadership potential, associating it with strong leadership qualities. The effect of visual representation on trust in Tinubu's leadership appeared multifaceted, with perceptions influenced by individual interpretations of his posture and charisma. These findings collectively underscore the complexity and variability of public opinion regarding Tinubu's performance, policy awareness, and visual representation during his initial 100 days in office.