First Edition

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Country Leaders
Tweet Sentiment
Comparison

Leaders Profile

BORIS JOHNSON

Prime Minister of
United Kingdom

🐦 **BorisJohnson**

JUSTIN TRUDEAU

Prime Minister of
Canada

🐦 **JustinTrudeau**

NARENDRA MODI

Prime Minister of
India

🐦 **narendramodi**

DONALD TRUMP

President of the
United States

🐦 **realDonaldTrump**

LEE HSIEN LOONG

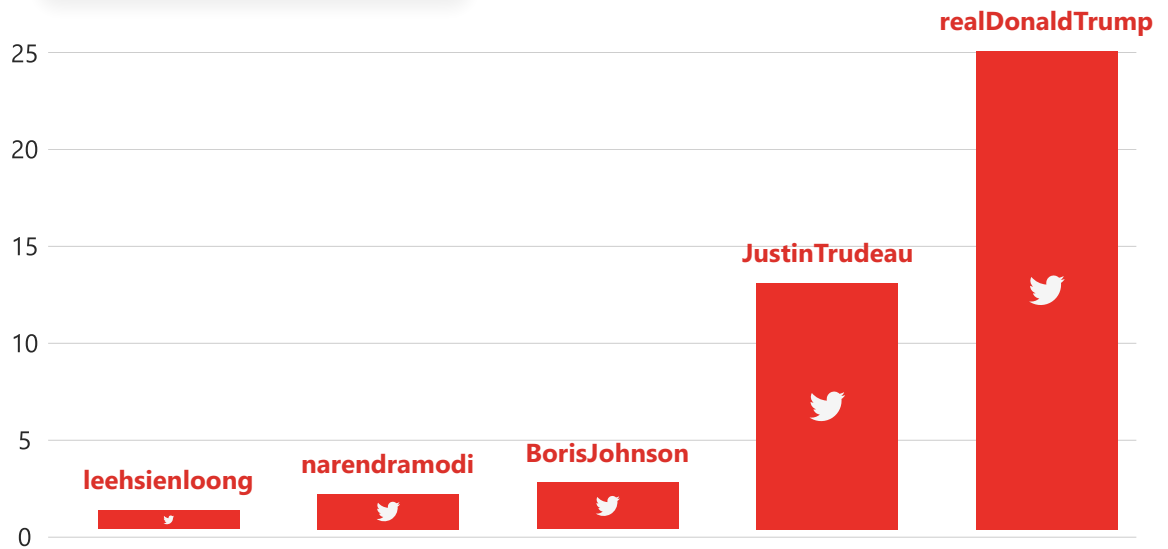Prime Minister of
Singapore

🐦 **leehsienloong**

The Issue

One of the hottest issues lately is the dispute between Donald Trump and Twitter. **Twitter believes trump misused their platform for his personal interest.**

Based on that issue, we are curious to dig more and conduct a further analysis about Trump's tweets. We will compare Trump's and other country leaders tweets and discuss the effect of a country leader tweets toward his own people.
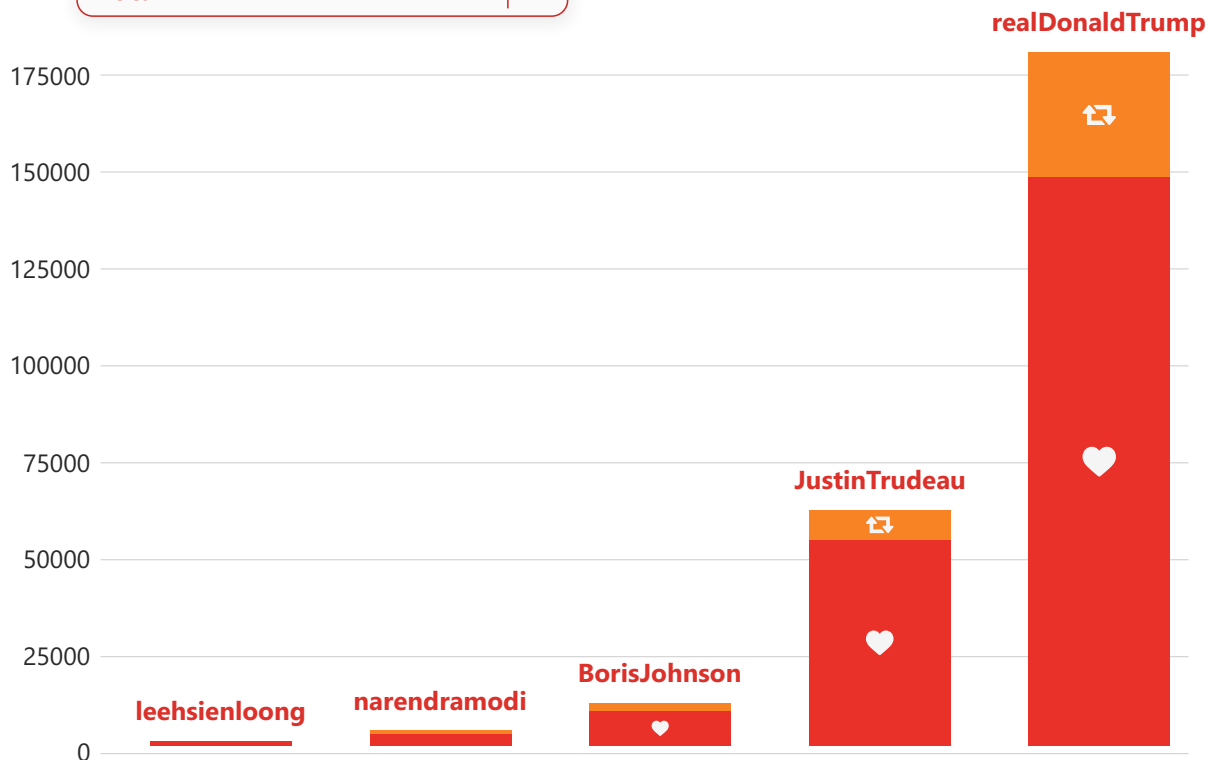
Tweets

Daily ▼

- leehsienloong
- narendramodi
- BorisJohnson
- JustinTrudeau
- realDonaldTrump

Retweet and Likes

Total ▼

- leehsienloong
- narendramodi
- BorisJohnson
- JustinTrudeau
- realDonaldTrump

Fun facts

Trump's tweets engagement is much higher compared to other country leaders.

In the last month, Trump tweets 5x times more often, get 8x more likes, and obtain 12x more retweets.

With that great engagement, **do Trump really tweets "better" compared to other country leaders?** We're using sentiment analysis to try to answer that question.

DEFINITION

Sentiment analysis, also called opinion mining, is the field of study that **analyzes people's opinions, sentiments, appraisals, attitudes, and emotions toward entities and their attributes expressed in written text.**

Also, it is a data mining technique that uses natural language processing, computational linguistic, and text analytics to **identify and extract content of interest from a body of textual data** (Rambocas and Gama, 2013).

One of sentiment analysis feature is called as **Polarity or sentiment orientation.** It can be **positive, negative, or neutral. Neutral usually means the absence of sentiment or no sentiment.** In **Python's Textblob**, **polarity score ranging from -1.0 to 1.0**. Where -1.0 is very negative, 0 is neutral, and 1 is very positive.
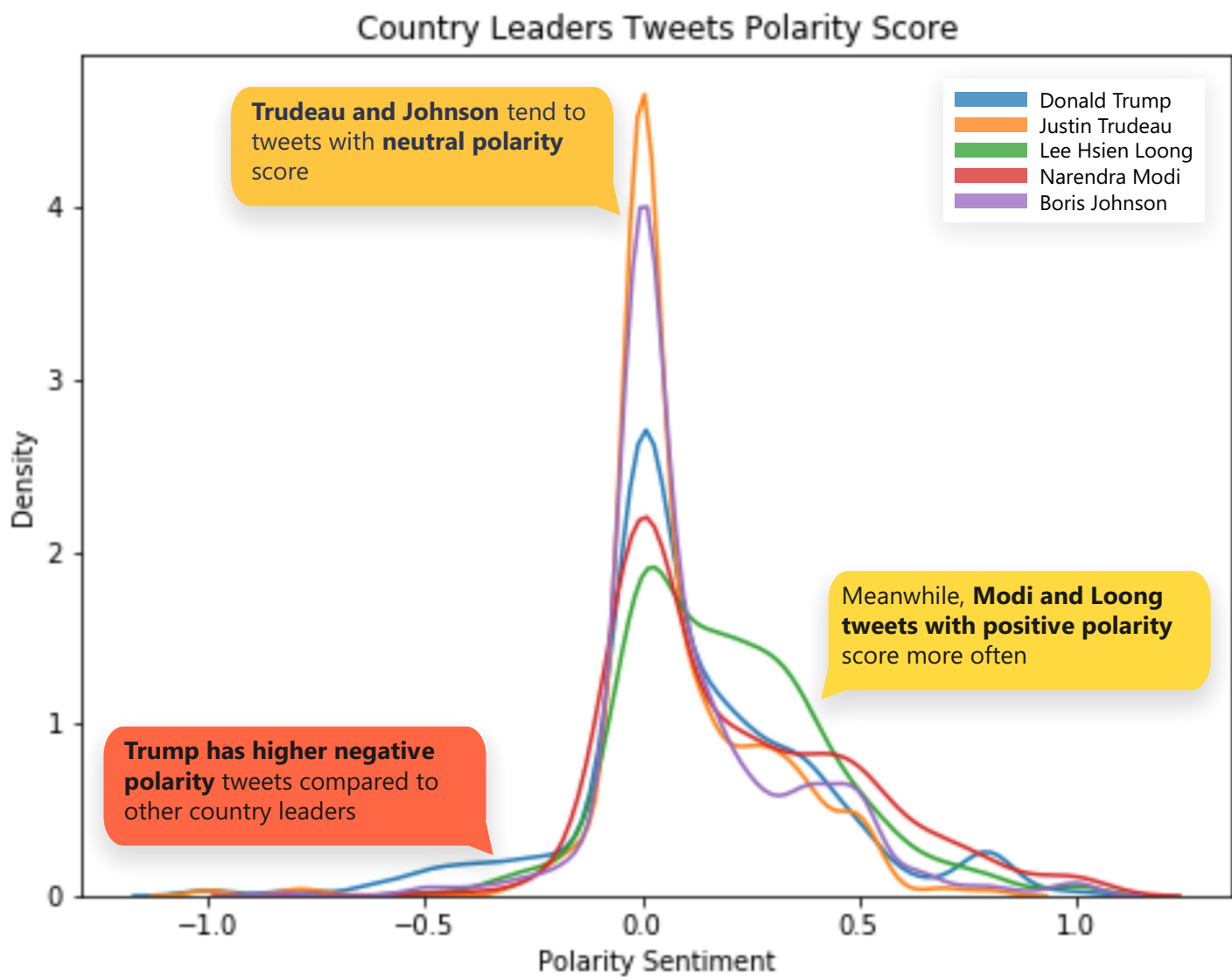
Bad policy	It's okay, but I expect more	Excellent and fantastic leader
NEGATIVE	NETRAL	POSITIVE

Polarity Analysis

Density plot ▼

Country Leaders Tweets Polarity Score

Trudeau and Johnson tend to tweets with **neutral polarity** score

Meanwhile, **Modi and Loong tweets with positive polarity** score more often

Trump has higher negative polarity tweets compared to other country leaders

Legend:
- Donald Trump
- Justin Trudeau
- Lee Hsien Loong
- Narendra Modi
- Boris Johnson

NEGATIVE | NETRAL | POSITIVE

<0.0 ← 0.0 → >0.0

Polarity Analysis

Bar chart ▼

Polarity
- Positive (yellow)
- Neutral (orange)
- Negative (red)

Bar chart with categories: BorisJohnson, realDonaldTrump, JustinTrudeau, narendramodi, leehsienloong. Y-axis values 0 to 500+.
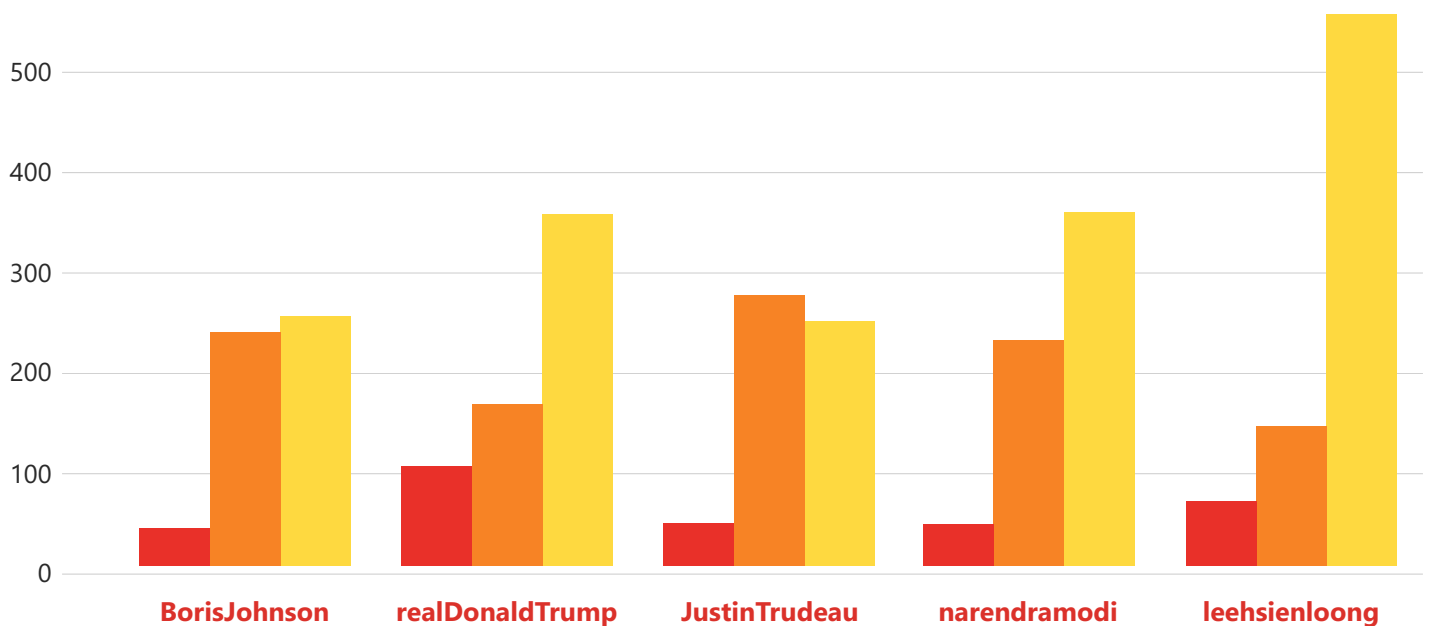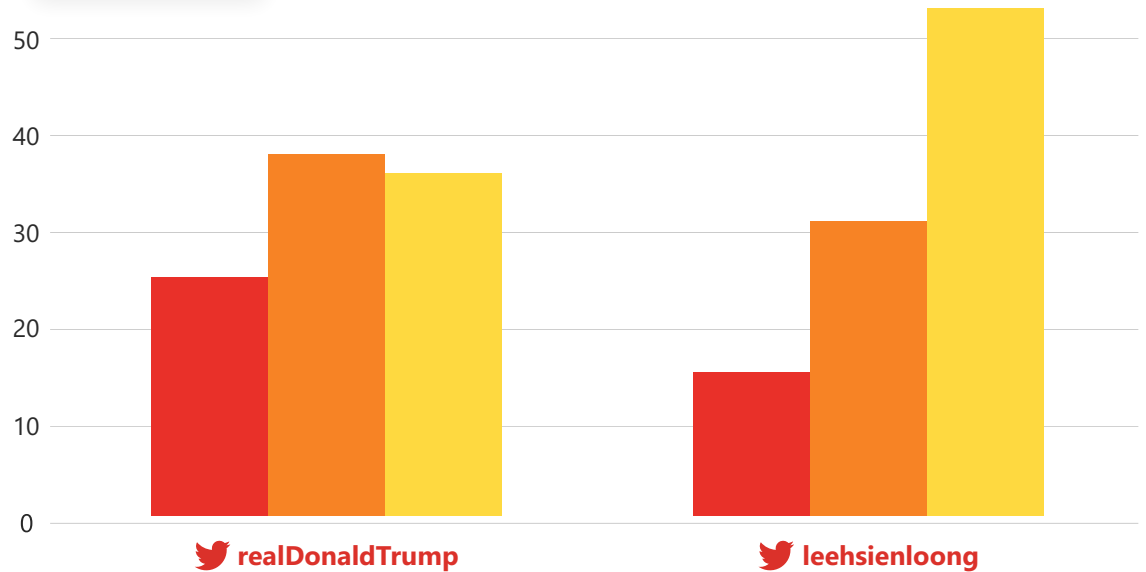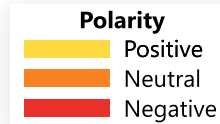
How about their polarity?

Based on the bar chart above, it can be clearly seen that **Trump has more negative polarity** tweets than other country leaders. Meanwhile, **Loong has the most positive polarity tweets.**

On the next page, we will compare tweets addressed (mentioned or replied) to Trump and Loong as two country leaders who have contradictory polarity score.
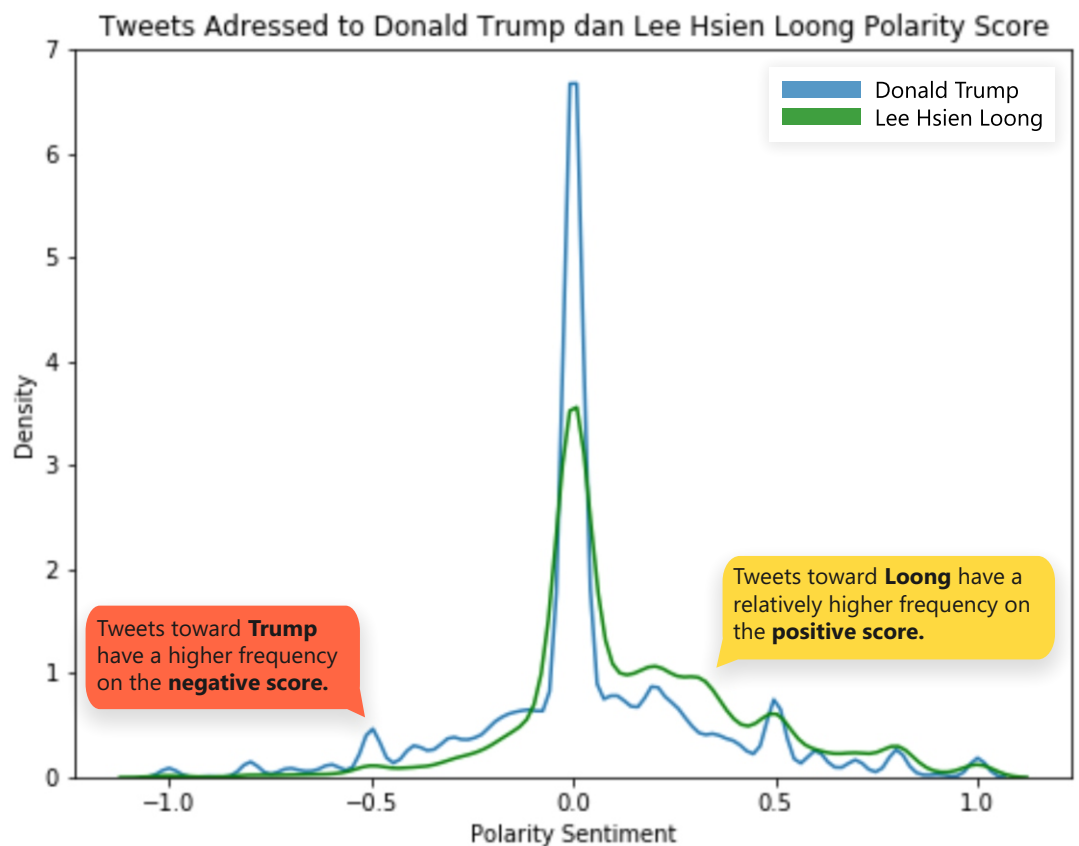
Tweets Towards Trump and Lee

| Bar chart ▼ |

Polarity
- Positive
- Neutral
- Negative

🐦 **realDonaldTrump**   🐦 **leehsienloong**

Popularity Engagement

| Total density plot ▼ |

Tweets Adressed to Donald Trump dan Lee Hsien Loong Polarity Score

Tweets toward **Trump** have a higher frequency on the **negative score.**

Tweets toward **Loong** have a relatively higher frequency on the **positive score.**

What can we know?

Tweets addressed to Trump relatively have lower polarity values than tweets addressed to Lee.

Conclusion

This analysis shows **a comparison between country leader tweets**. It can be seen each country leaders **twitter engagement and their tweets polarity score tendency**. There is an interesting thing that can be discussed about the **relationship between polarity tweets value from them and towards them**.

Lee Hsien Long, tends to post tweets with positive polarity value, tends to get tweets that have positive polarity values addressed to him. Meanwhile, **Donald Trump, who more often tweets with negative polarity value**, tend to get tweets with negative polarity value from his people.

This sentiment analysis gives us lessons as leaders or future leaders that **the opinions other people said about us will be the same with what we often say**. If we often speak in a positive tone, then we will listen to positive opinions about us as well and vice versa.

Thank You!

Thank you very much for reaching this analysis. Hopefully, this analysis can give you a better understanding about country leaders sentiment analysis. However, this analysis still has many shortcomings. Therefore, you can contact the authors by information below for further discussions. Once again, thank you so much!

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Data

Scrapped manually from twitter, can be seen at
https://www.kaggle.com/adjisunggoro/country-leaders-tweets

References

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