My Write up for Presentation

Intro/Tweet Hypothesis:

How much power is there in a presidential tweet? Since the founding of our Republic, the President of the United States has had a great platform to voice his opinion. Abraham Lincoln spoke to tens of thousands of people during his political campaigns and presidency. And the power of his words and oratory held a fractured nation together through its darkest hour. But his words could only reach so far. Teddy Roosevelt created the bully pulpit, which he used to take on Standard Oil, the Amazon of its day. He had muckrakers like Upton Sinclair to reinforce his message. His cousin (FDR) 40 years removed used radio to inspire a nation in hard times and later War. JFK was our first TV president. And Donald Trump is our first *real* Tweeting President. But do his tweets have any power? Can they move markets?

Can they hurt companies? Can they help them? Do the sentiments and mood swings of one man really matter that much? These are some of the questions we sought to answer, and we have some interesting results to share!

Sentiment Analysis – Why? Context. Explanation.

Methodology

-Companies

-Data Source

-Twitter --- before/after presidency

Main Findings:

-Emotion/Count

-Sentiment over time (by companies)

-word cloud

-tweet and value

Results/Conclusions/Further Questions:

Q/A: