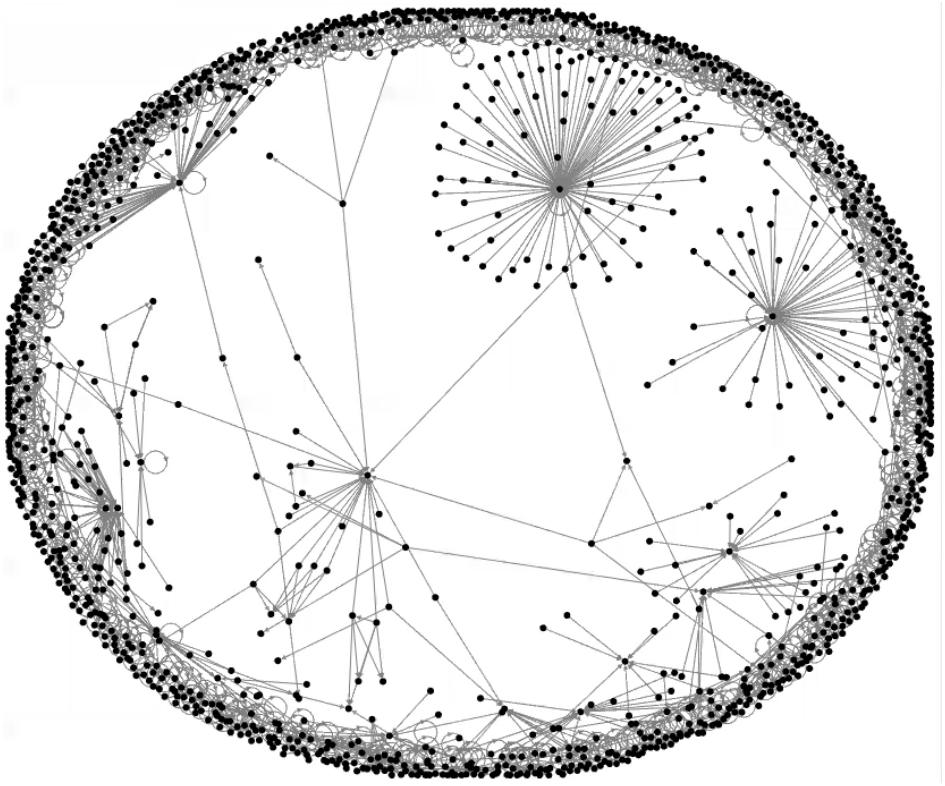
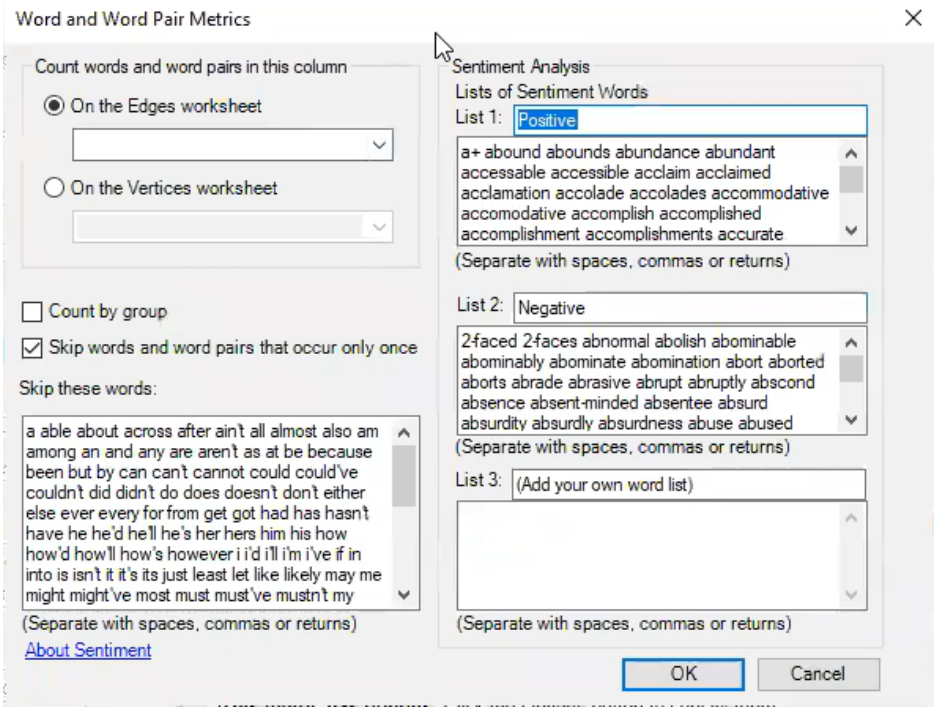
Donald Trump 2016 Election Sentiment Analysis

DT1



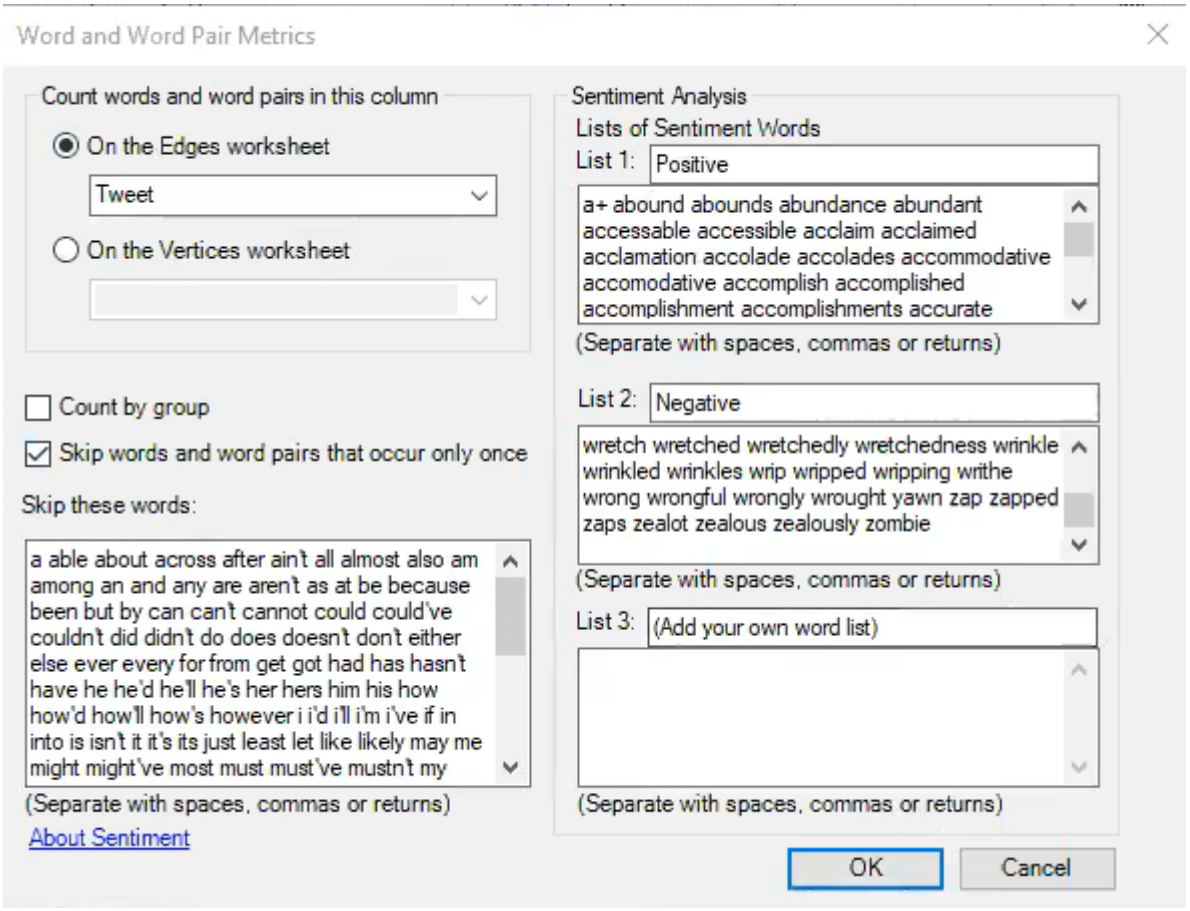


Here we are filtering through some words, there are a list of words to completely skip, some positive words and some negative words.

Word 1	Word 2
donald	trump
debate	without
trump	show
gop	debate
without	donald
watch	gop
show	go
trump	s
big	mystery
mystery	iowa
iowa	donald
ground	game
game	even
even	experts
know	one
don	t
s	ground
experts	don
t	know
one	election2(
rt	bluthquot
bluthquot	repost
op	ed
fox	news
donald	trump's
help	hurt
debate	boycott
iowa	debate
trump's	iowa
boycott	help
history	shows
shows	high
high	words
low	perhaps
perhaps	nonexiste
nonexiste	action
rt	liveaction

There are also words that appear frequently like Donald, Trump which makes sense as that is the person we are trying to analyze. Debate is also a popular word as the former President tweeted a lot about debates. Some common word pairs are Donald Trump, Debate Without, Watch GOP. These are words that mostly have to do with the debates before he was President.

DT2



Again, we are filtering through some words, there are a list of words to completely skip (meaningless and not useful), some positive words and some negative words.

Word 1	Word 2
donald	trump
donald	trump's
see	court
trump	see
court	court
travel	ban
trump	s
surprised	governme
t	run
allies	surprised
governme	t
run	business
president	donald
rt	regardingj
regardingj	donald
muslim	ban
realdonalc	allies
rt	politico
politico	realdonalc
business	h
9th	circuit
court	donald
xi	jinping
care	facts
facts	way
way	care
care	oxygen
oxygen	imbibing
imbibing	enough
enough	water
water	day
day	live
live	iamjohnol
circuit	court
one	china
rt	npr
npr	care

Many of the same words post inauguration are showing up like Trump, Donald but we don't see Debate anymore as he has already won. Instead we see, court, president, policy. Court may be due to any legal trouble, President is likely because he was the president at the time and Policy because he was setting policies. Some common word pairs are Donald Trump, Court See, Travel Ban 9th Circuit which have more to do with his policies.

Tutorial 7.2

```
%
100     Delay
%
delay*  100
late    100
wait*   100
```

	Delta Page
Total Posts	1769
Posts about Delays	397
% Post about Delays	22%

This tells us that 22% of posts have the word delay which is quite concerning for Delta. Delta should look into what factors causing the delays and address these concerns. Looking at geography, timing, and flight numbers would be helpful.

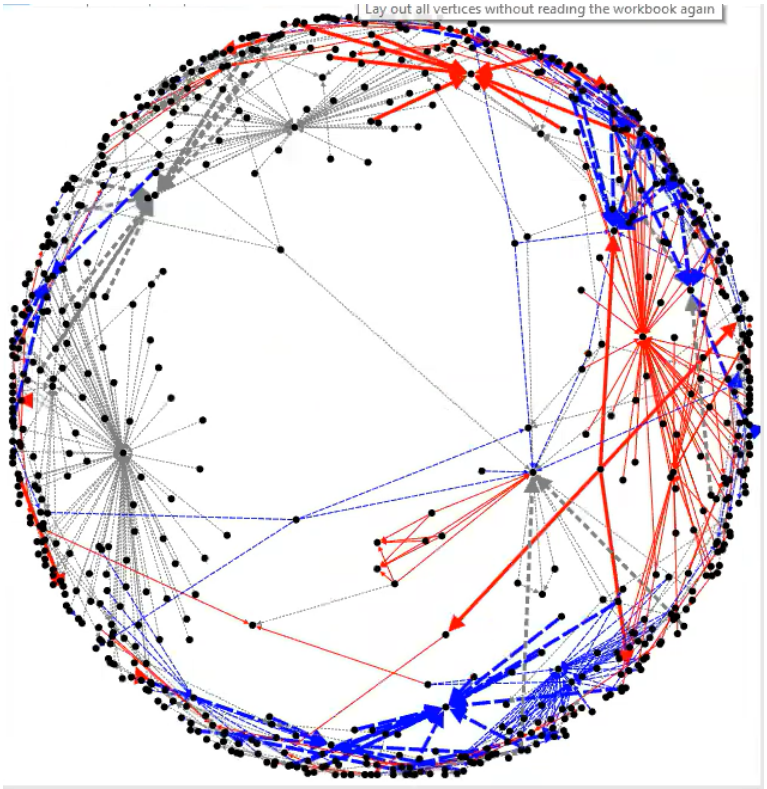
```
%
100     Delay
1       Atlanta
2       Detroit
3       NYC
4       Minneapolis
5       Los Angeles
%
delay*  100
late    100
wait*   100
atlanta 1
atl     1
detroit 2
dtw     2
new york city   3
new york        3
nyc     3
la guardia      3
laguardia       3
lga     3
jfk     3
kennedy 3
minneapolis     4
st. paul        4
msp     4
los angeles     5
lax     5
```

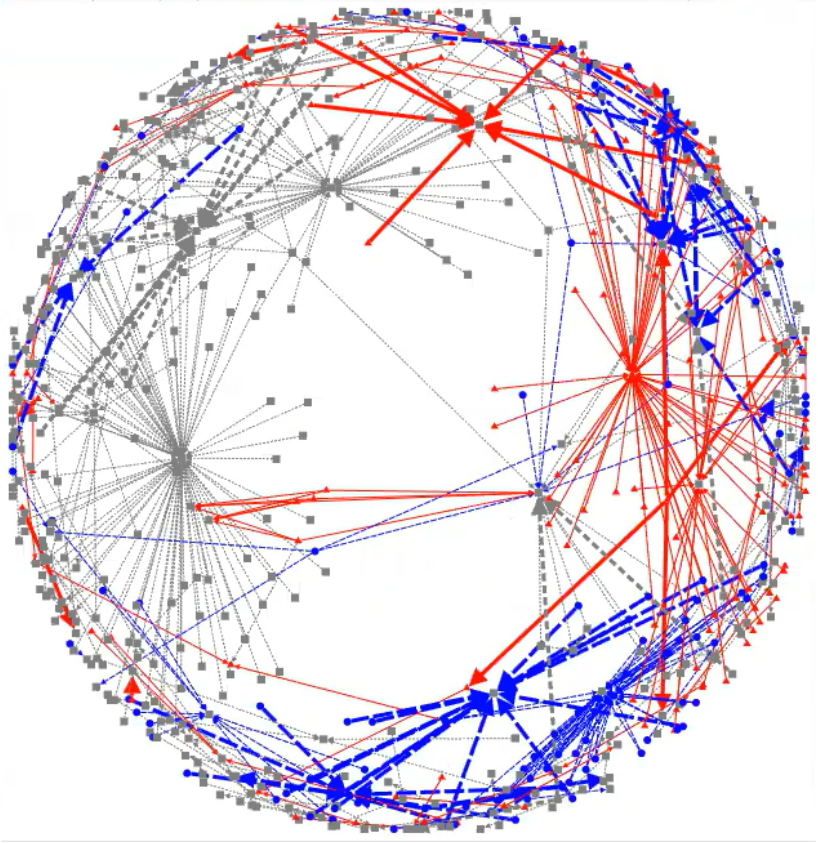
	Posts	Posts about Delays	% Delays	Posemo	% Pos	Negemo	% Neg
Atlanta	223	83	37%	162	73%	143	64%
Detroit	60	26	43%	50	83%	43	72%
NYC	126	46	37%	104	83%	77	61%
Minneapolis	48	25	52%	39	81%	34	71%
Los Angeles	46	12	26%	30	65%	29	63%

This shows us posts about delays in different regions, this can help Delta see exactly where they need to focus their time on for flight delays. For example, this tells us there are a lot of delays in Minneapolis and not that many in LA. Minneapolis is further north which means they likely have delays due to weather unlike LA where it is generally warm. This also shows us the positive and negative posts in each region.

Tutorial 7.3

LIWC Concept	Preprimary	Postinauguration
posemo	1.52	1.86
negemo	1.49	1.77
affiliation	1.70	1.34
achieve	0.70	1.05
power	2.94	3.23
reward	0.57	0.74
risk	0.30	0.39





Between the 2 periods, it seems as the sentiment of Donald Trump's tweet have changed. There are stronger sentiments for all concepts except for affiliation.