

Appendix A. Initial BERTopic results.

Topic	Count	Name	Representation	KeyBERT	MMR	GPT
-1	25699	-1_thats_dont_like_people	['thats', 'dont', 'like', 'people', 'just', 'im', 'youre', 'think', 'hes', 'know']	['bad', 'trump', 'really', 'trumps', 'hate', 'president trump', 'actually', 'people', 'comment', 'time']	['like', 'just', 'lol', 'trumps', 'time', 'vote', 'said', 'love', 'better', 'didnt']	['Political opinions and debates about Donald Trump and US politics']
0	4189	0_bryson_brysons_trump_bryson_video_bryson	['bryson', 'brysons', 'trump bryson', 'video bryson', 'bryson trump', 'bryson bryson', 'bryson president', 'thank bryson', 'bryson just', 'thank']	['bryson playing', 'golf bryson', 'great video', 'golfer', 'golf', 'video bryson', 'thanks bryson', 'bryson said', 'awesome bryson', 'thank bryson']	['trump bryson', 'video bryson', 'thank', 'president trump', 'bryson great', 'great', 'dechambeau', 'video', 'game', 'bryson love']	['Bryson DeChambeau and Donald Trump Golf Collaboration']
1	2861	1_golf_video_old_golf_best_golf	['golf video', 'old', 'golf', 'best golf', 'youtube golf', 'stroke', 'watched', 'putting', 'youtube', 'putting stroke']	['golf video', 'golf videos', 'youtube golf', 'watching golf', 'best golf', 'greatest golf', 'watch golf', 'playing golf', 'golfing', 'play golf']	['golf video', 'best golf', 'youtube', 'putting stroke', 'swing', 'hes', 'years old', 'video time', 'greatest', 'ive watched']	['Golf videos and discussions about older players']
2	2493	2_golfer_golf_golf_trump_good_golfer	['golfer', 'golf', 'golf trump', 'good golfer', 'play golf', 'good golf', 'golf game', 'good', 'trump golf', 'play']	['trump golf', 'golfer trump', 'golf trump', 'trumps golf', 'playing golf', 'play golf', 'golfer president', 'golfing', 'golf game', 'good golfer']	['golf trump', 'good golfer', 'golf game', 'game', 'course', 'president', 'trump play', 'trump great', 'really', 'watch']	['Donald Trump's golf skills and reputation']
3	1639	3_lost_media_people_election	['lost', 'media', 'people', 'election', 'border', 'democracy']	['trump', 'democracy', 'president trump', 'donald trump', 'president', 'video']	['lost', 'people', 'border', 'democracy', 'wars', 'inflation', 'years']	['Debates on Donald Trump's Presidency']

			'economy', 'country', 'wars', 'convicted']	trump', 'democrats', 'obama', 'nice', 'good']	'ukraine', 'hate', 'video trump']	and U.S. Political Polarization']
4	1502	4_best video_fun watch_video_fun	['best video', 'fun watch', 'video', 'fun', 'youtube video', 'best', 'watch', 'youtube', 'watched', 'entertaining'] ['biden', 'joe biden', 'joe', 'beat', 'biden golf', 'beat trump', 'bidens', 'biden biden', 'think biden', 'handicap']	['great video', 'awesome video', 'amazing video', 'good video', 'video awesome', 'video amazing', 'youtube video', 'video youtube', 'best videos', 'best youtube'] ['biden chance', 'chance biden', 'biden golf', 'biden better', 'golf biden', 'golfer biden', 'better biden', 'think biden', 'sure biden', 'vs biden'] ['youre brainwashed', 'feel sorry', 'youre embarrassing', 'embarrassing', 'lying', 'media lies', 'like brainwashed', 'like sad', 'sad person', 'people hate']	['fun watch', 'youtube video', 'watched', 'thanks', 'ive', 'content', 'loved', 'awesome video', 'guys', 'best youtube'] ['joe', 'handicap', 'biden said', 'golf biden', 'debate', 'strokes', 'said beat', 'carry', 'biden strokes', 'imagine biden']	['Positive reactions to YouTube videos'] ['Debate over Biden vs. Trump golf abilities']
5	1446	5_biden_joe biden_joe_beat				
6	1101	6_imagine imagine_imagine_media_brainwashe d	['imagine imagine', 'imagine', 'media', 'brainwashed', 'youre', 'sad', 'stupid', 'pathetic', 'loser', 'hate']		['imagine imagine', 'brainwashed', 'loser', 'cnn', 'crying', 'msm', 'mainstream media', 'shut', 'troll', 'people hate'] ['secret', 'golf carts', 'tee box', 'green', 'driving tee', 'drives', 'trump driving', 'following', 'owns course', 'carts following']	['Hostile online discourse and distrust of mainstream media']
7	856	7_cart_carts_tee_boxes	['cart', 'carts', 'tee', 'boxes', 'tee boxes', 'driving', 'secret service', 'secret', 'golf carts', 'greens']	['trump drives', 'trump driving', 'trump drive', 'drives tee', 'driving tee', 'driving golf', 'driving greens', 'just drives', 'drives greens', 'trump just']		['"Trump's behavior driving golf carts on his golf courses"]

8	572	8_million_views_subs_million views	['million', 'views', 'subs', 'million views', 'hours', 'mil', 'congrats', 'subscribers', 'congrats million', 'views hours']	['million views', 'views million', 'million subs', 'million congratulations', 'million congrats', 'congrats million', 'million subscribers', 'congratulations million', 'mil congrats', 'video million']	['subs', 'million views', 'views hours', 'hours million', 'million congrats', 'hit', 'trending', 'youtube', 'gained subscribers', 'later']	['YouTube subscriber milestones and viral video growth']
9	426	9_game_trumps game_player_trump game	['game', 'trumps game', 'player', 'trump game', 'got game', 'impressed', 'trump player', 'play', 'trump play', 'great player']	['game impressive', 'awesome game', 'impressive trump', 'great video', 'player awesome', 'trumps game', 'game awesome', 'trump plays', 'really impressed', 'impressed president']	['trumps game', 'got game', 'trump player', 'great player', 'trump got', 'impressed president', 'wow', 'really play', 'play president', 'ball']	['Praise for Donald Trump's Golf Skills']
10	419	10_hes president_president president_referred_presidents	['hes president', 'president president', 'referred', 'presidents', 'obama', 'president hes', 'referred president', 'president obama', 'president', 'addressed']	['presidents leave', 'presidents presidents', 'saying president', 'called president', 'presidents president', 'presidents mr', 'president title', 'mean president', 'presidents', 'president anymore']	['referred', 'president hes', 'president obama', 'potus', 'ex', 'title', 'leave office', 'isnt president', 'called president', 'president anymore']	['How to address former presidents and officials']
11	299	11_filmed_attempt_assassination_july	['filmed', 'attempt', 'assassination', 'july', 'assassination attempt', 'pinned',	['filmed prior', 'filmed happened', 'video filmed', 'filmed incident', 'filmed trump', 'shooting	['assassination', 'comthis', 'pinned comment', 'week july', 'recorded', 'filmed week',	['Debate over timing of Trump event video versus

			'comthis', 'pinned comment', 'week july', 'recorded']	filmed', 'trump filmed', 'filmed shooting', 'shot filmed', 'filmed attempt']	'comment filmed', 'butler', 'brysons pinned', 'filmed attempt'] ['need break', 'brooks', 'break tiger', 'alice cooper', 'scottie scheffler', 'volunteer', 'try phil', 'dallas lets', 'break scottie', 'tiger charlie']	assassination attempt'] ['Requests and suggestions for celebrity collaborations and appearances in a golf context']
12	269	12_tiger_scottie_break_need break	['tiger', 'scottie', 'break', 'need break', 'brooks', 'lets', 'break tiger', 'try', 'alice', 'alice cooper'] ['neville', 'neville neville', 'neville needs', 'shout neville', 'nevel', 'goat neville', 'cabinet', 'need neville', 'rooftop', 'nevil']	['need break', 'need tiger', 'try tiger', 'tiger lets', 'need run', 'lets break', 'really need', 'lets play', 'lets try', 'break lets'] ['neville', 'think neville', 'need neville', 'want neville', 'neville knows', 'nevilles', 'neville needs', 'episode neville', 'neville neville', 'neville reads']	['neville needs', 'rooftop', 'shout', 'secretary', 'caddy', 'head secret', 'mvp', 'shoutout neville', 'neville trumps', 'star'] ['birdies', 'eagle solo', 'eagle trump', 'eagle playing', 'eagles', 'trumps solo', 'playing best', 'eagle crazy', 'insane', 'trump getting']	 ['Neville the Caddy: Praise and Jokes'] ['Donald Trump's golf achievements (birdies and eagles)']
13	247	13_neville_neville neville_neville needs_shout neville	['solo', 'eagle', 'solo eagle', 'solo birdie', 'birdie', 'trump solo', 'birdies', 'solo birdies', 'birdies solo', 'eagle solo']	['birdies solo', 'birds solo', 'solo birdies', 'solo birds', 'solo bird', 'solo birdie', 'birdie solo', 'eagle solo', 'solo birdied', 'solo eagle'] ['trump strokes', 'trumps putting', 'trump putts', 'trump putting', 'trumps putts', 'stroke trumps', 'stroke trump', 'putting stroke', 'interesting stroke', 'trump putt']	['stroke', 'trump putts', 'wrist', 'gives anxiety', 'donalds putting', 'putts like', 'terrible putting', 'interesting', 'style', 'putts glove']	 ["Donald Trump's golf putting technique"]
14	240	14_solo_eagle_solo eagle_solo birdie	['stroke', 'putting stroke', 'putting', 'putt', 'trumps putting', 'putter', 'stroke trumps', 'trump putts', 'trumps', 'putts']			
15	225	15_stroke_putting stroke_putting_putt				

16	214	16_ear_ear looks_healed_trumps ear	['ear', 'ear looks', 'healed', 'trumps ear', 'fine', 'bandage', 'scar', 'looks fine', 'intact', 'ear healed']	['got shot', 'wasnt shot', 'ear looks', 'didnt shot', 'assassination attempt', 'trumps ear', 'closeups ear', 'happen ear', 'looks fine', 'ears bullet']	['trumps ear', 'bandage', 'scar', 'ear healed', 'shot ear', 'fine ear', 'looks', 'wheres', 'assassination attempt', 'perfectly fine']	["Speculation about Trump's ear injury after assassination attempt"]
17	196	17_trump inside_inside_like president_inside president	['trump inside', 'inside', 'like president', 'inside president', 'inside looks', 'trumps inside', 'president inside', 'inside think', 'looks like', 'think president']	['trump inside', 'trumps inside', 'president inside', 'inside president', 'inside trump', 'presidents inside', 'inside looks', 'inside', 'got inside', 'trump acting']	['trump inside', 'like president', 'inside lol', 'think presidents', 'pause', 'head butt', 'inside comment', 'crazy looks', 'mir', 'phrasing']	['Jokes and commentary about Donald Trump']
18	182	18_partner_partner partner_say partner_drinking game	['partner', 'partner partner', 'say partner', 'drinking game', 'shot time', 'calling partner', 'partner count', 'said partner', 'partner counter', 'counter']	['partner drinking', 'partner say', 'drinking game', 'partner shot', 'says partner', 'say partner', 'eachother partner', 'people partner', 'shot partner', 'partner lets']	['shot time', 'partner counter', 'counter', 'drinking', 'partner lol', 'partner said', 'kleenex', 'love calling', 'times partner', 'times said']	['Humorous repetition of the word "partner" in videos']
19	164	19_ad_kamala_kamala harris_harris	['ad', 'kamala', 'kamala harris', 'harris', 'ads', 'harris ad', 'kamala ad', 'ad video', 'kamala ads', 'getting kamala']	['video ad', 'campaign ad', 'ads playing', 'trump ads', 'getting ads', 'ads video', 'commercials video', 'ad video', 'kamala ads', 'advertisement']	['kamala harris', 'kamala ads', 'getting kamala', 'ads video', 'begging money', 'middle video', 'youtube kamala', 'got ad', 'harris campaign', 'adds']	['YouTube ads for Kamala Harris campaign']

20	150	20_tees_red_red_tees_ladies	['tees', 'red', 'red tees', 'ladies', 'reds', 'ladies tees', 'playing ladies', 'playing red', 'tees playing', 'playing reds']	['playing tees', 'playing reds', 'playing red', 'reds playing', 'tees playing', 'played reds', 'play red', 'played red', 'tees played', 'play reds']	['red tees', 'playing ladies', 'tees playing', 'womens', 'reds playing', 'sergio', 'tees ladies', 'tees challenge', 'challenge break', 'theyre playing']	["Debate over playing from red or women's tees in golf"]
21	146	21_old_trump_looks_looks_old_trump_old	['old', 'trump looks', 'looks old', 'trump old', 'looks', 'oldest', 'old trump', 'oldest presidential', 'old president', 'looking old']	['looks older', 'looking old', 'looks old', 'look old', 'trump senile', 'really old', 'hes old', 'trump old', 'lookin old', 'biden old']	['old', 'trump old', 'oldest presidential', 'old president', 'senile', 'presidential nominee', 'trump lookin', 'looks frail', 'candidate history', 'looks older']	["Concerns about Donald Trump's age and fitness for presidency"]
22	146	22_trump_love_love_trump_love_president_love	['trump love', 'love trump', 'love president', 'love', 'love mr', 'love love', 'gotta love', 'president love', 'love man', 'uk love']	['loves trump', 'loved trump', 'love trump', 'love trumps', 'trump love', 'love president', 'trumpy likes', 'trump trump', 'trump gotta', 'mr trump']	['uk love', 'yorker', 'remember loved', 'trump remember', 'maga love', 'loves trump', 'great man', 'gotta', 'choo', 'trump way']	['Pro-Trump admiration and support']
23	115	23_wait_waiting_ive_waiting_wait_watch	['wait', 'waiting', 'ive waiting', 'wait watch', 'going awesome', 'gonna huge', 'wait wait', 'weve waiting', 'going good', 'awesome wait']	['excited wait', 'wait excited', 'waiting awesome', 'waiting unbelievable', 'awesome wait', 'waiting happen', 'episode waiting', 'looking forward', 'waiting wait', 'yesssss wait']	['ive waiting', 'going awesome', 'gonna huge', 'awesome wait', 'yesssss', 'looking forward', 'watch going', 'oh man', 'waiting lfg', 'advertised going']	['Excitement and anticipation for an upcoming event']

24	97	24_goat_goats_trump goat_goat goat	['goat', 'goats', 'trump goat', 'goat goat', 'goat trump', 'goat goats', 'goats trump', 'goats goats', 'goat maga', 'goats goat'] ['internet', 'break internet', 'internet break', 'gonna break', 'break', 'internet gonna', 'breaking internet', 'internet internet', 'broke internet', 'going break'] ['kamala', 'kamala kamala', 'break kamala', 'lets kamala', 'kamala doing', 'imagine kamala', 'voting kamala', 'fair kamala', 'kamala lets', 'kamalas game'] ['great incredible', 'incredible', 'incredible thats', 'great awesome', 'awesome', 'impressive great', 'wow wow', 'awesome wow',	['trump goat', 'trumps goat', 'goat trumps', 'goat trump', 'goats trump', 'trump goated', 'trump goats', 'freaking goat', 'goat', 'goat goat'] ['breaking internet', 'internet gonna', 'break internet', 'gonna break', 'internet breaking', 'internet break', 'internet broke', 'broke internet', 'going internet', 'internet broken'] ['kamala doesnt', 'voting kamala', 'kamala doing', 'kamala having', 'vote kamala', 'kamala like', 'kamala lets', 'lets kamala', 'kamala kicks', 'kamala lol'] ['awesome', 'incredible thats', 'just awesome', 'awesome honestly', 'incredible amazing', 'amazing youre', 'remarkable awesome', 'incredible', 'positive	['goats trump', 'goats video', 'thé', 'fraud election', 'fight subscribed', 'circle twats', 'course goats', 'confirmed goats', 'yall ryder', '_xd_goat action'] ['internet gonna', 'internet internet', 'gonna', 'internet officially', 'fourty', 'internet breaking', 'ready break', 'shut', 'incoming', 'break youtube'] ['voting kamala', 'kamala lets', 'play kamala', 'kamala harris', 'harris', 'female', 'kamala like', 'hey invite', 'kamala marmalade', 'kamala kicks'] ['wow wow', 'aura wow', 'brainrot', 'blast wydr', 'brilliant wow', 'cheered rooted', 'badass unsubscribed', 'awesome word',	['Trump as "GOAT" (Greatest of All Time) and goat-themed memes'] [["Breaking the Internet" Reactions]] ['Online discussions and opinions about Kamala Harris'] ['Reactions of amazement and positivity']
25	90	25_internet_break internet_internet break_gonna break				
26	88	26_kamala_kamala kamala_break kamala_lets kamala				
27	84	27_great incredible_incredible_incredible thats_great awesome				

			'wow', 'incredible great']	awesome', 'great incredible']	'badass incredible', 'absolute fudge'] ['help tds', 'terminal', 'showing', 'temporary downs', 'downs syndrome', 'mrnurse arent', 'syndrome good', 'sad case', 'psychiatric', 'luck little']	
28	84	28_tds_tds showing_help tds_showing tds	['tds', 'tds showing', 'help tds', 'showing tds', 'case tds', 'tds suck', 'suck tds', 'tds tds', 'advanced', 'seek']	['help tds', 'tds showing', 'seek treatment', 'man tds', 'showing tds', 'tds tds', 'tds need', 'tds suck', 'terminal tds', 'thats tds']		['Trump Derangement Syndrome (TDS) discourse']
29	80	29_lets trump_trump lets_trump trump_fight	['lets trump', 'trump lets', 'trump trump', 'fight', 'lets', 'fight fight', 'choo', 'lets goooo', 'goooo', 'trump hell']	['lets trump', 'trump lets', 'goooo trump', 'trump trump', 'trump ohhhh', 'lets goooo', 'trump yo', 'fight trump', 'yeah trump', 'trump thats']	['lets trump', 'fight fight', 'choo', 'trump hell', 'lfg trump', 'usa', 'looky', 'baby lets', 'hell yeah', 'goooo trump']	['Pro-Trump Enthusiasm and Support']
30	80	30_djt_dt_djt really_game djt	['djt', 'dt', 'djt really', 'game djt', 'djt man', 'djt having', 'djt play', 'djt got', 'round djt', 'djt stick']	['enjoying djt', 'good djt', 'djt game', 'game djt', 'djt play', 'djt really', 'djt got', 'like djt', 'djt having', 'morning djt']	['game djt', 'fkh', 'man great', 'dt really', 'es ist', 'dt walks', 'dt winners', 'dthk ads', 'enjoying djt', 'dts chuckle']	['Praise and Commentary on DJT's Golf Performance']
31	79	31_reed_patrick_patrick reed_likes patrick	['reed', 'patrick', 'patrick reed', 'likes patrick', 'reed trump', 'trump likes', 'likes', 'golfer patrick', 'like patrick', 'loves patrick']	['trump likes', 'patrick reed', 'trump liking', 'thinks reed', 'reed favorite', 'likes patrick', 'liked patrick', 'liking patrick', 'reed favourite', 'pat reed']	['reed trump', 'trump likes', 'golfer patrick', 'liked patrick', 'reed favorite', 'said liked', 'saying loves', 'controversial golfer', 'reed course', 'reed controversial']	['Donald Trump's admiration for golfer Patrick Reed']

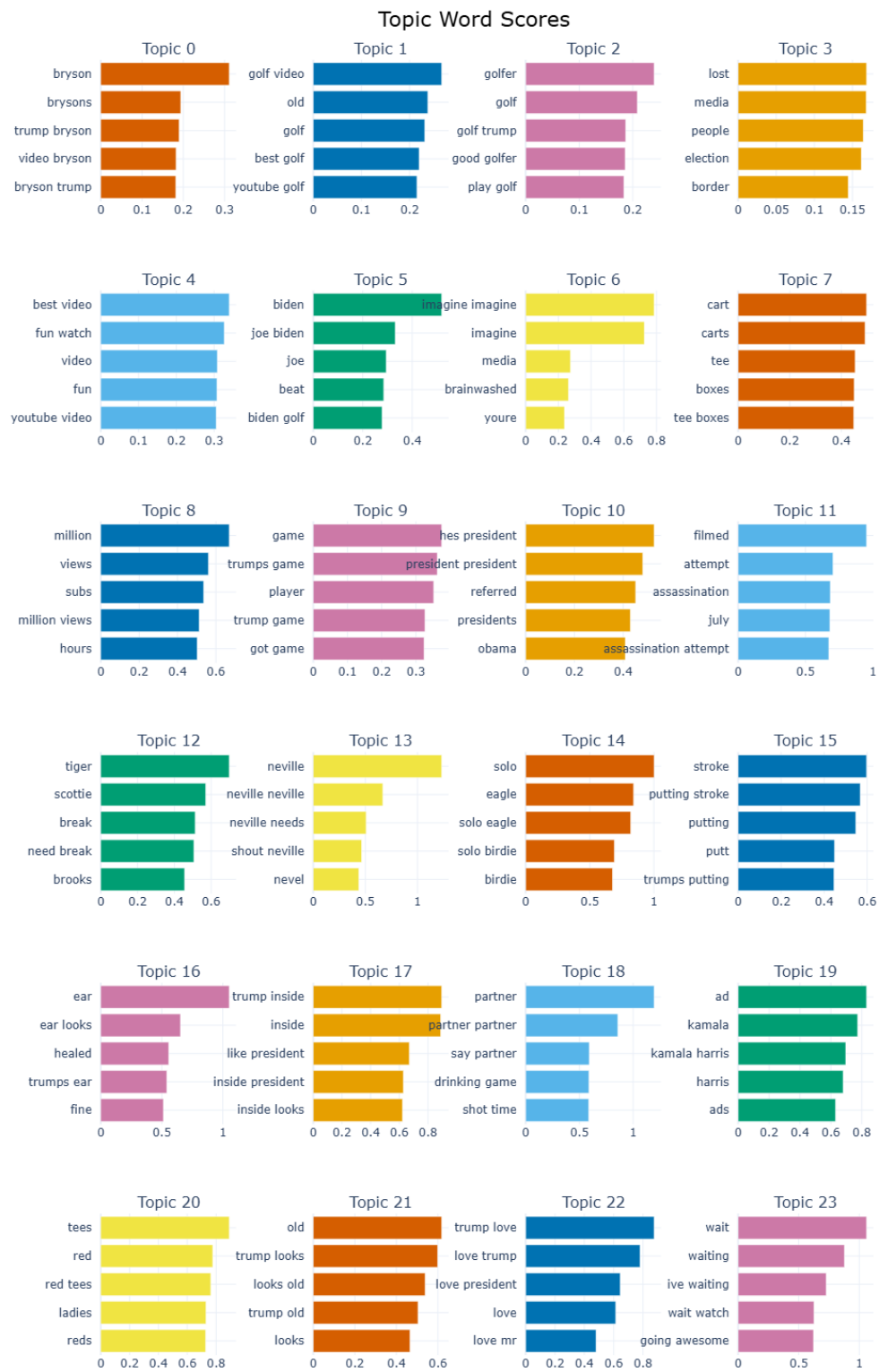
32	76	32_gets inside_trump gets_whats going_inside dont	['gets inside', 'trump gets', 'whats going', 'inside dont', 'know whats', 'gets', 'going president', 'inside', 'whats', 'dont know']	['trump inside', 'inside president', 'going trump', 'dont know', 'going president', 'crazyyyy president', 'gets inside', 'president trump', 'trump gets', 'inside']	['inside dont', 'idk whats', 'pause', 'know going', 'going wild', 'president', 'trump inside', 'going trump', 'video lmaoooooooooooo', 'professional come']	['Humorous and Irreverent Commentary on President Trump']
33	75	33_rapist_felon_convicted_golf convicted	['rapist', 'felon', 'convicted', 'golf convicted', 'golfing', 'golfing rapist', 'golfing convicted', 'traitor', 'convicted felon', 'golfing traitor']	['golfing rapist', 'felon golfing', 'pedophile golfing', 'golf cheater', 'playing golf', 'golfing convicted', 'golfing traitor', 'play golf', 'golfing felon', 'golf convicted']	['golfing rapist', 'felon good', 'felon playing', 'golf known', 'golf traitor', 'convicted criminal', 'golf felon', 'wants destroy', 'sexual predator', 'traitor country']	['Criticism of golfing with controversial convicted individuals']
34	75	34_wounded_wounded warrior_warrior_warriors	['wounded', 'wounded warrior', 'warrior', 'warriors', 'wounded warriors', 'warrior project', 'project', 'money wounded', 'money', 'vets']	['donating wounded', 'donate wounded', 'veterans charity', 'money wounded', 'donations', 'donating', 'wounded warriors', 'money veterans', 'warriors good', 'gladly donated']	['project', 'money wounded', 'vets', 'raising money', 'donating wounded', 'warriors fought', 'local veterans', 'warrior scam', 'pockets people', 'losers']	['Wounded Warrior Project charity controversies and fundraising']
35	73	35_cheats_cheating_did cheat_cheat	['cheats', 'cheating', 'did cheat', 'cheat', 'hes cheating', 'cheating video', 'cheated', 'cheater',	['hes cheating', 'cheating', 'cheats hes', 'cheating durr', 'cheating video', 'cheats ass', 'cheating literally', 'cheat lying', 'cheating did', 'cheating just']	['cheating video', 'durr', 'hes notorious', 'pele', 'asking cheated', 'aint wheelhouse', 'orange caligula', 'careful likes',	['Accusations of cheating and dishonesty']

			'durrr', 'stories cheating']		'believe idk', 'beat stinks']	
			['lets', 'lets fucking', 'lets lets', 'goooo', 'lets freaking', 'lets goooo', 'yeah lets', 'gooooooo', 'baby lets', 'fucking lets']	['lets fucking', 'lets goooo', 'fucking lets', 'letssss gooooo', 'lets gooooooo', 'goooooo lets', 'goooooo lets', 'lets goooooo', 'gooooooo lets']	['lets freaking', 'baby lets', 'lets mil', 'goooo lets', 'shit lets', 'gooooo', 'fucking', 'freakin wayyyy', 'freaking kidding', 'freaking boys']	['Expressions of Excitement and Enthusiasm']
36	68	36_lets_lets fucking_lets lets_goooo	['thats holes', 'gotten inside', 'holes president', 'gotten', 'president gotten', 'holes', 'inside', 'inside thats', 'holes presidents', 'presidents gotten']	['president inside', 'presidents inside', 'holes president', 'president got', 'got inside', 'presidents gotten', 'gotten inside', 'presidents getting', 'inside holes', 'presidents got']	['gotten inside', 'holes president', 'presidents gotten', 'heh', 'inside holes', 'holes thats', 'president inside', 'inside metrump', 'inside pause', 'crazy thats']	
37	68	37_thats holes_gotten inside_holes president_gotten	['collab', 'needed', 'know needed', 'needed collab', 'best collab', 'duo didnt', 'collab didnt', 'collab needed', 'greatest collab', 'collab best']	['unexpected collab', 'needed collab', 'collab needed', 'need collab', 'collab didnt', 'collab wanted', 'legendary collab', 'collab actually', 'coolest collab', 'wanted collab']	['needed collab', 'duo didnt', 'needed best', 'collab knew', 'collab trump', 'collab year', 'collab wait', 'combo duo', 'collab greatest', 'best pairing']	['Sexual innuendos and jokes about Trump']
38	63	38_collab_needed_know needed_needed collab			['steph', 'john daly', 'tony romo', 'lee trevino', 'mj', 'barkley', 'jordan gotta', 'play michael', 'curry michael', 'break john']	['Excitement about iconic collaborations']
39	60	39_jordan_curry_michael jordan_michael	['jordan', 'curry', 'michael jordan', 'michael', 'steph', 'steph curry', 'daly', 'john daly', 'john', 'curry tony']	['tony romo', 'definitely michael', 'curry somebody', 'gotta steph', 'steph curry', 'jordan steph', 'tony', 'michael jordan', 'jordan gotta', 'curry tony']		['Celebrity athletes and entertainers in sports events']

40	57	40_don_donny_donnie_don don	['don', 'donny', 'donnie', 'don don', 'dons', 'don got', 'uncle donnie', 'don jr', 'donnys', 'uncle']	['don looking', 'smashes don', 'curious don', 'don mentally', 'people don', 'uncle donnie', 'video donny', 'boy donnie', 'don don', 'donny']	['don got', 'wearin', 'weekly uncle', 'video donny', 'thinking lol', 'cash eagles', 'bulletproof donny', 'big donnie', 'bars safest', 'ball donkey']	['Humorous commentary about Don/Donny and his activities']
41	56	41_fist_bump_fist bump_bump high	['fist', 'bump', 'fist bump', 'bump high', 'high', 'bumps', 'high fist', 'awkward', 'fist bumps', 'fist pump']	['fist bumps', 'fist bump', 'high fist', 'high fives', 'awkward fistbump', 'bump fist', 'got fist', 'nice fist', 'awkward fist', 'bump fistbump']	['fist bumps', 'pump', 'handshake', 'holes awkward', 'high bump', 'high fives', 'awkward fistbump', 'tee painful', 'talk fist', 'actions end']	['Awkward social greetings (fist bumps, high fives, handshakes)']
42	55	42_grant_race_lost race_grant cooked	['grant', 'race', 'lost race', 'grant cooked', 'grant grant', 'beat grant', 'cooked', 'grant race', 'race mil', 'grant wins']	['poor grant', 'sorry grant', 'grant doesnt', 'lost grant', 'grant lost', 'grant wins', 'nooooooooooooo chance', 'beating grant', 'race million', 'lost race']	['cooked', 'race mil', 'grant wins', 'afraid lost', 'nooooooooooooo chance', 'million nooooooooooooo', 'sorry grant', 'wins race', 'chance race', 'grant lol']	['Grant losing the race to a million subscribers']
43	53	43_look_like_doesnt look_know potus_gluck	['look like', 'doesnt look', 'know potus', 'gluck', 'impersonator', 'thumbnail', 'trump doesnt', 'trump losing', 'prob', 'trump didnt']	['trumps nasty', 'trumps farts', 'trump thrilled', 'trump doesnt', 'trump didnt', 'phony trump', 'poison trump', 'trump losing', 'trump poison', 'trump fast']	['look like', 'know potus', 'gluck', 'impersonator', 'bad thumbnail', 'trump tekky', 'trump lines', 'biblical descriptions', 'triggered does', 'trump hitmanler']	['Negative perceptions and media portrayals of Donald Trump']

44	52	44	vote got vote voting hes got	['vote', 'got vote', 'voting', 'hes got', 'vote man', 'voting vote', 'vote hopefully', 'vote felon', 'vote vote', 'vote hes']	['voting guy', 'vote hopefully', 'voting come', 'vote man', 'vote hes', 'voting vote', 'voting', 'vote fir', 'got vote', 'voting called']	['vote felon', 'voting guy', 'youll light', 'clueless dreams', 'wont ukraine', 'work cleaning', 'western free', 'bypassing oh', 'called common', 'votes internationalthis']	['Support for a Political Candidate in Elections']
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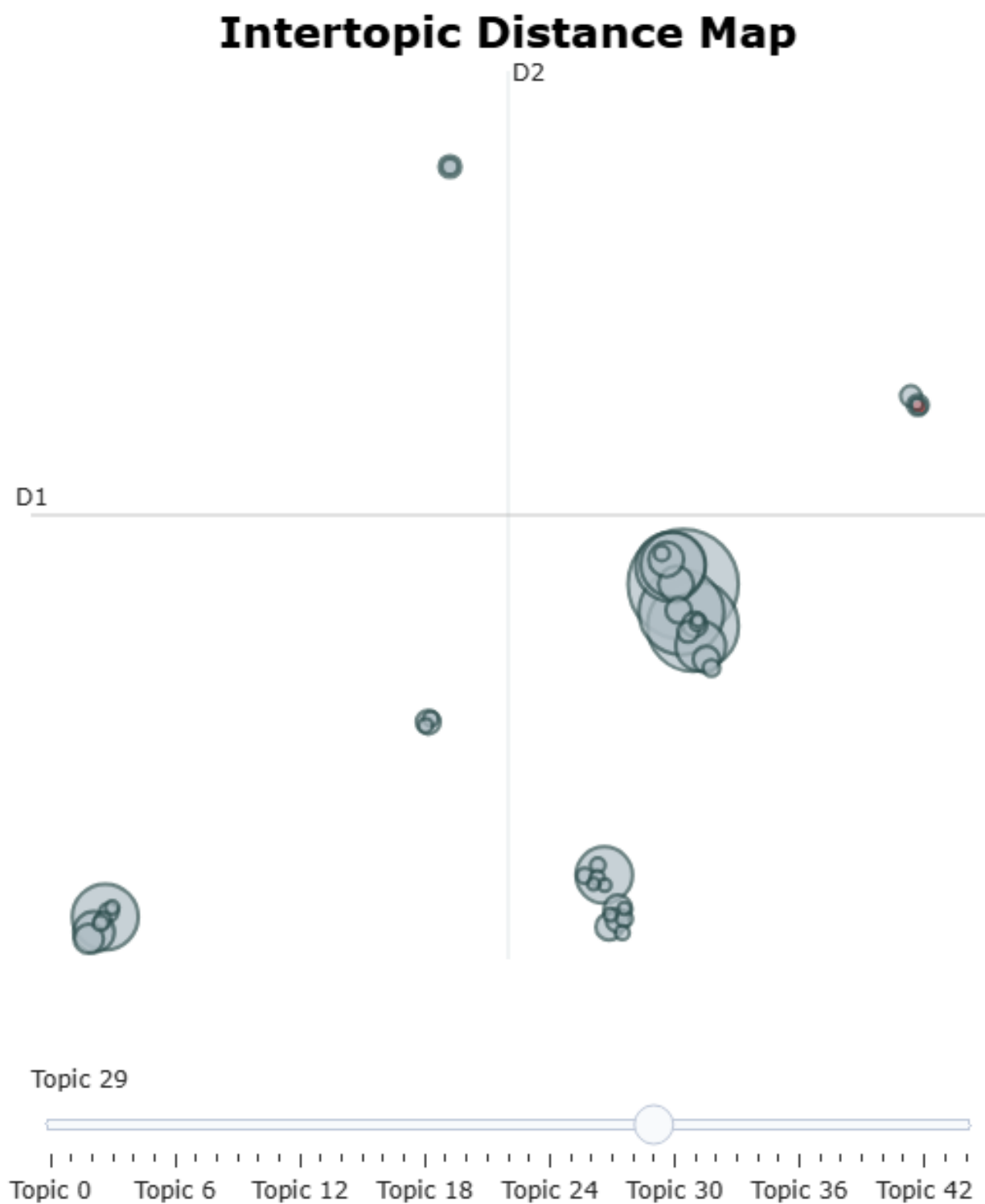
Appendix B1. BERTopic topic keywords and scores.



Appendix B2. BERTopic topic keywords and scores (continued).

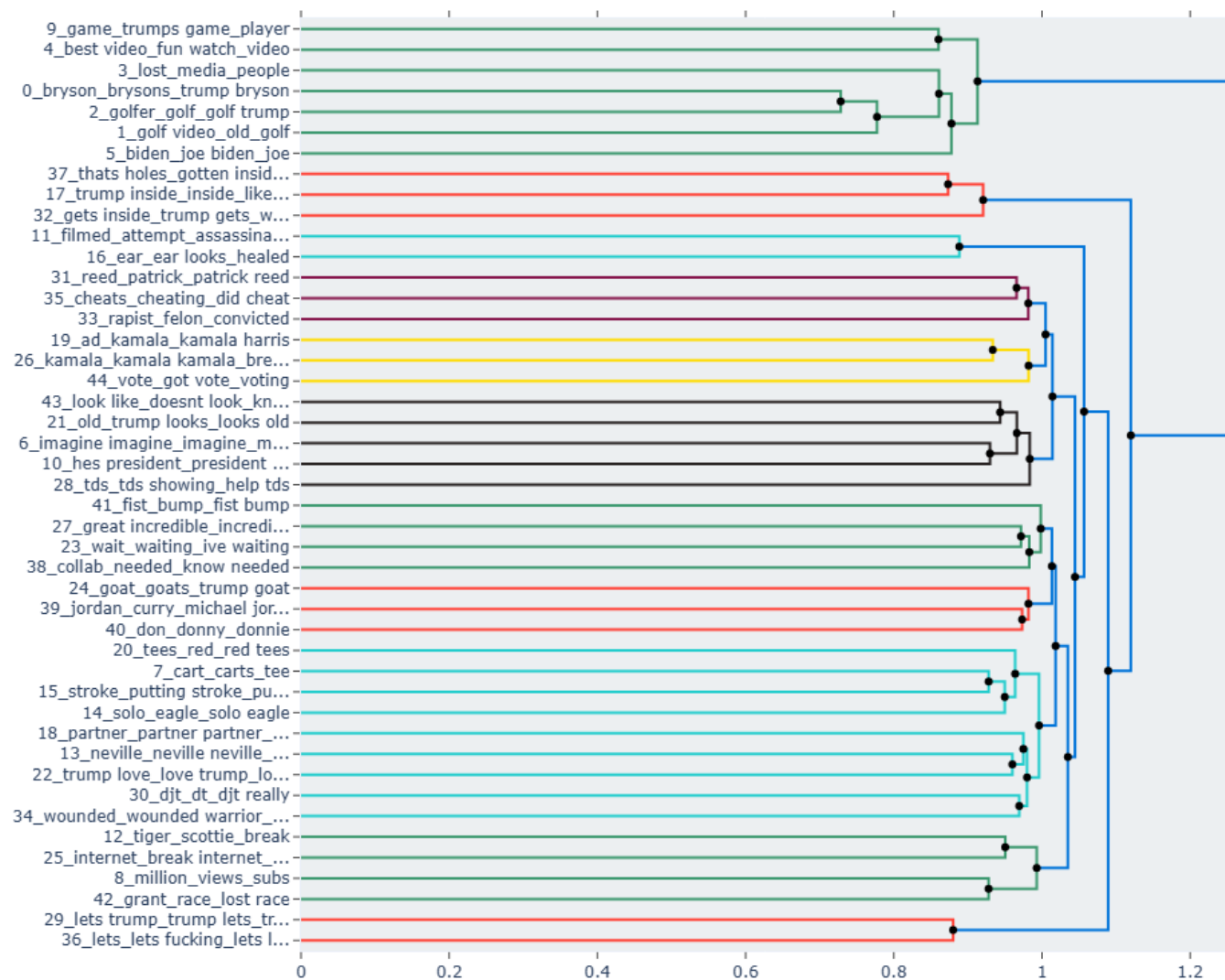


Appendix C. BERTopic intertopic distance map.

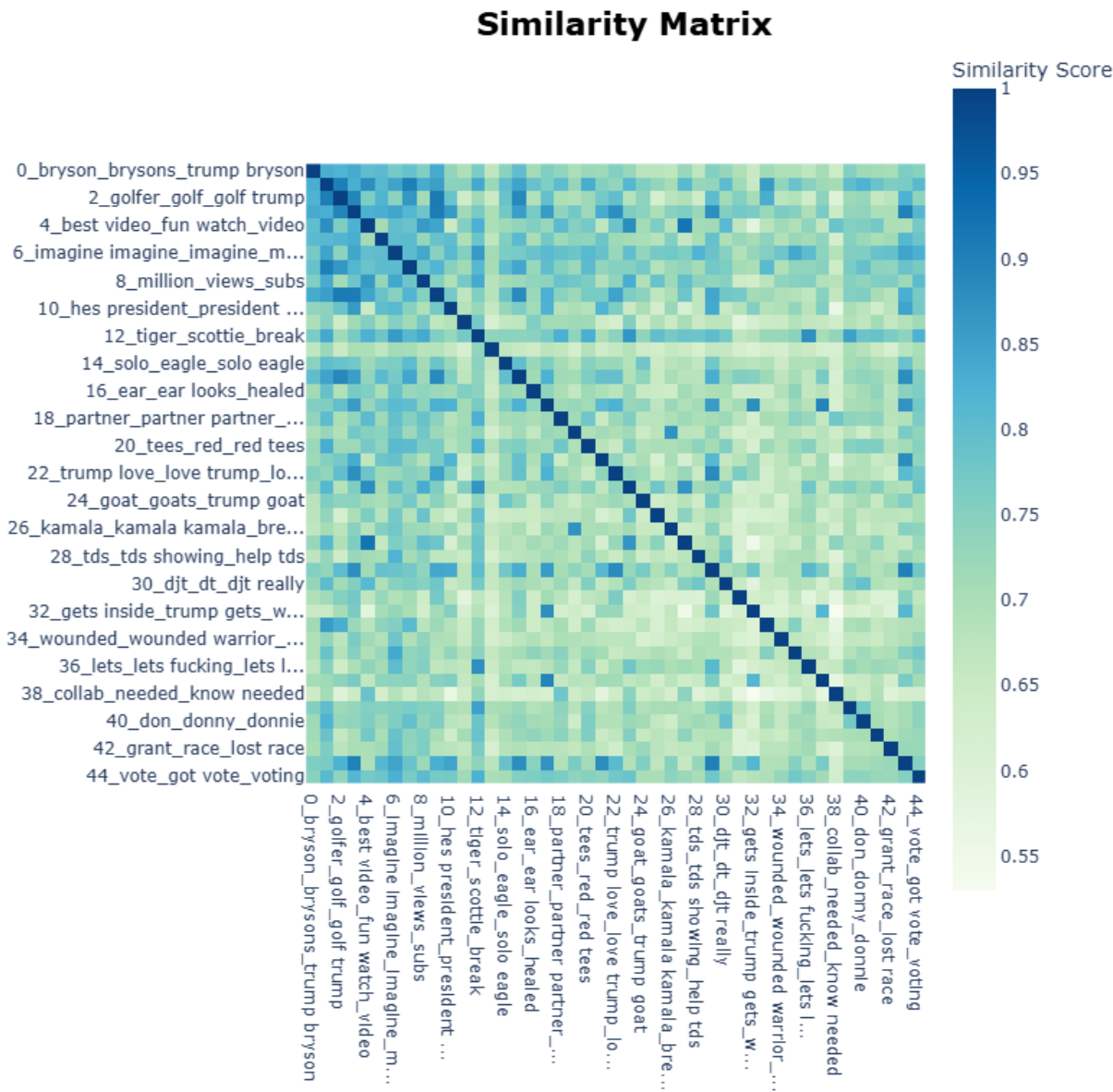


Appendix D. BERTopic hierarchical clustering.

Hierarchical Clustering



Appendix E. BERTopic topic heatmap.

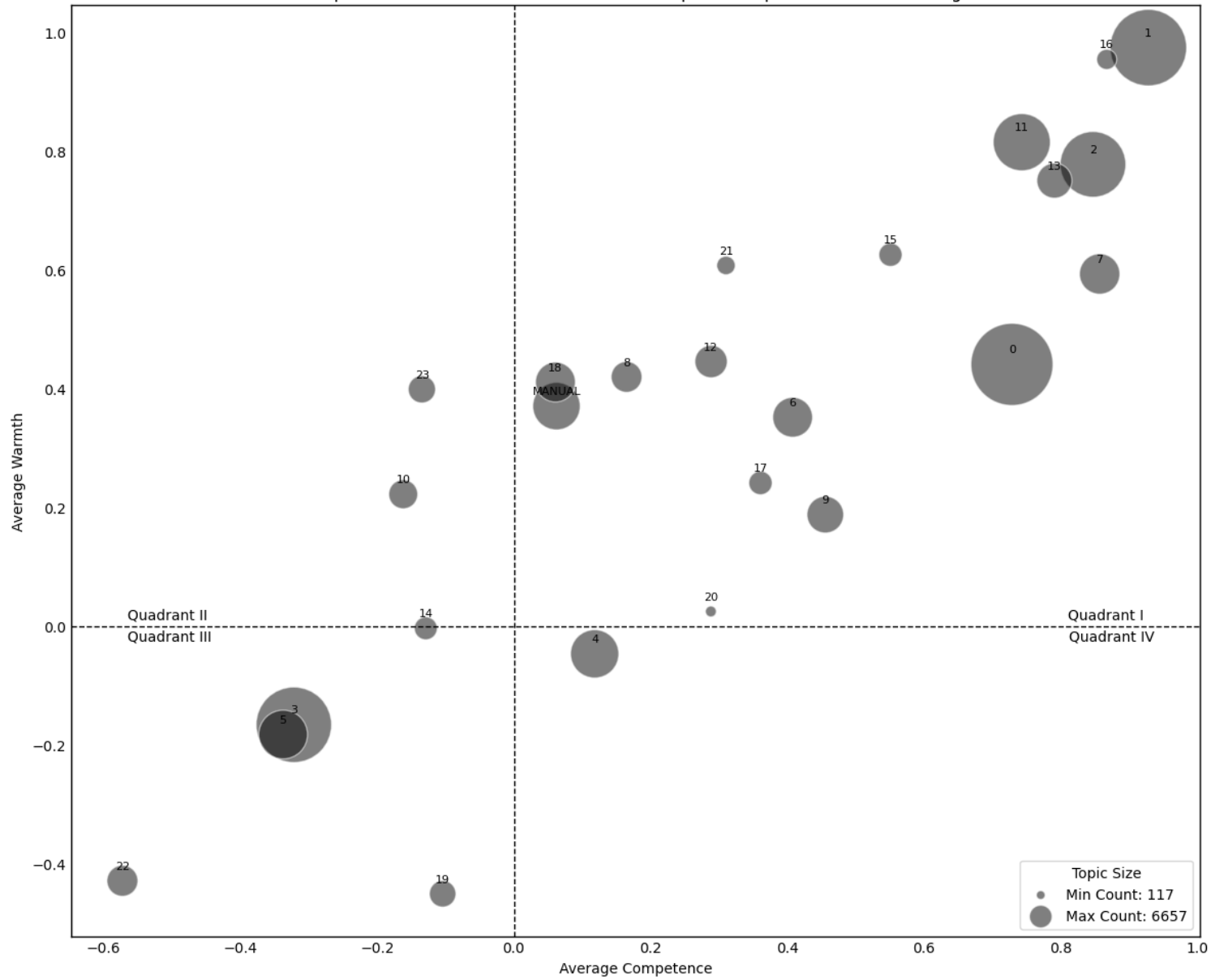


Appendix F. GPT-4o-mini fine-tuning performance.

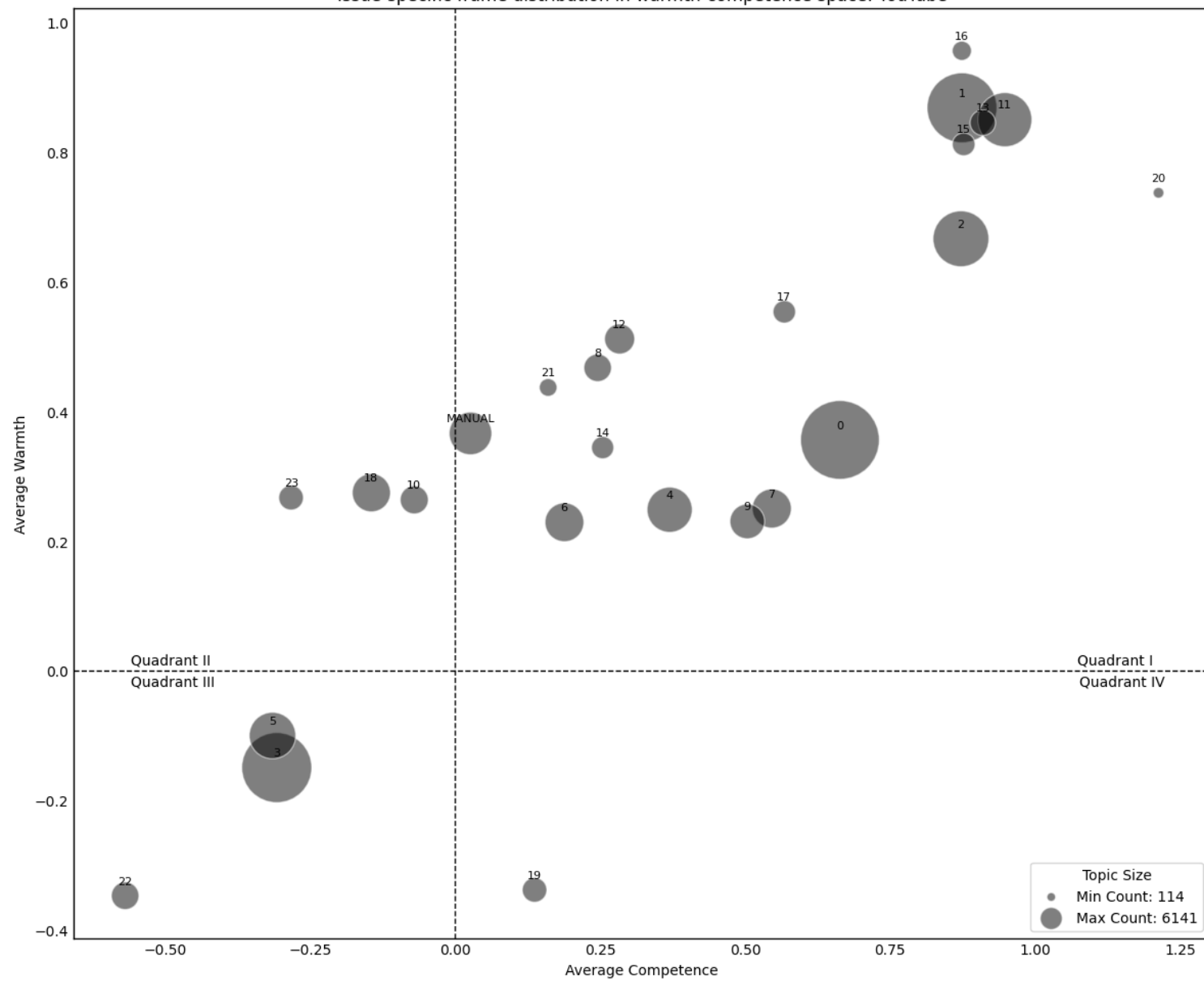


GPT-4o-mini was fine-tuned using a supervised learning approach on a dataset containing 3,074,484 tokens derived from the initial BERTopic outputs. The detailed visualization of the training and validation dynamics is presented in the online appendix. Training loss demonstrated a rapid and substantial decline, dropping from an initial value of approximately 2.20 to a stabilized final value of 0.15 by the end of the third epoch. This pattern clearly indicates effective convergence and model optimization. Validation loss similarly followed a positive trajectory, ultimately stabilizing at 0.50. The full validation loss marginally increased to 0.56, indicating minimal overfitting, which is typical and acceptable in large-scale, high-complexity models. The accuracy of the model exhibited substantial improvements during training, beginning around 0.65 and stabilizing between 0.87 and 0.90. Slight fluctuations noted towards the end of training (visible around step 2,700) did not translate into persistent instability, suggesting effective model generalization and robust predictive performance.

Issue-specific frame distribution in warmth-competence space: YouTube & Instagram



Issue-specific frame distribution in warmth-competence space: YouTube



Issue-specific frame distribution in warmth-competence space: Instagram

