

#preztweets

an analysis of topics, sentiment, and mood to
determine the social media strategies of presidential
candidates

diana lam

march 4, 2016

GOAL

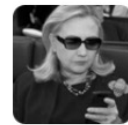


Donald J. Trump ✓
@realDonaldTrump

Leightweight chocker Marco Rubio looks like a little boy on stage. Not presidential material!

2/26/16, 9:56 AM

151 RETWEETS **418** LIKES



Hillary Clinton ✓
@HillaryClinton

The science is clear: The earth is round, the sky is blue, and [#vaccineswork](#). Let's protect all our kids. [#GrandmothersKnowBest](#)

2/2/15, 8:45 PM

18.5K RETWEETS **17.6K** FAVORITES

How are the 2016 presidential candidates leveraging their Twitter presences?



@hillaryclinton



@berniesanders



@tedcruz



@marcorubio



@realdonaldtrump

data

$$\begin{array}{ccccccc} 4,000 & \times & 5 & = & 16,000 & > & 13,500 \\ \text{tweets per} & & \text{candidates} & & \text{tweets} & & \text{tweets} > 75 \\ \text{candidate} & & & & & & \text{chars} \end{array}$$

methodology

unigrams, bigrams, trigrams
sentiment
subjectivity
mood

tf-idf weighting
k-means clustering
topic modeling (lda)

individual tweets
by hashtag
by user

FINDINGS: MAIN TOPICS

1

primaries

2

media (debates, tv)/self-promotion

3

left-leaning policy platforms

health care, education, women's rights, etc.

4

general policy platforms

economic, foreign, other domestic policy

5

retweets/1-on-1 interactions/other

topics, sentiment, and mood over time

visualize it!

dianalam.github.io/assets/tweets.html

1

twitter topic breakdown highly split by party
(**gop** - more media/primaries; **dem** - more policy)

2

limited sentiment, except for primaries;
more neutral moving towards Super Tuesday

3

greatest call to action for primaries;
Trump has most imperative tweets

1

continue monitoring twitter activity through November 2016

2

analysis of citizen reactions to tweets

thanks!

questions?

diana lam

march 4, 2016