

## Sentiment Analysis of Vice President Kamala Harris: A Comparative Study Across Media Platforms

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### ARTICLE HISTORY

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### ABSTRACT

This study analyzes the emotional reception of Vice President Kamala Harris through sentiment data from three media platforms: *All The Smoke*, *The Breakfast Club*, and *Club Shay Shay*. These platforms primarily target a black male audience, offering valuable insights into demographic-specific perceptions of Harris. Additionally, I compare these findings with sentiment data from *The Late Show with Stephen Colbert*, which reaches a broader, general American audience. By examining sentiment scores from these sources, I aim to understand how varying audience demographics influence their emotional responses to political figures.

### KEYWORDS

Sentiment; black men; voters; Kamala Harris

## 1. Introduction

During the 2024 presidential campaign, Vice President Kamala Harris made significant efforts to engage Black male voters, a group where support was notably lower compared to previous elections. She introduced an “Opportunity Agenda for Black Men,” which aimed to provide economic empowerment and address health disparities, offering initiatives such as forgivable loans for Black entrepreneurs and launching a National Health Equity Initiative focused on diseases disproportionately affecting Black men. Despite these efforts, Harris’s campaign faced challenges in mobilizing Black male voters, with polling data showing a decline in support compared to 2020, where only 78% of Black men supported her, down from 90% for Biden in the previous election. Former President Barack Obama urged Black men to support Harris, acknowledging the hesitation some might feel about having a woman as president. In response, Harris’s campaign intensified outreach with events like “Black Men Huddle Up” in battleground states and released ads featuring testimonials from local Black men, emphasizing policies that aimed at reducing costs and supporting Black families. Despite these targeted efforts, Harris’s campaign struggled to secure the necessary support from Black male voters, contributing to her loss in the election, highlighting the complexities of voter engagement and the challenges of addressing the diverse concerns within the Black community.

## 2. Sentiment Trends: All The Smoke, The Breakfast Club, and Club Shay Shay

Each of the three platforms targeting black male audiences—*All The Smoke*, *The Breakfast Club*, and *Club Shay Shay*—displays a polarized emotional reception towards Harris. However, there are differences in the intensity and nature of the sentiments expressed.

Sentiment data from *All The Smoke* shows a highly polarized reception of Kamala Harris, with a marked dominance of negative sentiment. The Bing sentiment analysis for *All The Smoke*, as seen in Figure 1, reveals a greater count of negative sentiment (12,071) compared to positive sentiment (11,498). In the NRC sentiment analysis, shown in Figure 2, the emotions of fear and disgust are especially pronounced, indicating a critical reception from the audience. Emotions such as anger and trust also appear, but the negative emotions heavily outweigh the positive, reflecting a more disapproving stance towards Harris.

Similar to *All The Smoke*, *The Breakfast Club* also exhibits a negative skew in sentiment, with a larger proportion of negative sentiments compared to positive ones. The Bing sentiment data, in Figure 1, for *The Breakfast Club* shows a higher count of negative (13,073) than positive sentiments (12,794). The NRC sentiment analysis, as seen in Figure 3, highlights prominent emotions like fear and disgust, though there are some positive emotions such as trust and anticipation. However, these positive emotions are insufficient to balance out the critical tone, with negative emotions such as anger and sadness dominating the overall sentiment.

Sentiment trends on *Club Shay Shay* follow a similar pattern, with a slight predominance of negative sentiment. The Bing sentiment count, in Figure 1, shows 14,794 negative sentiments compared to 13,073 positive sentiments. The NRC sentiment analysis in Figure 4 also reveals emotions like fear and disgust, though emotions such as trust and anticipation are more pronounced compared to *All The Smoke* and *The Breakfast Club*. The critical reception remains evident, suggesting that the platform's audience is similarly skeptical, yet there is a glimmer of hopefulness for Harris's political potential.

## 3. Comparative Sentiment: Harris vs. Colbert's General Audience

In contrast to the polarized reception on the black male-targeted platforms, sentiment analysis from *The Late Show with Stephen Colbert* shows a more balanced or positive reception of Harris. The Bing sentiment analysis for *The Late Show with Stephen Colbert*, as seen in Figure 5, shows 13,379 positive sentiment versus 12,870 negative sentiment. The NRC sentiment analysis in Figure 6 reveals a more favorable emotional profile, with prominent emotions like joy, trust, and anticipation, while negative emotions such as fear and disgust are comparatively lower. This indicates a generally more positive reception of Harris from the broader American audience.

## 4. Emotional Landscape: NRC and Bing Sentiment Analysis

The NRC sentiment analysis reveals deeper emotional nuances across the platforms. In *All The Smoke*, emotions like anger and disgust are the most pronounced, suggesting that the audience holds Harris in low regard, with heightened emotions of criticism. In contrast, *The Breakfast Club* and *Club Shay Shay* show a somewhat more diverse

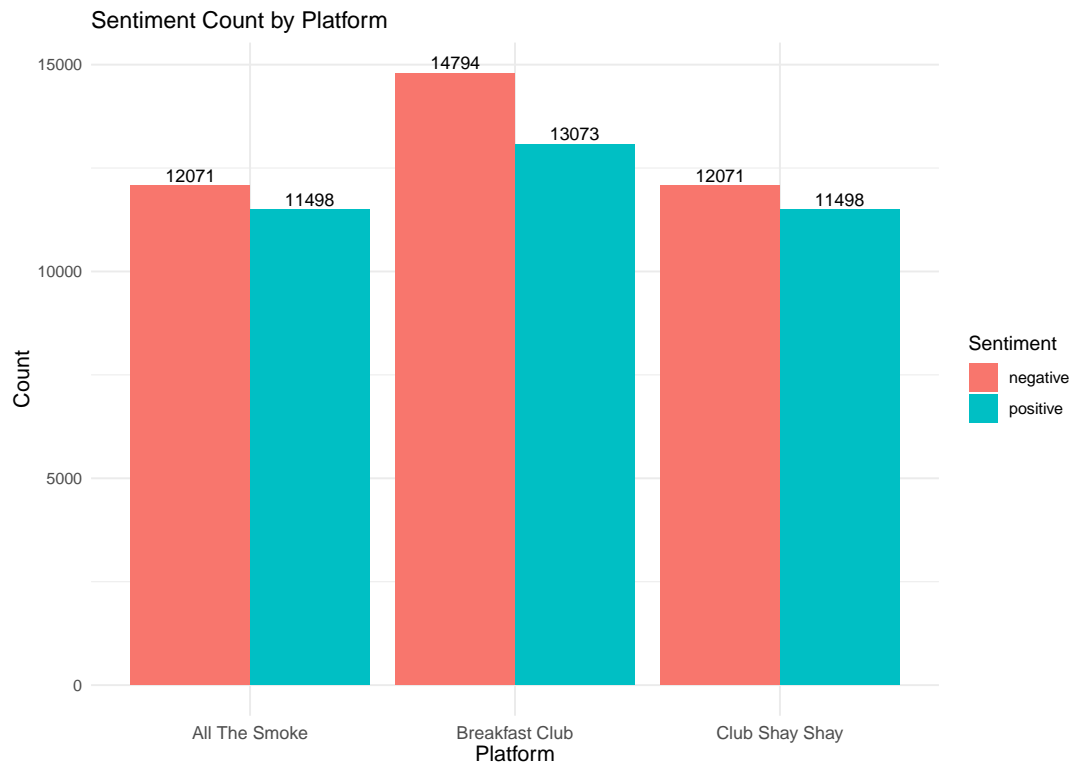
emotional range, where positive emotions like trust and anticipation are visible but do not significantly mitigate the overall negative sentiment.

## **5. Implications of Demographic and Platform-Specific Reception**

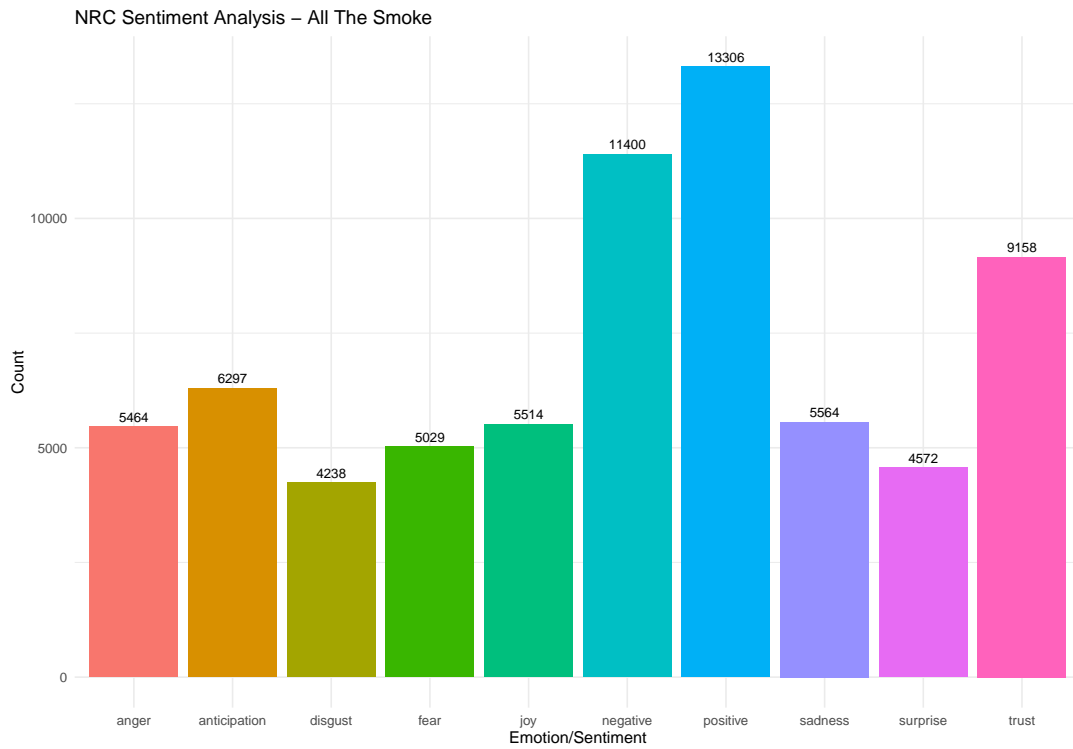
The differences in sentiment between these platforms suggest that audience demographics play a crucial role in shaping political perceptions. *All The Smoke*, *The Breakfast Club*, and *Club Shay Shay*—all platforms with predominantly Black male audiences—demonstrate a more critical and polarized reception of Harris, with significant levels of negative sentiment. These platforms reflect a demographic that may be more skeptical of Harris’s political actions or representation. The emotions of fear and disgust suggest that these audiences might hold high expectations for Harris, which, when unmet, result in more intense negative feelings.

In contrast, *The Late Show with Stephen Colbert*’s broader, more general audience shows a more balanced or even positive reception, with emotions such as joy, anticipation, and trust dominating the sentiment profile. This suggests that Harris’s appeal to the broader American public may be more favorable, with her leadership receiving more optimistic assessments compared to the more critical stance found within Black male audiences.

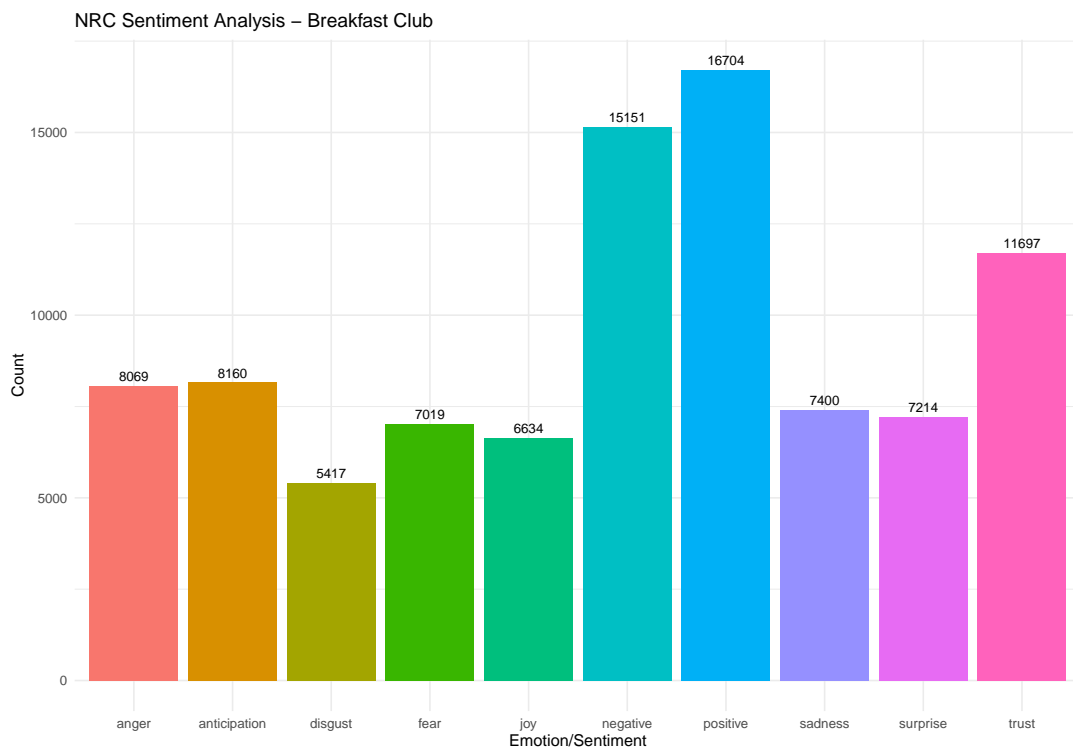
## 6. Figures



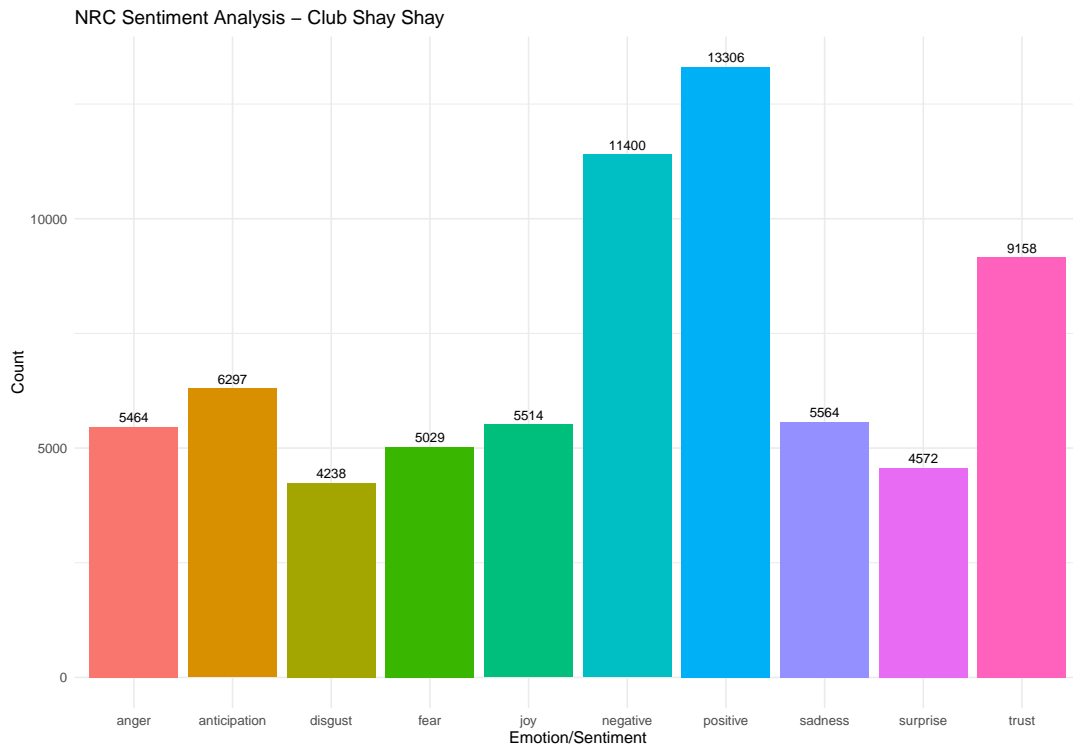
**Figure 1.** Sentiment count by platform showing the number of positive and negative sentiments recorded for each media platform.



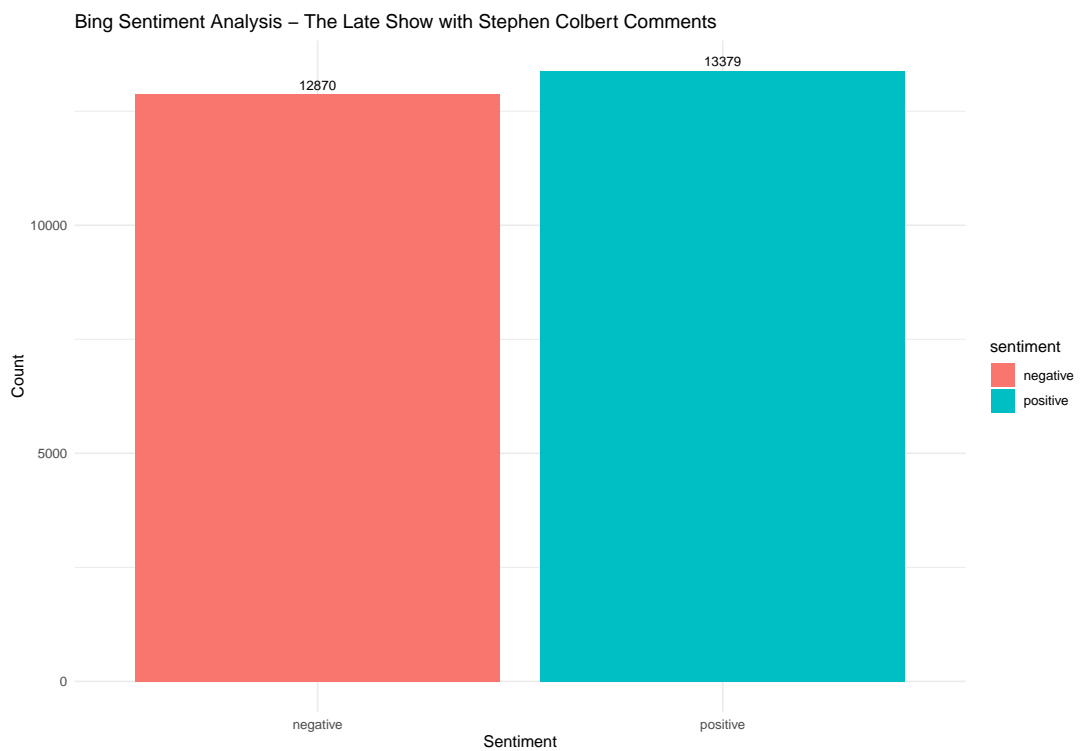
**Figure 2.** NRC Sentiment Analysis for *All The Smoke* showing the distribution of emotions (anger, fear, joy, etc.).



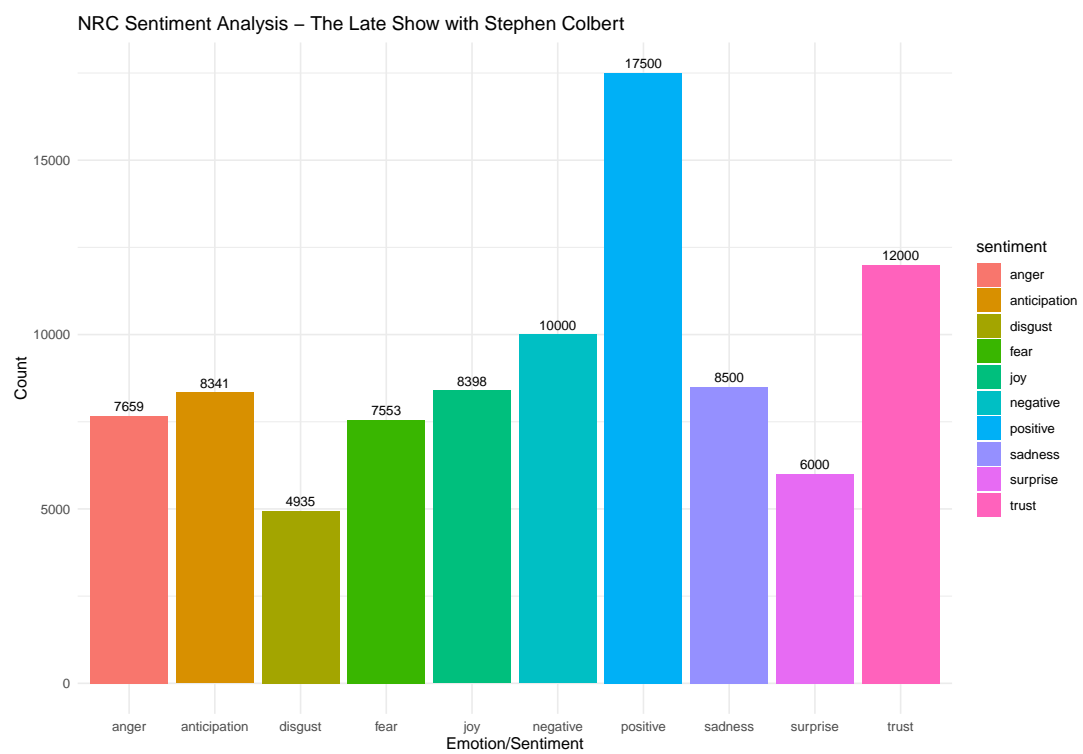
**Figure 3.** NRC Sentiment Analysis for *The Breakfast Club* showing the distribution of emotions (anger, fear, joy, etc.).



**Figure 4.** NRC Sentiment Analysis for *Club Shay Shay* showing the distribution of emotions (anger, fear, joy, etc.).



**Figure 5.** Bing Sentiment Analysis for *The Late Show with Stephen Colbert* showing the count of positive and negative sentiments.



**Figure 6.** NRC Sentiment Analysis for *The Late Show with Stephen Colbert* showing the distribution of emotions (anger, fear, joy, etc.).