

TRUMP VS SANDERS

Presidential Campaign Analysis



Context



Represent politically polarizing ideologies

Considered by many to be “outsiders” to their respective establishments

Known for appealing to anger in American people



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Event Central

THE DETAILS

Bern the Witch

This is a crucial moment for Sanders as we know Hillary has everything to hide in these ha
debates.

Let's enjoy the pizzeria, hanging on their every word, and connect for our 3 & 1/2 month vi
effort to win the Iowa Caucus!!

The establishment is BYOB and features fresh juice/soda mixers.. there is a parking lot in t

Food specials will be available.. but as we are intensely viewing the debate.. things may GE
UP!!

Candidate Overview



All numbers quoted are as expended or fundraised by each candidate's distinct **campaign committee**

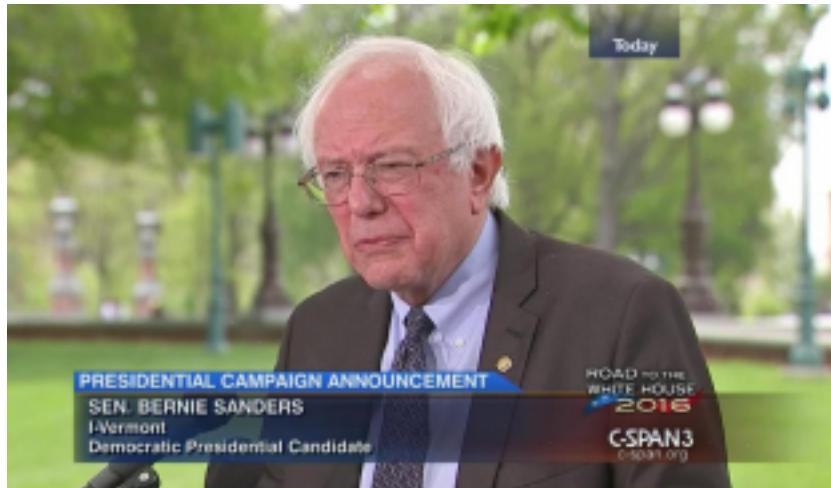
Date updated: March 31st 2016

	candidate name	cash on hand	chamber	debt	next election	party	total spent	state	total raised
0	Sanders, Bernie	17460961	Pres	0	2016	D	164667159	VT	182182143
1	Trump, Donald	2111070	Pres	35926174	2016	R	46282467	NY	48393537

Data Source #1



<https://www.washingtonpost.com/news/politics/wp/2015/06/16/full-text-donald-trump-announces-a-presidential-bid/>



<http://irregulartimes.com/2015/04/30/transcript-of-the-bernard-sanders-2016-presidential-announcement-speech/>

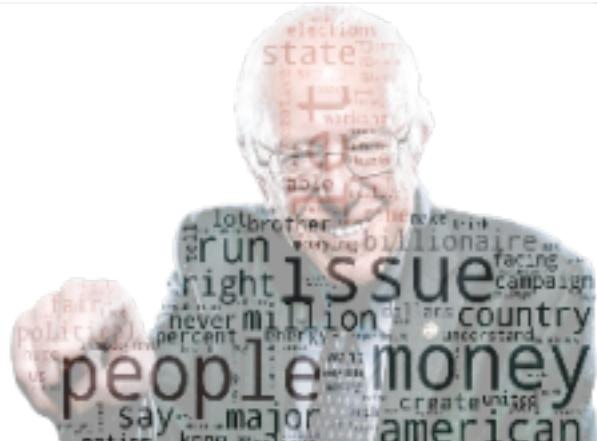
Masked Wordcloud: trump

*“Now, our country needs -- our country needs a truly **great** leader, and we need a truly **great** leader now.”*



Masked Wordcloud: Sanders

*“This is not the Red Sox versus the Yankees. This is the debate over major **issues** facing the American **people**.”*



Data Source #2



BERNIE SANDERS
On the Issues

The American people must make a fundamental decision. Do we continue the 40-year decline of our middle class and the growing gap between the very rich and everyone else, or do we fight for a progressive economic

<https://berniesanders.com/issues/>



<https://www.donaldjtrump.com/positions>

Platform Pages

Number of “platform pages”

7



33



Concept Tagging: Trump



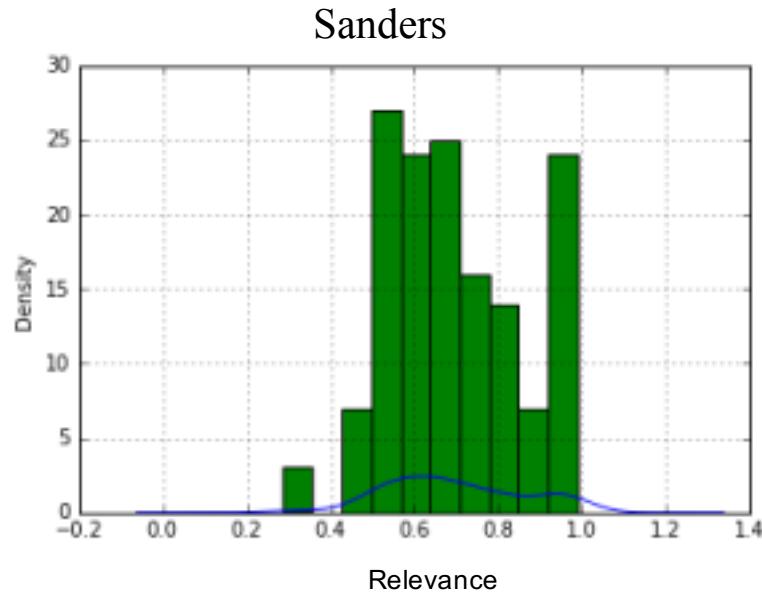
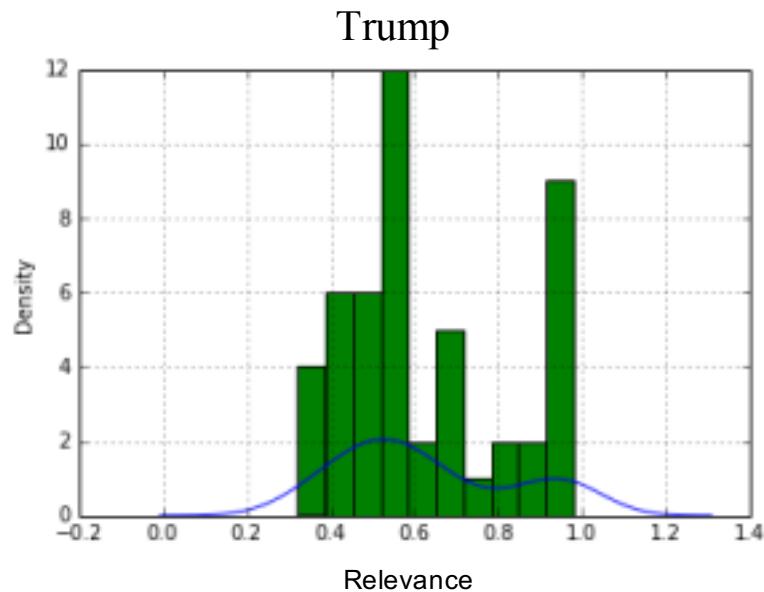
Top 8 Concepts	Relevance
International Trade	0.980447
United States	0.978416
Concealed carry in the United States	0.972186
United States Department of Veterans Affairs	0.968024
Mexico	0.962279
Tax	0.961256
Healthcare	0.956707
Immigration to the United States	0.954305

Concept Tagging: Sanders



Top 8 Concepts	Relevance
Domestic violence	0.988103
University	0.98472
Pension	0.982173
African American	0.979283
Historically black colleges and universities	0.975245
Homosexuality	0.971712
Puerto Rico	0.956707
Native Americans in the United States	0.954305

Concept Relevancy analysis



Key emotion Definitions



Anger: typically felt towards an injustice

Disgust: more visceral, towards something unpleasant

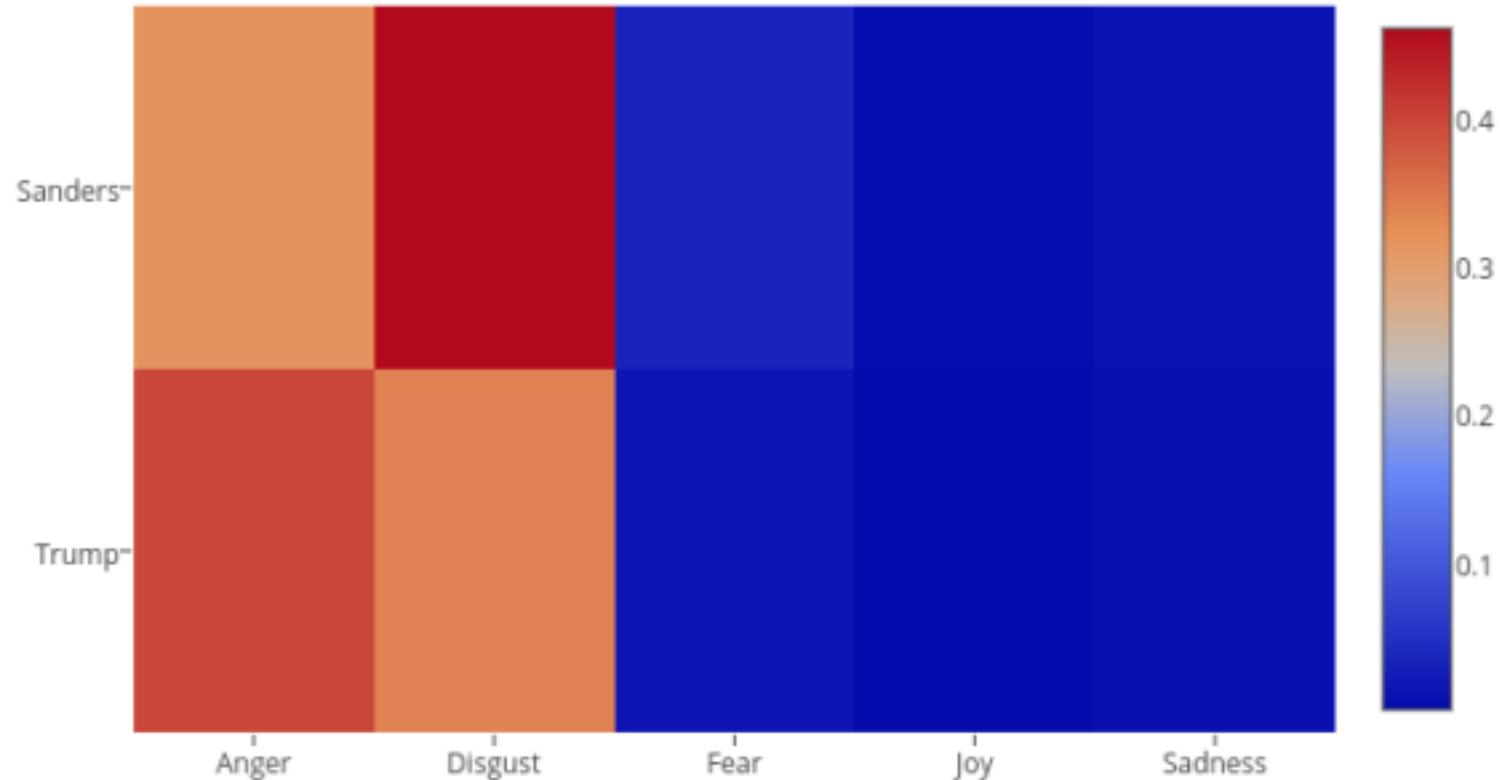
Trump's Emotions

	name	url	anger	disgust	fear	joy	sadness
0	Trump	https://www.donaldjtrump.com/positions/pay-for...	0.302551	0.372053	0.010656	0.000116	0.002074
1	Trump	https://www.donaldjtrump.com/positions/healthc...	0.207547	0.198558	0.017673	0.000212	0.006215
2	Trump	https://www.donaldjtrump.com/positions/us-chin...	0.419444	0.364001	0.002726	0.0002	0.002727
3	Trump	https://www.donaldjtrump.com/positions/veteran...	0.832904	0.244406	0.005662	0.000292	0.005584
4	Trump	https://www.donaldjtrump.com/positions/tax-reform	0.184494	0.297713	0.032111	0.000662	0.034939
5	Trump	https://www.donaldjtrump.com/positions/second-...	0.72552	0.105648	0.021174	1e-06	0.000112
6	Trump	https://www.donaldjtrump.com/positions/immigr...	0.104349	0.774383	0.004145	6e-06	0.002293

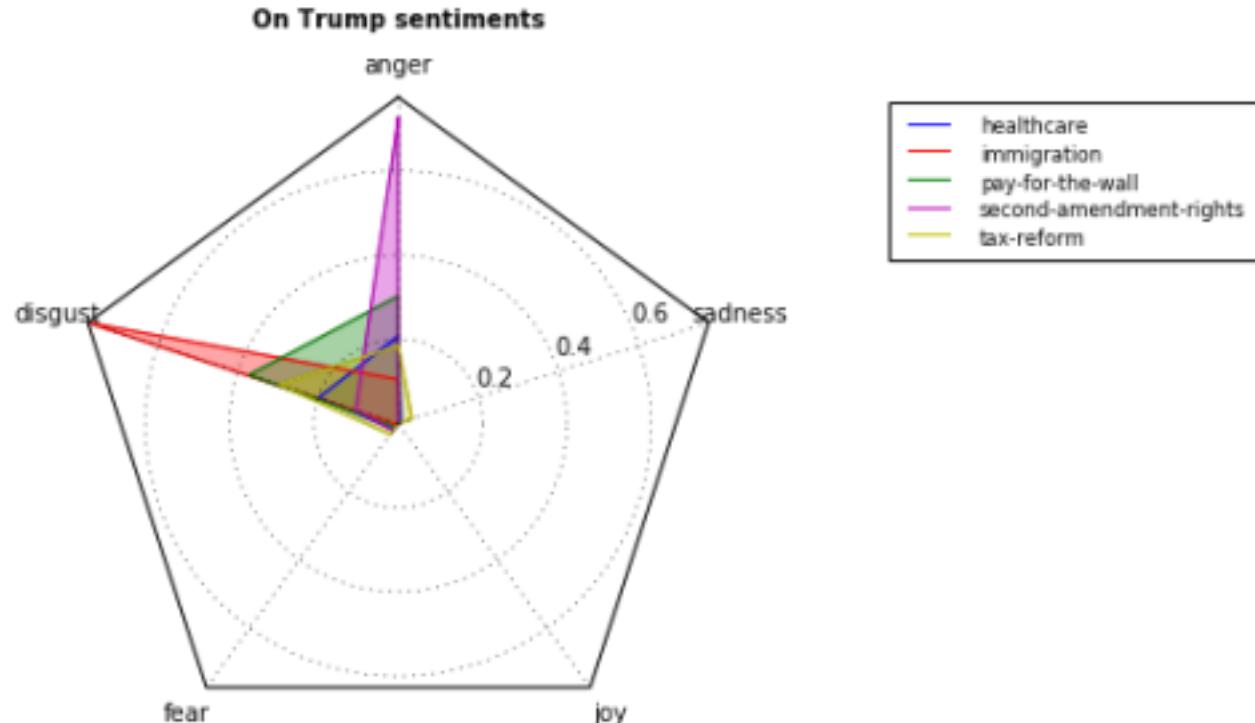
Bernie's Emotions

	name	url	anger	disgust	fear	joy	sadness
0	Sanders	https://bernie Sanders.com/issues/income-and-we...	0.472295	0.284393	0.000918	1.1e-05	0.003579
1	Sanders	https://bernie Sanders.com/issues/its-time-to-m...	0.268257	0.551187	0.001569	0.000344	0.006053
2	Sanders	https://bernie Sanders.com/issues/money-in-pol...	0.126014	0.686428	0.006086	2.5e-05	0.003194
3	Sanders	https://bernie Sanders.com/issues/creating-jobs...	0.068766	0.490425	0.006144	0.00033	0.013174
4	Sanders	https://bernie Sanders.com/issues/a-living-wage/	0.058278	0.42439	0.107286	0.001924	0.043735
5	Sanders	https://bernie Sanders.com/people-before-pollut...	0.351892	0.072477	0.009642	3.2e-05	0.002277
6	Sanders	https://bernie Sanders.com/a-fair-and-humane-im...	0.565943	0.503498	0.001456	0.000103	0.003315
7	Sanders	https://bernie Sanders.com/issues/racial-justice/	0.475329	0.224621	0.000729	1e-06	0.002255
8	Sanders	https://bernie Sanders.com/issues/fighting-for-...	0.664199	0.306024	0.001065	6.1e-05	0.002883
9	Sanders	https://bernie Sanders.com/issues/fighting-for-...	0.313062	0.358527	0.000482	1.1e-05	0.015369

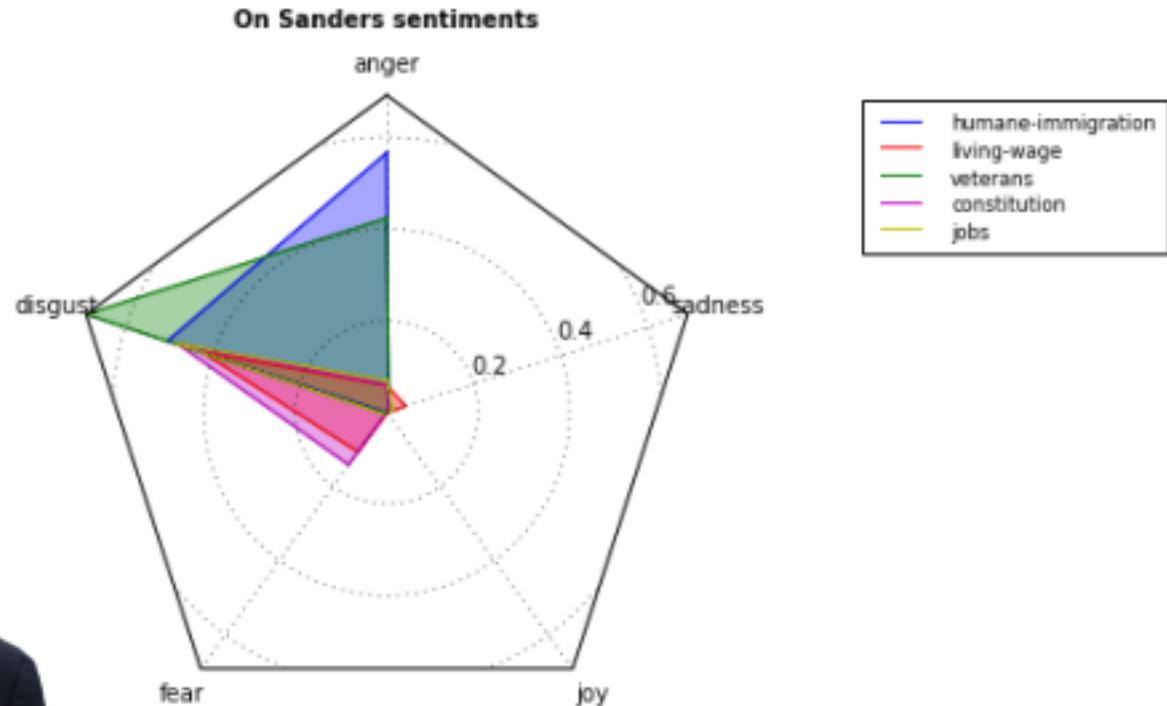
emotion HeatMap



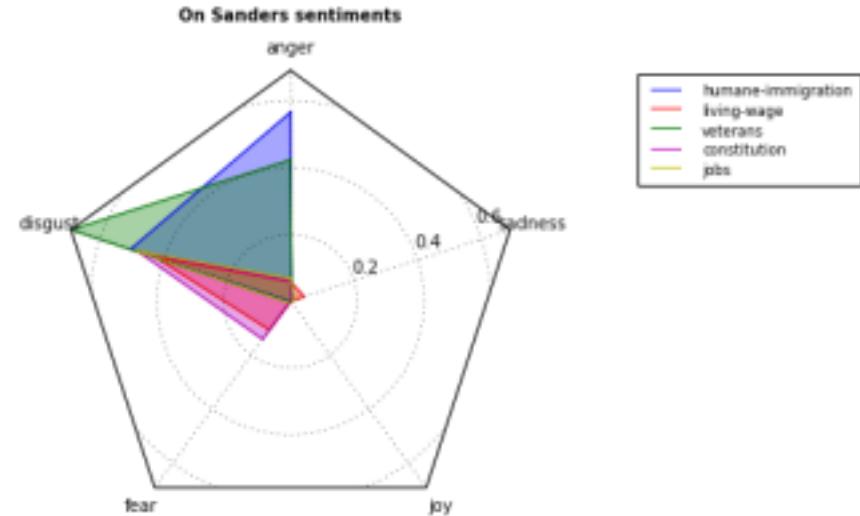
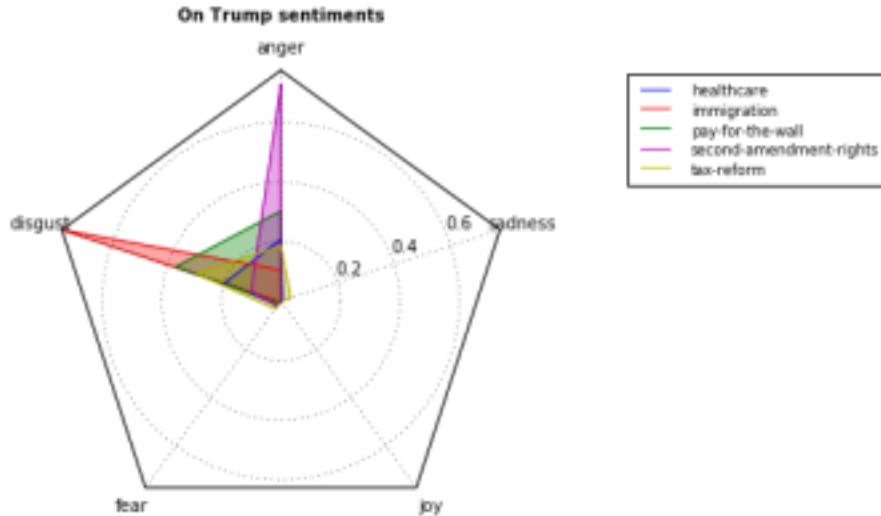
emotion Spider Graphs



emotion Spider Graphs

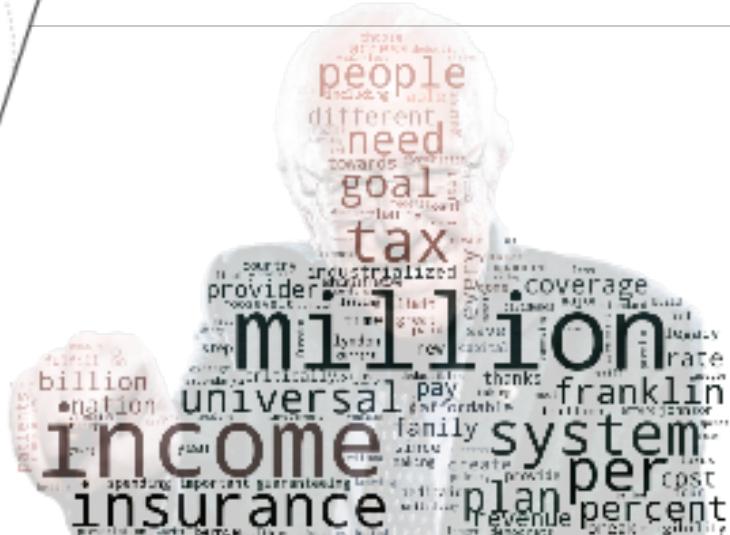
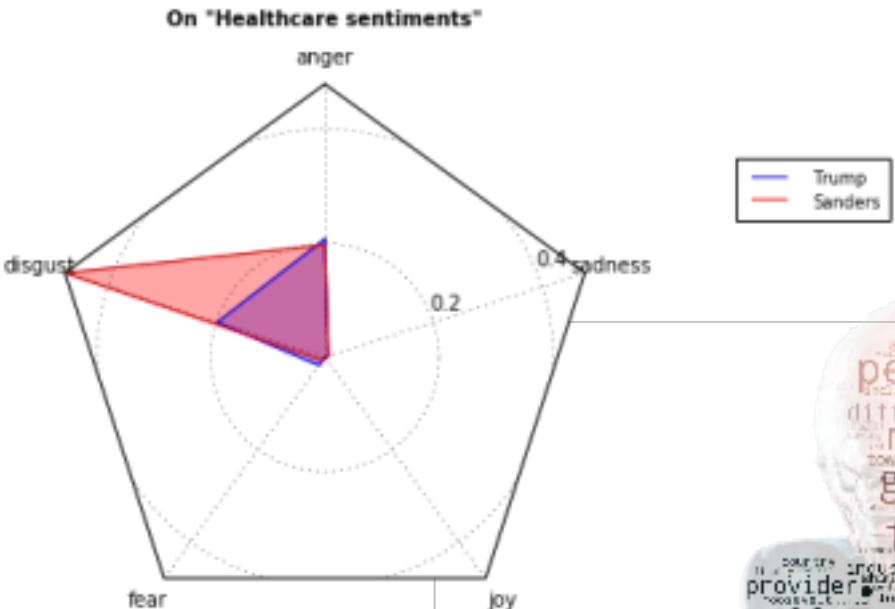


emotion Spider Graphs

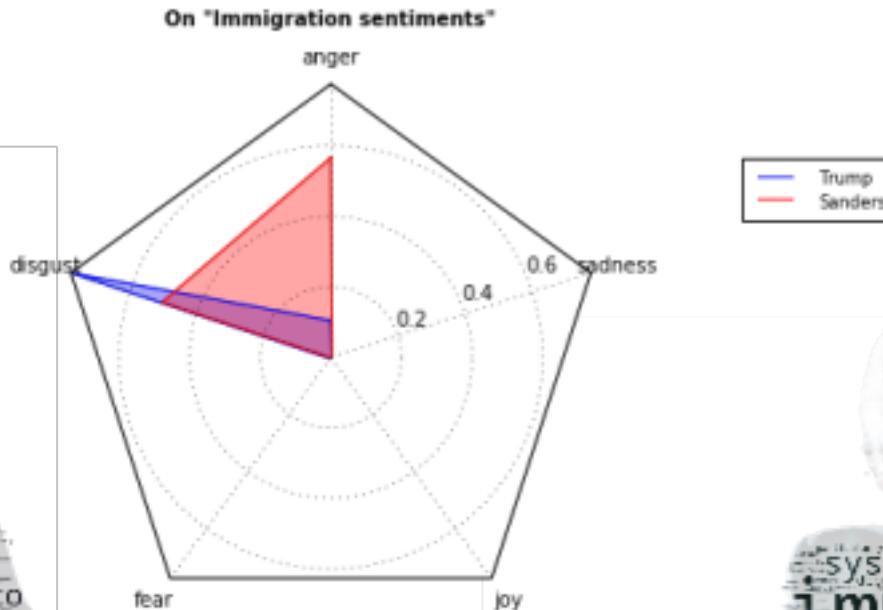


Insight: Trump feels strongly about **gun rights** (anger) and **immigration** (disgust), but he feels less strongly on other issues. Bernie feels strongly about more issues (anger + disgust).

Healthcare emotions



Immigration emotions



Veterans emotions

