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Summary:

For our project, we will analyze Donald Trump's tweets obtained from a combination of pre-existing datasets and scraping. We will measure different qualities like the sentiment and intensity of each one and compare its relationship with engagement metrics like retweets, likes, and comments. To measure these traits, we will utilize various methods to obtain a well-rounded assessment. One method will utilize VADER, a sentiment analysis tool attuned to sentiments expressed in social media, to obtain values corresponding to the intensity of a sentence. VADER outputs scores from -1 to 1, with a score closer to 1 being more intensely positive and a score closer to -1 being more intensely negative. Our other method will be using spacy-textblob to measure polarity and subjectivity.

Finally, we will aggregate the results of these methods to assign each tweet with sentiment, intensity, and subjectivity scores from 0 to 1, and then compare this to engagement, which will be an aggregate of total retweets, likes and comments.

Resources:

VADER Sentiment Analysis (measures positive/negative sentiment and intensity):

<https://github.com/cjhutto/vaderSentiment>

<https://medium.com/@rslavanyageetha/vader-a-comprehensive-guide-to-sentiment-analysis-in-python-c4f1868b0d2e>

<https://www.geeksforgeeks.org/python-sentiment-analysis-using-vader/>

Spacy-textblob (measures polarity and subjectivity):

<https://spacy.io/universe/project/spacy-textblob>

<https://pypi.org/project/spacytextblob/>

<https://pythonology.eu/text-analysis-in-python-spacy-and-textblob/>

Dataset of Trump's Tweets with engagement metrics:

<https://www.kaggle.com/datasets/austinreese/trump-tweets>

Our project's ethics component will delve into the impact of emotional manipulation on media engagement, examining why certain content captures attention more effectively than others. In an era dominated by "fake news" and "clickbait," understanding people's susceptibility to emotionally charged information — regardless of its validity — is crucial. By exploring the ethical implications of such manipulation, we aim to highlight the influence of media tactics on public perception and awareness.