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***Foreign Assistance to Sub-Saharan Africa Final Assignment***

**Text Analysis: USAID perceptions in St. Louis and Washington D.C.**

**Introduction and Background**

The purpose of this project is to analyze and compare how the United States Agency for International Development (USAID) projects in Africa are portrayed by the media in two different American cities. In order to achieve this, we collected texts from different news sources and used R software to conduct text analysis.

The two selected cities were Washington, D. C. and St. Louis, Missouri. Given the differences between these cities and the kind of news they produce, we expected them to portray the USAID in dissimilar ways. According to the United States Census estimates, Washington D.C. has approximately 705,749 inhabitants, 57.6% of them have a bachelor's degree or higher, and the median household income is \$82,604. ("QuickFacts St. Louis city, Missouri; District of Columbia," United States Census Bureau, accessed April 24, 2020, <https://www.census.gov/quickfacts/DC>) In contrast, St. Louis has approximately 302,838 inhabitants, only 35% have a bachelor's degree or higher, and the median household income is \$41,107. (Ibid) In sum, Washington, D.C. has roughly twice as many people than St. Louis, and its population is wealthier and

more educated. It is also worth noting that both cities are ethnically similar and have large African American populations.

Perhaps the most notorious difference between Washington D.C. and St. Louis is not demographic but political. Since Washington D.C. is the capital of the United States, we would expect its media outlets to be generally more interested in foreign policy. The readership of the Washington Post and The Hill is not exclusively interested in local news. On the flipside, we would expect the texts originated in St. Louis to be parochial in comparison.

### **Text Mining Corpus**

The corpus we used is composed of 62 newspaper articles related to USAID projects in Africa. 32 articles were published by the media in Washington D.C. and 30 were published in St. Louis, Missouri. All the texts were downloaded from the internet. We considered not only articles published by newspapers but also texts from small magazines, radio stations, and university newspapers. This was necessary since the media outlets and the number of USAID related articles were limited for St. Louis. In order to secure the 30 articles for this city, we also expanded our search to the St. Louis metropolitan area. Even though Greater St. Louis has counties in both Missouri and Illinois, we only examined the counties in Missouri. Finally, the small number of articles for the city did not allow us to predetermine a time frame for the corpus. This section of the project report contains a complete list of the articles for both cities, and their sources.

## *Washington D.C.*

- The Washington Post
  - o “USAID director Green visits Darfur as U.S. considers lifting sanctions on Sudan”  
([https://www.washingtonpost.com/world/africa/usaaid-director-green-visits-darfur-as-us-considers-lifting-sanctions-on-sudan/2017/08/28/bf7ad25e-12b0-43d3-9749-b182395506c0\\_story.html](https://www.washingtonpost.com/world/africa/usaaid-director-green-visits-darfur-as-us-considers-lifting-sanctions-on-sudan/2017/08/28/bf7ad25e-12b0-43d3-9749-b182395506c0_story.html))
- Washington Examiner
  - o “How to prevent USAID to terrorists”  
(<https://www.washingtonexaminer.com/opinion/op-eds/how-to-prevent-usaid-to-terrorists>)
  - o “Melania Trump donates 1.4 million books to Malawi school”  
(<https://www.washingtonexaminer.com/news/melania-trump-donates-1-4-million-books-to-malawi-school>)
- The Hill
  - o “WHO warns it's running out of money to fight Ebola”  
(<https://thehill.com/policy/healthcare/461284-who-warns-its-running-out-of-money-to-fight-ebola>)
  - o “Let's end preventable maternal and child deaths worldwide in the next decade”  
(<https://thehill.com/blogs/congress-blog/foreign-policy/458969-lets-end-preventable-maternal-and-child-deaths-worldwide>)
  - o “New drugs for tuberculosis and ebola can help drive breakthroughs for many other threats”  
(<https://thehill.com/opinion/healthcare/458814-new-drugs-for-tuberculosis-and-ebola-can-help-drive-breakthroughs-for-many>)
  - o “WHO says Ebola is global emergency”  
(<https://thehill.com/policy/healthcare/453524-who-says-ebola-is-global-emergency>)
  - o “Reason for optimism in Trump's 'Prosper Africa' policy”( <https://thehill.com/opinion/international/451101-reason-for-optimism-in-trumps-prosper-africa-policy>)
  - o “African Development Bank is much more than critic suggests”  
(<https://thehill.com/opinion/finance/449805-african-development-bank-is-much-more-than-critic-suggests>)

- o “Trump's Africa initiative to be unveiled next month: Still a work in progress”  
(<https://thehill.com/opinion/international/445687-trumps-africa-initiative-to-be-unveiled-next-month-still-a-work-in> )
- o “Africa's women can change a continent: Will Ivanka give them her full support?”  
(<https://thehill.com/opinion/international/440169-Africas-women-can-change-continent-will-Ivanka-give-full-support>)
- o “Now is the time to reform US humanitarian assistance, refugee response”  
(<https://thehill.com/opinion/international/438790-now-is-the-time-to-reform-us-humanitarian-assistance-refugee-response>)
- o “Ethiopia is fighting long odds, and winning, thanks to US”  
(<https://thehill.com/opinion/international/435076-ethiopia-is-fighting-long-odds-and-winning-thanks-to-us>)
- o “US should take pride in the lifesaving role our foreign aid has provided”  
(<https://thehill.com/opinion/healthcare/431101-us-should-take-pride-in-the-lifesaving-role-our-foreign-aid-has-provided>)
- o “The US and UN are repeating Iraq-style mistakes in Somalia”  
(<https://thehill.com/opinion/international/430534-the-us-and-un-are-repeating-iraqs-mistakes-in-somalia>)
- o “Trump to help impoverished nations educate their children”  
(<https://thehill.com/opinion/international/420266-trump-to-help-impoverished-nations-educate-their-children>)
- o “Melania Trump greeted with 'Not a s---hole' sign on Africa trip”  
(<https://thehill.com/blogs/blog-briefing-room/news/409912-melania-trump-greeted-with-not-a-shithole-sign-on-africa-trip>)
- Report News Today
  - o “Colorado male heading USAID response to Ebola in Africa”  
(<http://reportnewstoday.com/colorado-man-leading-usaid-response-to-ebola-in-africa/>)
  - o “Secretary of State Pompeo Completes Trip to Africa”  
(<http://reportnewstoday.com/secretary-of-state-pompeo-completes-trip-to-africa/>)
  - o “Can an investment limit save Trump’s Africa policy?”  
(<http://reportnewstoday.com/can-an-investment-summit-save-trumps-africa-policy/>)

- o “US-African Trade Lagging Despite Free Access, Forum Hears”  
(<http://reportnewstoday.com/us-african-trade-lagging-despite-free-access-forum-hears/>)
- o “Can a US and Africa pullulate together?”  
(<http://reportnewstoday.com/can-the-us-and-africa-prosper-together/>)
- o “Thirty-seven immature women from opposite Africa connoisseur from “Women in African Power” Program”  
(<http://reportnewstoday.com/thirty-seven-young-women-from-across-africa-graduate-from-women-in-african-power-program/>)
- o “Cyclone Idai Reveals Africa’s Vulnerabilities”  
(<http://reportnewstoday.com/cyclone-idai-reveals-africas-vulnerabilities/>)
- o “Africa contingency shun from being a esteem for universe powers”  
(<http://reportnewstoday.com/africa-must-escape-from-being-a-prize-for-world-powers-thehill/>)
- o “Horn of Africa: Millions pang due to enlarged drought”  
(<http://reportnewstoday.com/horn-of-africa-millions-suffering-due-to-prolonged-drought/>)
- o “Is a US gripping gait in Africa?”  
(<http://reportnewstoday.com/is-the-us-keeping-pace-in-africa/>)
- o “Trump's purported “shithole” comments come behind to haunt Melania during Africa visit”  
(<http://reportnewstoday.com/trumps-alleged-shithole-comments-come-back-to-haunt-melania-during-africa-visit/>)
- o “Africa and a Politics of Possibility”  
(<http://reportnewstoday.com/africa-and-the-politics-of-possibility/>)
- Washington Business Journal
  - o “PAE acquires international disaster response contractor”  
(<https://www.bizjournals.com/washington/news/2018/02/02/pae-acquires-international-disaster-response.html>)
- NBC Washington
  - o “Ebola Outbreak in Congo Declared a Global Health Emergency”  
(<https://www.nbcwashington.com/news/national-international/congo-ebola-outbreak-global-health-emergency/135884/>)
  - o “Ivanka Trump Promotes Women’s Empowerment in Ethiopia”  
(<https://www.nbcwashington.com/news/national-international/ivanka-trump-africa-women-at-work/1961432/>)

## St. Louis, Missouri

- St. Louis Post-Dispatch
  - o “US pulls Peace Corps volunteers from Kenya”  
(<https://global.factiva.com/redir/default.aspx?P=sa&NS=16&AID=9YAL000200&an=SLMO000020140725ea7p0003m&cat=a&ep=ASL> )
  - o “Feeding of world stirs hot debate Monsanto promotes biotechnology, but critics question effectiveness in underdeveloped nations”  
(<https://global.factiva.com/redir/default.aspx?P=sa&an=SLMO000020110508e757000b7&cat=a&ep=ASE> )
  - o “U.S., food companies target overseas malnutrition”  
(<https://global.factiva.com/redir/default.aspx?P=sa&an=SLMO000020040605dv3c004fe&cat=a&ep=ASE>)
  - o “Progress among the world's poor”  
(<https://global.factiva.com/redir/default.aspx?P=sa&an=SLMO000020040613ds8m00y6i&cat=a&ep=ASE>)
  - o “Senate bill would help most vulnerable”  
([https://www.stltoday.com/opinion/mailbag/senate-bill-would-help-most-vulnerable/article\\_9e2930cf-59bf-52eb-a30d-21bc698b5f52.html](https://www.stltoday.com/opinion/mailbag/senate-bill-would-help-most-vulnerable/article_9e2930cf-59bf-52eb-a30d-21bc698b5f52.html))
  - o “Measles: Not just a metaphor for personal choice”  
([https://www.stltoday.com/opinion/columnists/measles-not-just-a-metaphor-for-personal-choice/article\\_c47b072e-dbc1-5d92-a5f6-e8bd13c64e21.html](https://www.stltoday.com/opinion/columnists/measles-not-just-a-metaphor-for-personal-choice/article_c47b072e-dbc1-5d92-a5f6-e8bd13c64e21.html))
  - o “Food demand Feeding world stirs hot debate”  
([https://www.stltoday.com/business/local/feeding-world-stirs-hot-debate/article\\_005d48af-1f7d-5e18-9a98-061894bc25f6.html](https://www.stltoday.com/business/local/feeding-world-stirs-hot-debate/article_005d48af-1f7d-5e18-9a98-061894bc25f6.html))
- The University News
  - o “A world we're already saving”  
(<https://unewsonline.com/2002/09/aworldwerealreadysaving/>)
- Student Life
  - o “U.S. 'development' and same-sex marriage in South Africa”  
(<https://www.studlife.com/archives/Forum/2006/12/04/USdevelopmentandsamesexmarriageinSouthAfrica/>)
  - o “Anglican archbishop from Africa to discuss AIDS crisis”  
(<https://www.studlife.com/archives/News/2005/03/02/AnglicanarchbishopfromAfricatodiscussAIDScrisis/>)
- The St. Louis American
  - o “Walmart Foundation commits \$3 million to training farmers in Africa”.  
([http://www.stlamerican.com/news/local\\_news/walmart-foundation-com](http://www.stlamerican.com/news/local_news/walmart-foundation-com))

[https://www.ipsnews.net/2018/08/10-10-million-to-training-farmers-in-africa/article\\_44522c6c-1f08-11e4-9a4c-001a4bcf887a.html](https://www.ipsnews.net/2018/08/10-10-million-to-training-farmers-in-africa/article_44522c6c-1f08-11e4-9a4c-001a4bcf887a.html))

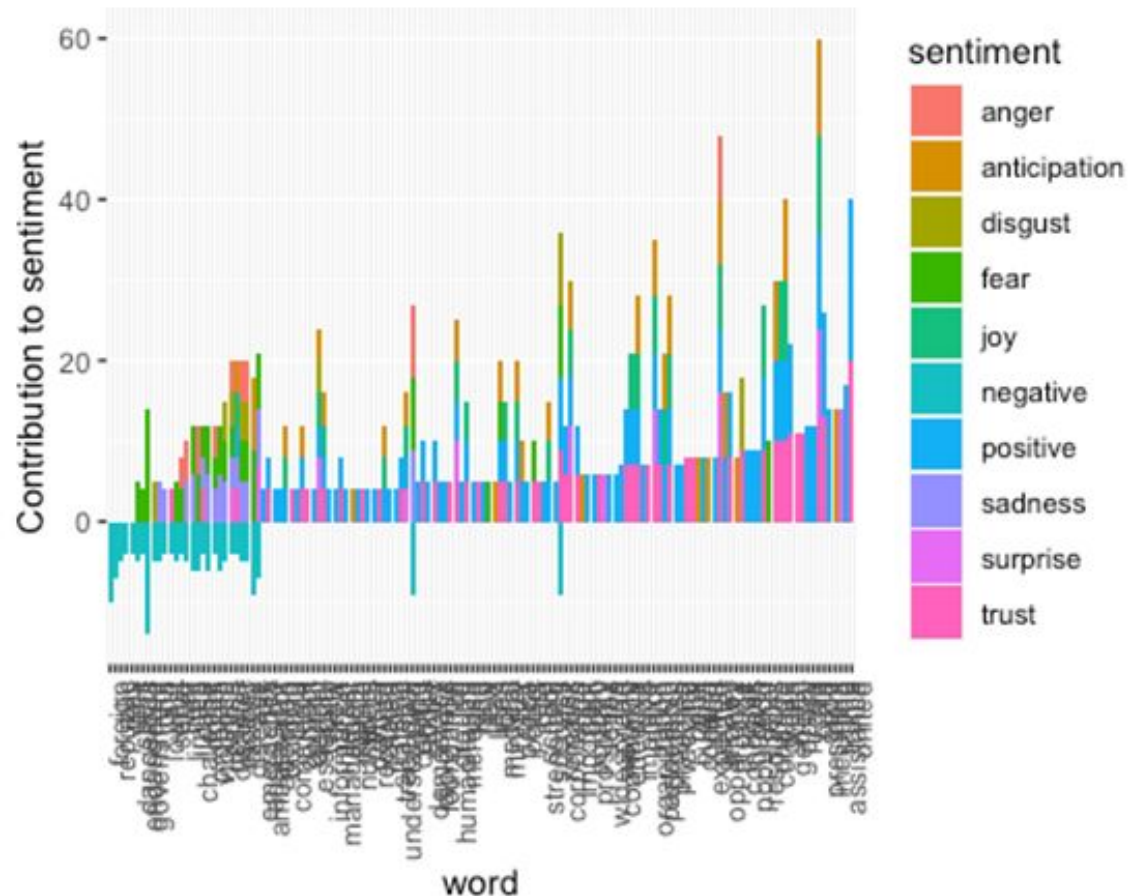
- o “Michelle Obama, daughters visit Liberia as part of campaign to spotlight global education gap” ([http://www.stlamerican.com/news/national\\_news/michelle-obama-daughters-visit-liberia-as-part-of-campaign-to/article\\_bfd66640-3ca3-11e6-9426-6b9bd74886a2.html](http://www.stlamerican.com/news/national_news/michelle-obama-daughters-visit-liberia-as-part-of-campaign-to/article_bfd66640-3ca3-11e6-9426-6b9bd74886a2.html))
- o “I have the blood of Africa within me” ([http://www.stlamerican.com/news/local\\_news/i-have-the-blood-of-africa-within-me/article\\_9422b92e-5403-567a-bc6e-7f567fa43403.htm](http://www.stlamerican.com/news/local_news/i-have-the-blood-of-africa-within-me/article_9422b92e-5403-567a-bc6e-7f567fa43403.htm))
- o “Black Africa matters” ([http://www.stlamerican.com/news/columnists/guest\\_columnists/black-africa-matters/article\\_623917b8-368b-11e5-9ab4-6b111c9ca31d.html](http://www.stlamerican.com/news/columnists/guest_columnists/black-africa-matters/article_623917b8-368b-11e5-9ab4-6b111c9ca31d.html))
- St. Louis Business Journal
  - o “Solae, WISHH join South African soy initiative” (<https://www.bizjournals.com/stlouis/stories/2005/09/12/daily61.html>)
  - o “Solae joins effort to reduce malnutrition in Nigeria” (<https://www.bizjournals.com/stlouis/stories/2005/10/31/daily37.html>)
- 97.1 FM talk
  - o “Ivanka Trump's women's initiative announces \$27M in grants” (<https://971talk.radio.com/articles/ap-news/ivanka-trumps-womens-initiative-announces-27m-grants>)
  - o “Ivory Coast passes legislation encouraged by Ivanka Trump.” (<https://971talk.radio.com/articles/ap-news/ivory-coast-passes-legislation-on-encouraged-ivanka-trump>)
- St. Louis Jewish Light
  - o “USAID, Mashav sign agreement on Africa aid” ([https://www.stljewishlight.com/news/world/usaids-mashav-sign-agreement-on-africa-aid/article\\_bc3b4d8c-79d3-5553-8aa6-cbeb65b8d83f.html](https://www.stljewishlight.com/news/world/usaids-mashav-sign-agreement-on-africa-aid/article_bc3b4d8c-79d3-5553-8aa6-cbeb65b8d83f.html))
  - o “Israeli development aid is a win for Africa, Israel and American Jews” ([https://www.stljewishlight.com/opinion/commentaries/israeli-development-aid-is-a-win-for-africa-israel-and-american-jews/article\\_f3b2d380-3924-5d23-b65c-4d18cd868b23.html](https://www.stljewishlight.com/opinion/commentaries/israeli-development-aid-is-a-win-for-africa-israel-and-american-jews/article_f3b2d380-3924-5d23-b65c-4d18cd868b23.html))
  - o “Trump's cuts to foreign aid budget are dangerous and inhumane” ([https://www.stljewishlight.com/trump-s-cuts-to-foreign-aid-budget-are-dangerous-and-inhumane/article\\_03366bee-1040-5dfb-9e5a-a8cbc4da1140.html](https://www.stljewishlight.com/trump-s-cuts-to-foreign-aid-budget-are-dangerous-and-inhumane/article_03366bee-1040-5dfb-9e5a-a8cbc4da1140.html))
- St. Louis Public Radio

- o “Ebola Is Changing Course in Liberia. Will the U.S. Military Adapt?”  
(<https://news.stlpublicradio.org/post/ebola-changing-course-liberia-will-us-military-adapt#stream/0>)
- o “Danforth Center grows by being a 'magnet' for plant science professionals”  
(<https://news.stlpublicradio.org/post/danforth-center-grows-being-magnet-plant-science-professionals#stream/0>)
- o “St. Louis researchers hope genetically modified crops can prevent hunger in East Africa”  
(<https://news.stlpublicradio.org/post/st-louis-researchers-hope-genetically-modified-crops-can-prevent-hunger-east-africa#stream/0>)
- o “Altruism or PR? How Monsanto plans to snag a foothold in African seed markets”  
(<https://news.stlpublicradio.org/post/altruism-or-pr-how-monsanto-plan-s-nag-foothold-african-seed-markets#stream/0>)
- Fox 2 Now
  - o “Trump administration shuttered pandemic monitoring program, then scrambled to extend it”  
(<https://fox2now.com/news/national/trump-administration-shuttered-pandemic-monitoring-program-then-scrambled-to-extend-it/>)
- 13 KRCG
  - o “Ivanka Trump in Africa to promote women at work program”  
(<https://krcgtv.com/news/nation-world/ivanka-trump-in-africa-to-promote-women-at-work-program>)
- Daily Journal Online
  - o “Trump's ban on global abortion funding has led to more abortions”  
([https://dailyjournalonline.com/media/featured/trumps-ban-on-global-abortion-funding-has-led-to-more-abortions/article\\_63a7fb7f-f20d-5cfb-b219-aebafc6a3c3e.html](https://dailyjournalonline.com/media/featured/trumps-ban-on-global-abortion-funding-has-led-to-more-abortions/article_63a7fb7f-f20d-5cfb-b219-aebafc6a3c3e.html))
  - o “Let's keep the food in food aid”  
([https://dailyjournalonline.com/community/farmington-press/opinion/editorial/let-s-keep-the-food-in-food-aid/article\\_932f2218-c92d-11e2-947b-001a4bcf887a.html](https://dailyjournalonline.com/community/farmington-press/opinion/editorial/let-s-keep-the-food-in-food-aid/article_932f2218-c92d-11e2-947b-001a4bcf887a.html))
  - o “Sudanese police question witnesses in US diplomat slaying”  
([https://dailyjournalonline.com/news/local/sudanese-police-question-witnesses-in-us-diplomat-slaying/article\\_8b2d6a46-39c3-5fc1-b92c-36f5d12440ac.html](https://dailyjournalonline.com/news/local/sudanese-police-question-witnesses-in-us-diplomat-slaying/article_8b2d6a46-39c3-5fc1-b92c-36f5d12440ac.html))

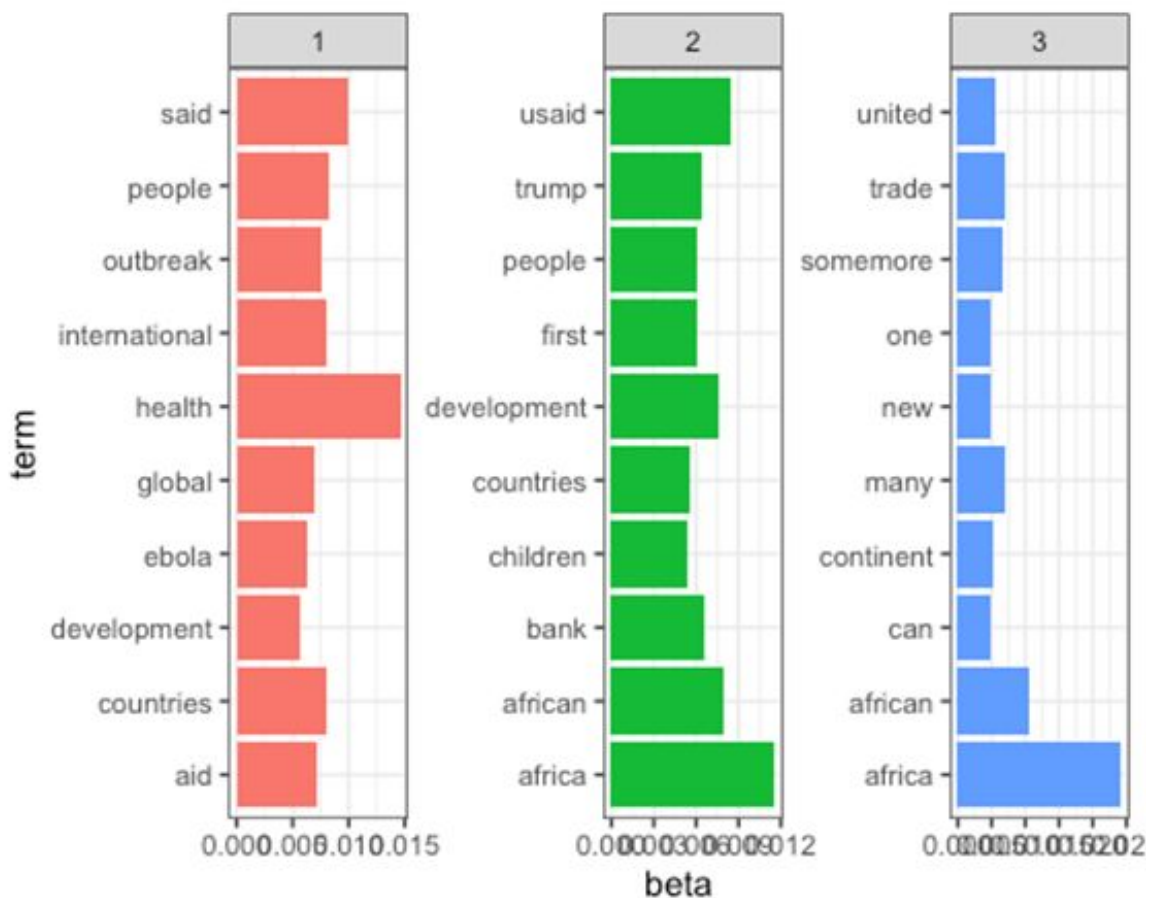


## Results for DC

The sentiment analysis for DC (shown below) showed no specific tendency to either negative or positive poles. However, there is a noteworthy outlier of contribution to sentiment with regards to “anticipation” which seems understandable as new programs are presented.



Furthermore, a beta analysis (shown below) shows the most frequently associated terms which, understandably, focus on “africa”, “health”, and “development”.

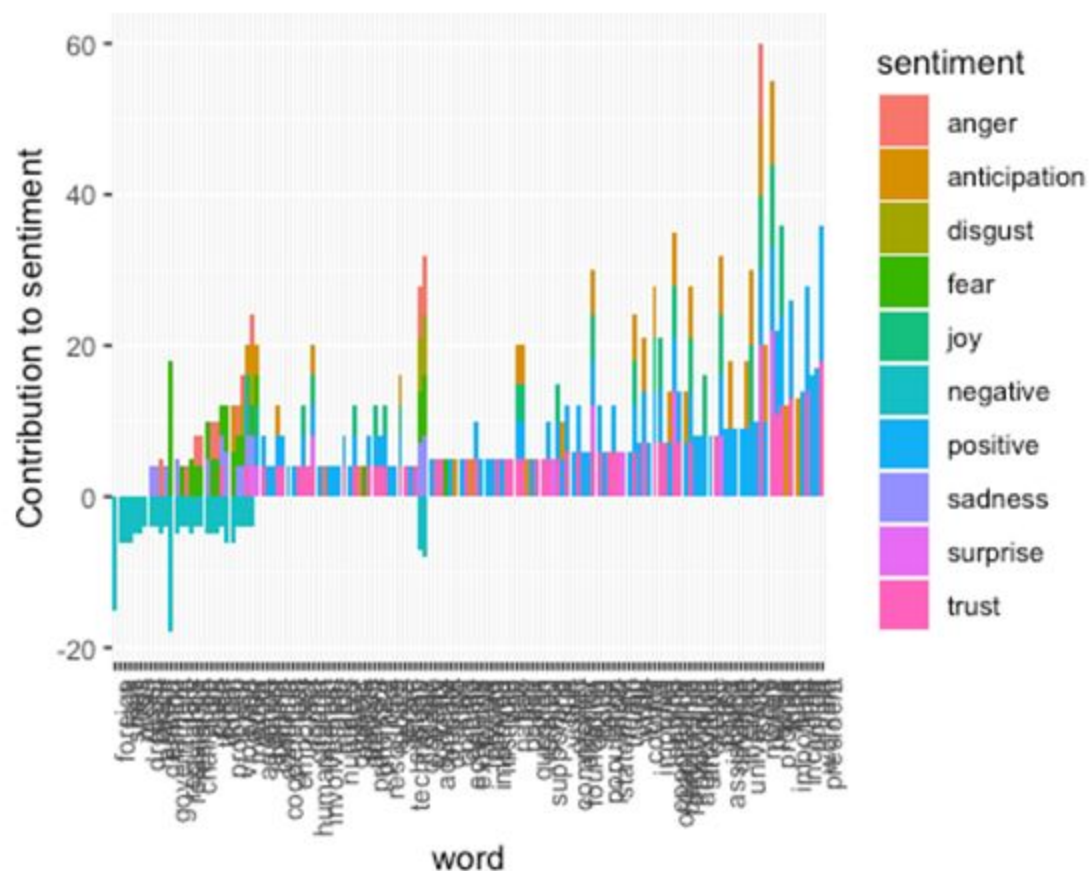


Finally, a sentiment analysis (shown below) shows the different variation in sentiment across different news outlets in DC from which we drew data. The Washington Post has slight variation in its sentiment towards USAID however leans negative. The Washington Examiner seems to lean very slightly on the side of positive sentiment towards USAID. The Hill, on the other hand, has significant variation moving between notably positive and negative sentiments. Report News Today is similar but to a lesser degree. Finally, Washington Business Journal seems to lean predominantly towards a negative sentiment of USAID.

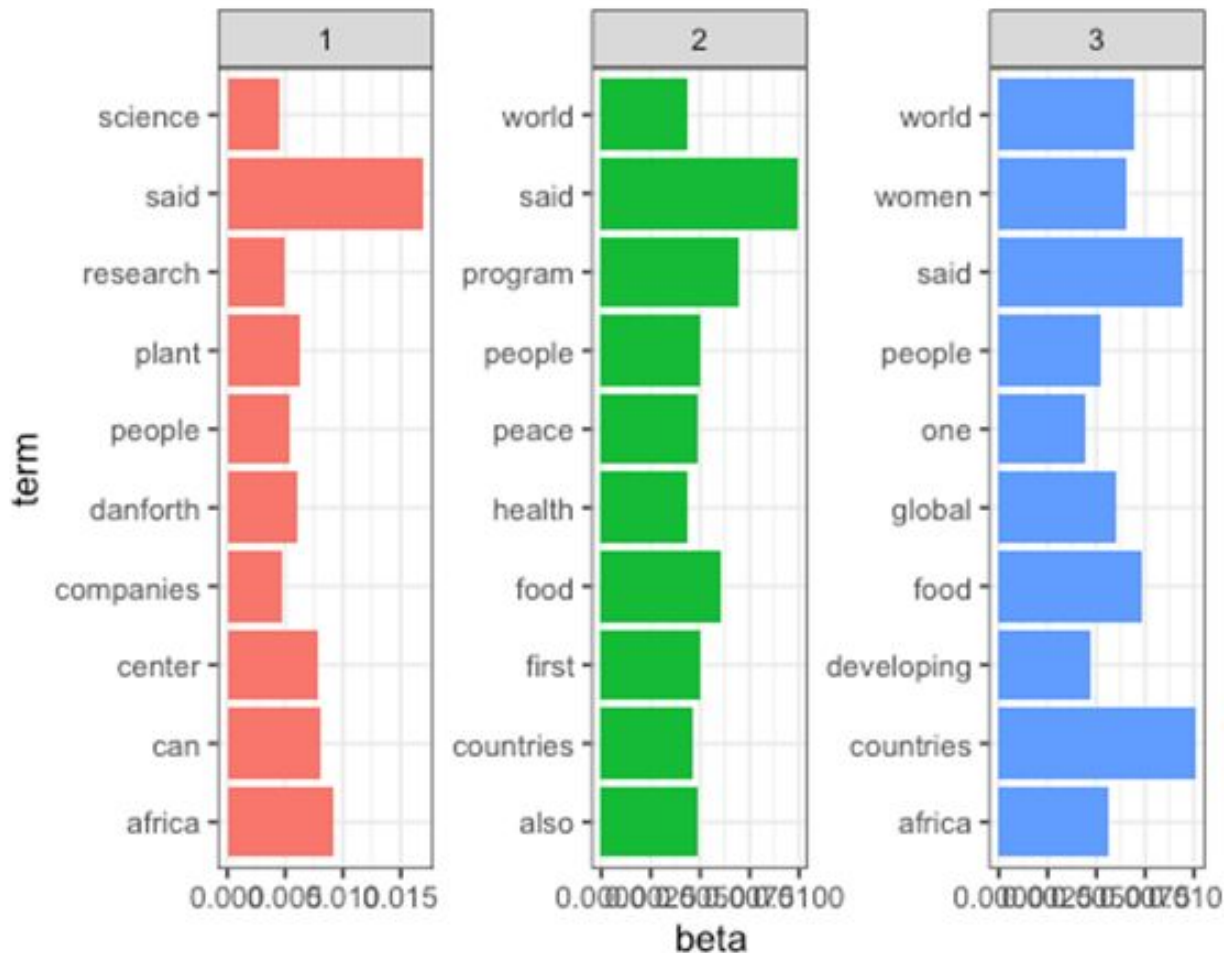


## Results for St. Louis

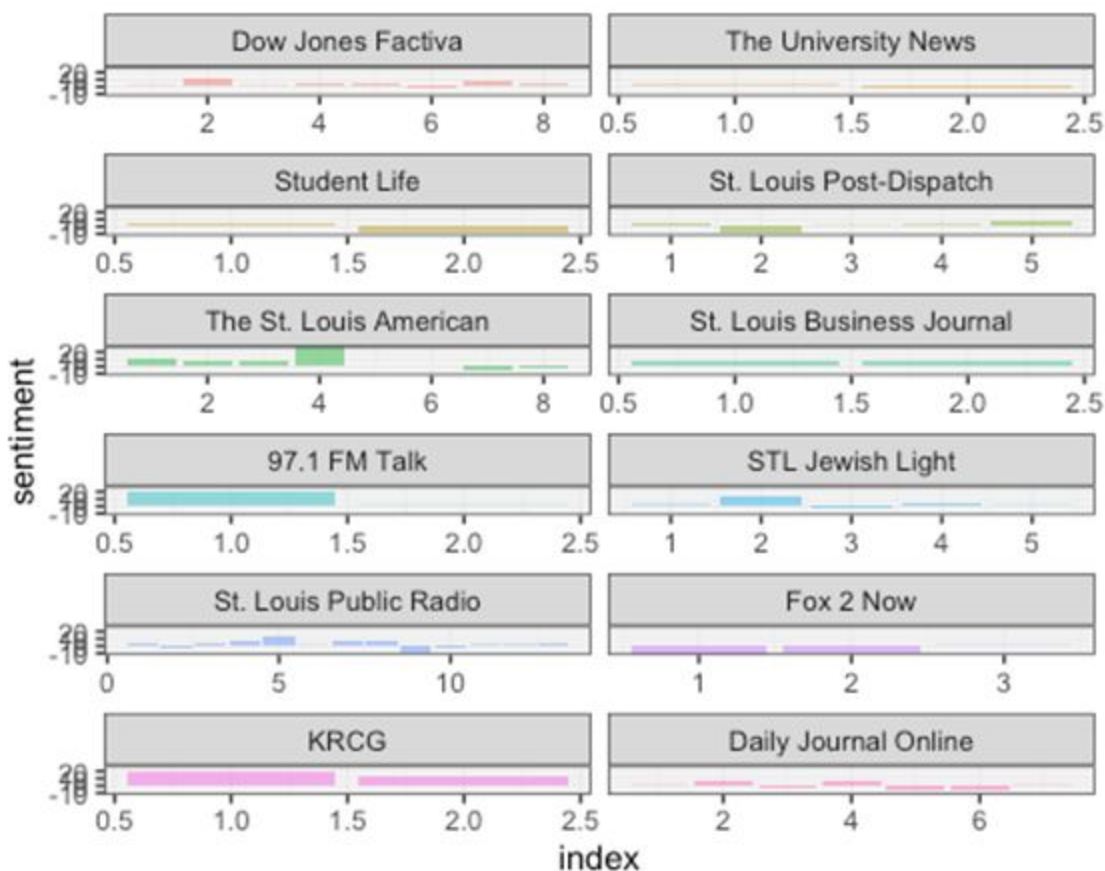
The sentiment analysis for St Louis (shown below) showed no specific tendency to either negative or positive poles, much like the case for DC. However, there are noteworthy outliers of contribution to sentiment with regards to “anticipation” and “anger” which may have to do with the loss or resources that are associated with aid. Nonetheless, in contrast, “negative” sentiments seem to have a notably low contribution to the overall sentiment.



A beta analysis (shown below) shows the most frequently associated terms which are, in this case, related to USAID. This highlights that much of the reporting was focused internally on the actions and politics of the organisation rather than on the work that is being carried out internationally. This makes sense in a smaller town with less of a global focus.



Finally, a sentiment analysis (shown below) shows the different variation in sentiment across different news outlets in St Louis from which we drew data. In this case, the most notable aspect is the lack of significant variation both within and across outlets. This may be due to the fact that St Louis is a smaller area and so articles on USAID were less frequent so the overall sentiment in our analysis has been diluted.



## Comparison

From the results we observed that one of the major differences in perceptions of USAID projects in Africa between St. Louis and Washington, D.C. was the project type. In our data on Washington, DC there were more words relating to health and disease. Words like “health,” “Ebola,” “outbreak,” were more frequent in the news articles we analyzed. Whereas in the data on St. Louis contained words relating broadly to agriculture. Health was a prominent feature in the St. Louis articles but it was accompanied with words like “food,” “development,” and “plant.”

Another point of variation in our data, though a slight one, is the characterization of USAID as international or global that was emphasized in both Washington, DC articles and St. Louis articles. According to our data, Washington, DC favored the word “international,” and St. Louis favored “global.” Even though this may be a negligible comparison due to the obvious synonymous nature of the two words, the two could potentially evoke different sentiments. International carries a less inclusive connotation than global. Considering USAID projects as international is much more relationally implicative than considering them as a global endeavour. Thinking about the nature of the two cities, with Washington, DC being the political hub of the US, it makes sense that they would favor a relational word that can assume some sense of power dynamics compared to St. Louis.

The sentiment analysis generated from our data broadly shows that the perception of USAID projects center around anticipation, trust, and positivity in both Washington, D.C. and St. Louis.

## **Conclusion and Future Improvement**

Considering the demographic and political differences between Washington, D.C. and St. Louis, Missouri, we hypothesized that their perceptions of USAID relating to Africa would also be dissimilar. However, we had some coding issues therefore it is difficult to conclude whether our data supports our hypothesis or not.

There were several issues that we encountered during our analysis. When creating a tibble series, it was difficult to find the correct titles for each of our text files. From there, it made it challenging to run a Bigrams analysis because the titles were either incorrect or did not match the number of files in our folder. In the future, it will probably be best to work on gaining the sources and then writing the tibble series simultaneously. Doing that would help us determine a concrete method of collecting titles from each of our sources.