

The Attitudes of Twitter Users towards the Nomination of Neera Tanden as a Member of President-Elect Joe Biden's Cabinet

A Thematic and Sentiment Analysis

A parallel situation?



The Appointment of
Gina Lopez as the DENR
Secretary by President
Duterte in 2016

WHAT TO EXPECT?

01.

OVERVIEW

02.

MOST FREQUENTLY-USED WORDS

03.

TOPICS OF THE TWEETS

04.

ATTITUDES OF TWITTER USERS

05.

INSIGHTS AND CALL TO ACTION

01.

OVERVIEW



WHAT DO WE WANT TO FIND OUT?



What are the most frequently used words by Twitter users on the issue of Neera Tanden's nomination?

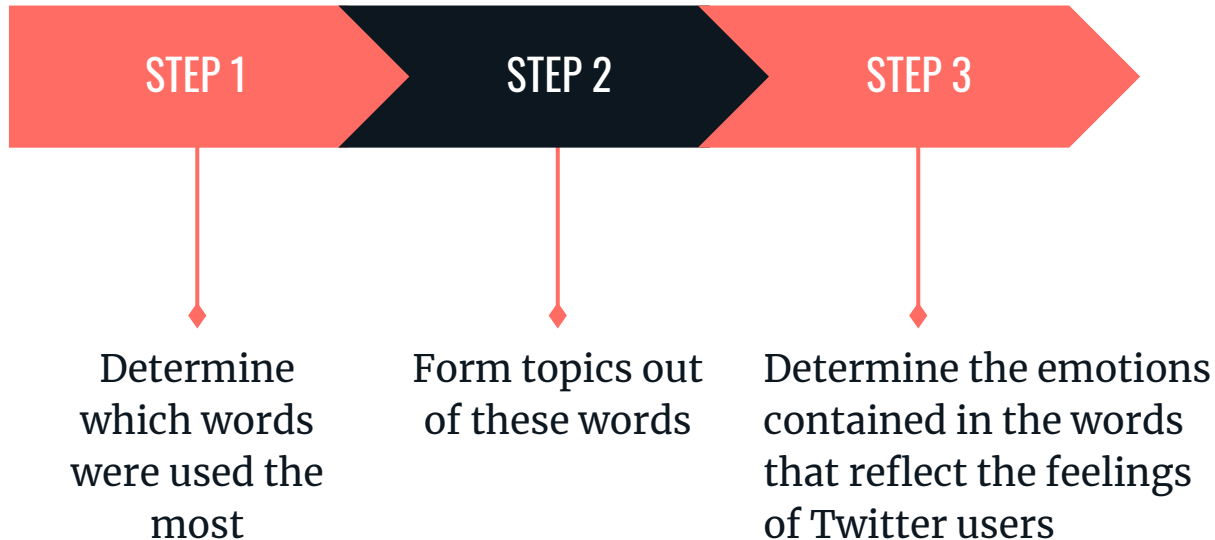


What are the topics of the tweets by Twitter users?



What are the sentiments of Twitter users towards Neera Tanden?

HOW DID WE ANALYZE THE DATA?





02. **WHAT WORDS WERE USED THE MOST?**

THE WORDS



THE WORDS

tanden neera budget office joe

 management OMB tweets

biden

cabinet trump joe Biden charge

oil person neeratanden

 pay libya deficit



03. WHAT DID THE TWITTER USERS TALK ABOUT?

TOPICS 1 AND 2

TOPIC 1

Neera Tanden is the budget office management director who is Joe Biden's pick and is considered progressive and is together with Janet Yellen

TOPIC 2

Cecilia Rouse is going to serve as the head of the council of economic advisers

TOPICS 3 AND 4

TOPIC 3

The reason why some Twitter users had a problem with Neera Tanden is that Neera actively fought against Bernie Sanders supporters but they aren't pushing back when she was nominated

TOPIC 4

There is a deficit in the government because they expect oil even after the bombing of Libya



04.

WHAT DID THE TWITTER USERS FEEL?

SENTIMENT OVER TIME

Key Dates:

November 30

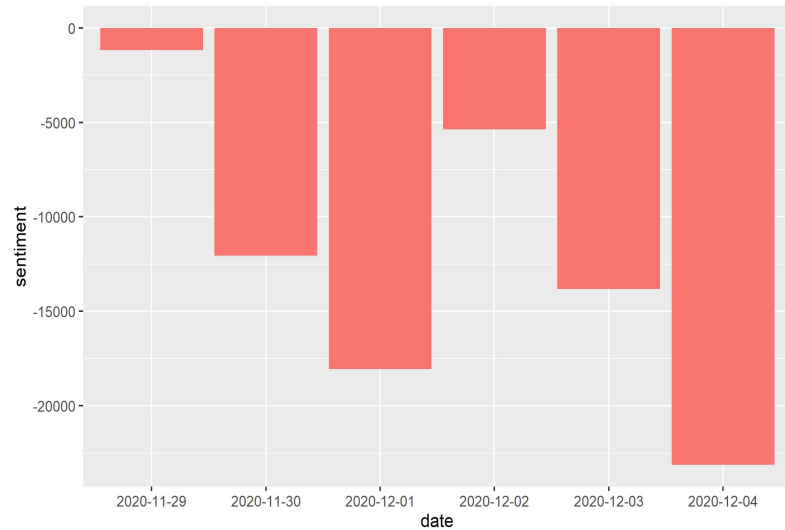
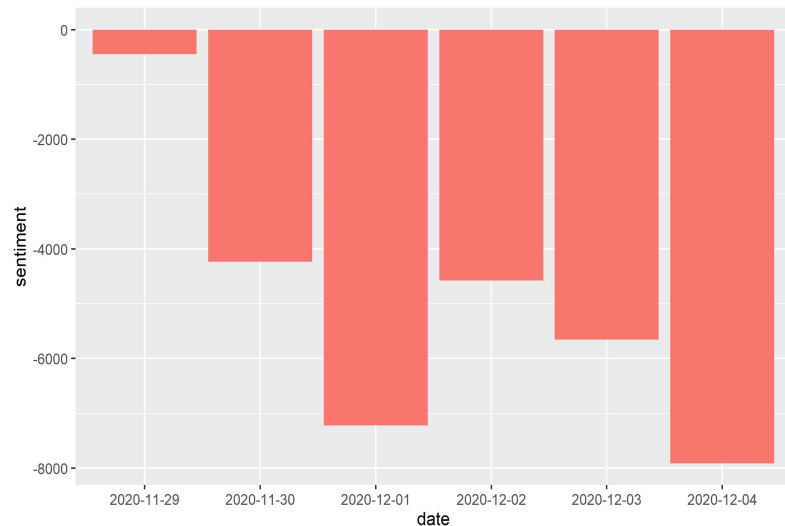
Day of Tanden's Announcement

December 1

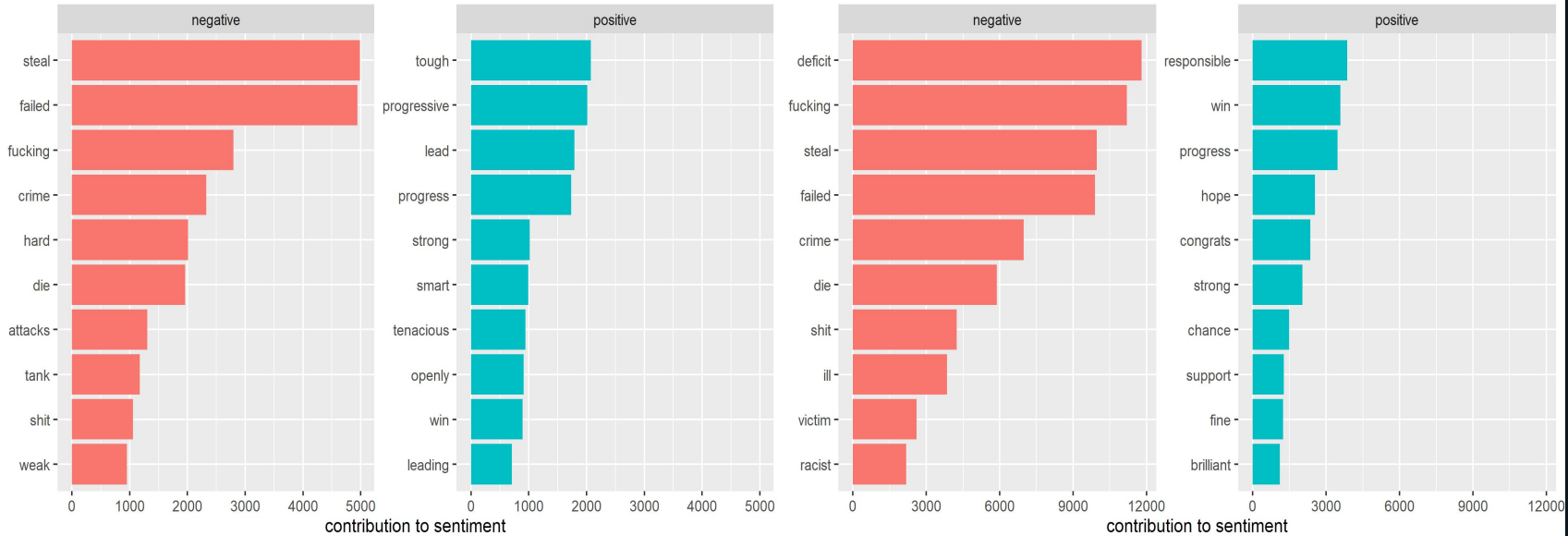
Tanden deletes thousands of tweets

December 2

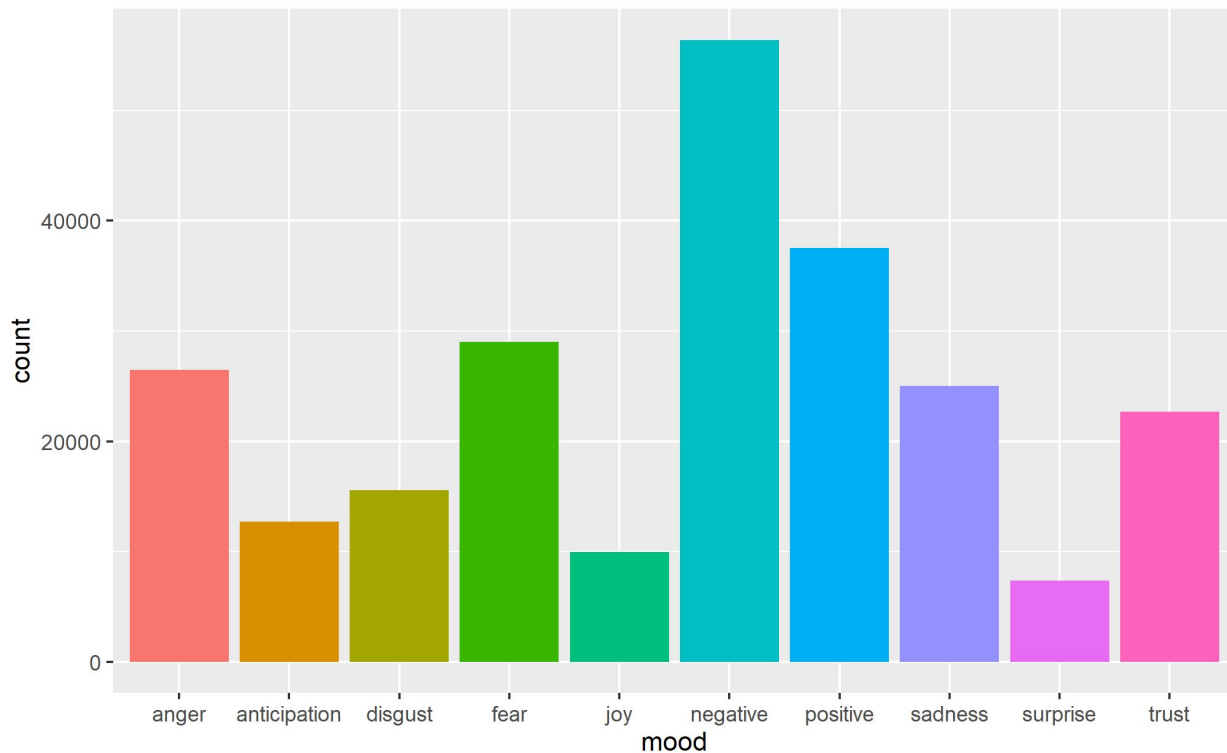
Biden backs Tanden,
Opinion article "Neera Tanden is being treated unfairly"



TOP WORDS USED PER SENTIMENT



MOODS TOWARDS TANDEN






05.

WHAT DID WE DISCOVER?

INSIGHTS

1 Past actions committed by a political personality can be brought up once again even after a significant amount of time



2 As awareness regarding certain topics increase over time, the trend in sentiment is likely to continue in the same direction due to a snowball effect.

A series of parallel black diagonal lines on a white background, running from the top-left towards the bottom-right, located on the far left edge of the slide.

05.1

NOW WHAT?

For the General Public

Know the background of your government officials

Do they come as clean as
they ought to be?

For Tanden's Team

Create strategies for damage control

The repercussion of political
actions

THANK YOU

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