



TRUMP

HISTORICAL PRESIDENTIAL TWEETS

By Kyle Turner

THE PROBLEM



THE GOAL

Build a model using topic modeling and
sentiment analysis



PRESIDENT'S TWEETING



Joined 2007

TOTAL TWEETS

JOE BIDEN



8K



Joined 2007

TOTAL TWEETS

BARACK OBAMA



16.4K



Joined 2009

TOTAL TWEETS

DONALD TRUMP



56.6K

DATA

A csv file of Trump's full tweet history
from
www.thetrumparchive.com

Originally scrapped from twitter using
"Tweet Scrapper" by the sites creator

56,571 rows

9 features

2009–2021

PREPROCESSING



Fixed Unicode
encoding error



Removed '\n', numbers
& punctuation



Made lowercase



Removed URL's & Null
values



Created datetime
column



Removed non-english
characters

WORKFLOW



VECTORIZE

sklearn.CountVectorizer

SENTIMENT ANALYSIS

vaderSentiment

PREPROCESS

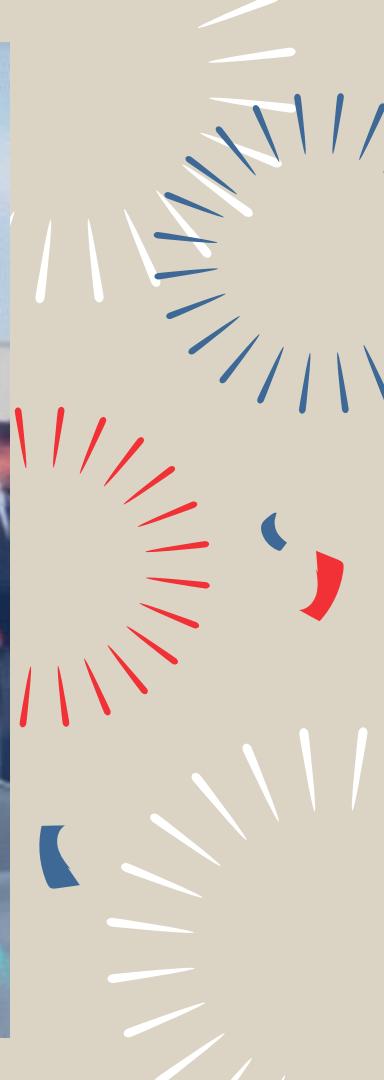
TOPIC MODEL

CorEx

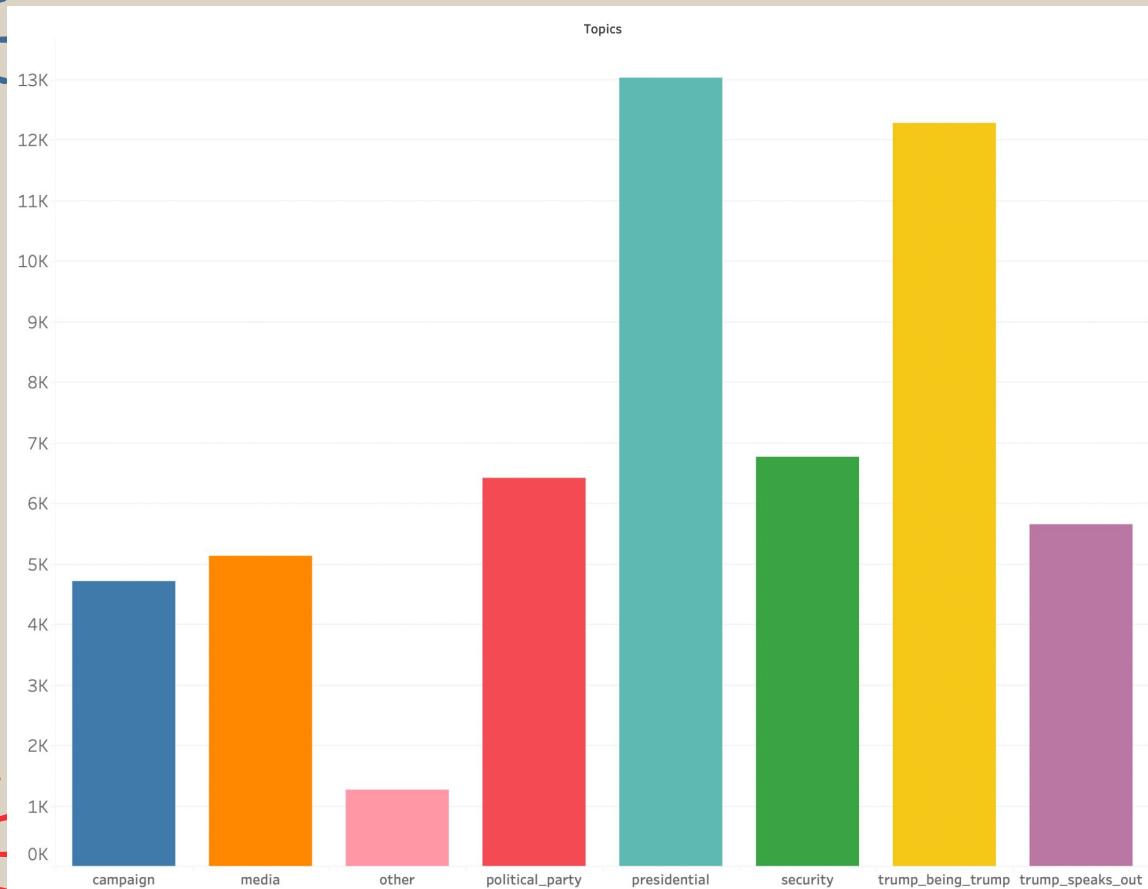
EVALUATE & INTERPRET

TOPICS

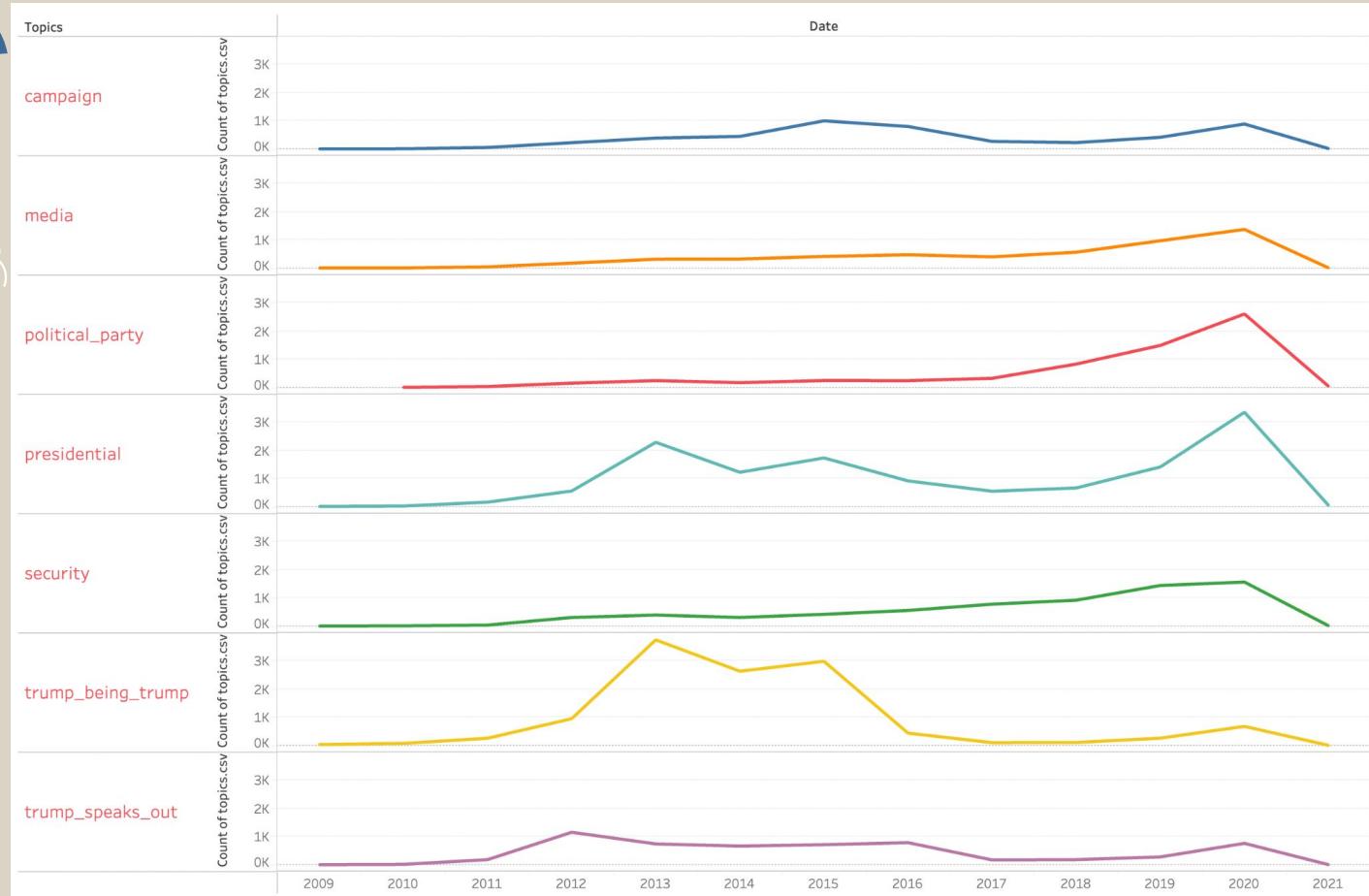
1. Media
2. Security
3. Political Party
4. Trump Speaks Out
5. Campaign
6. Presidential
7. Trump Being Trump



TOPIC COUNT



TOPICS OVER TIME





AVG. COMPOUND SENTIMENT SCORE

BEFORE

0.238

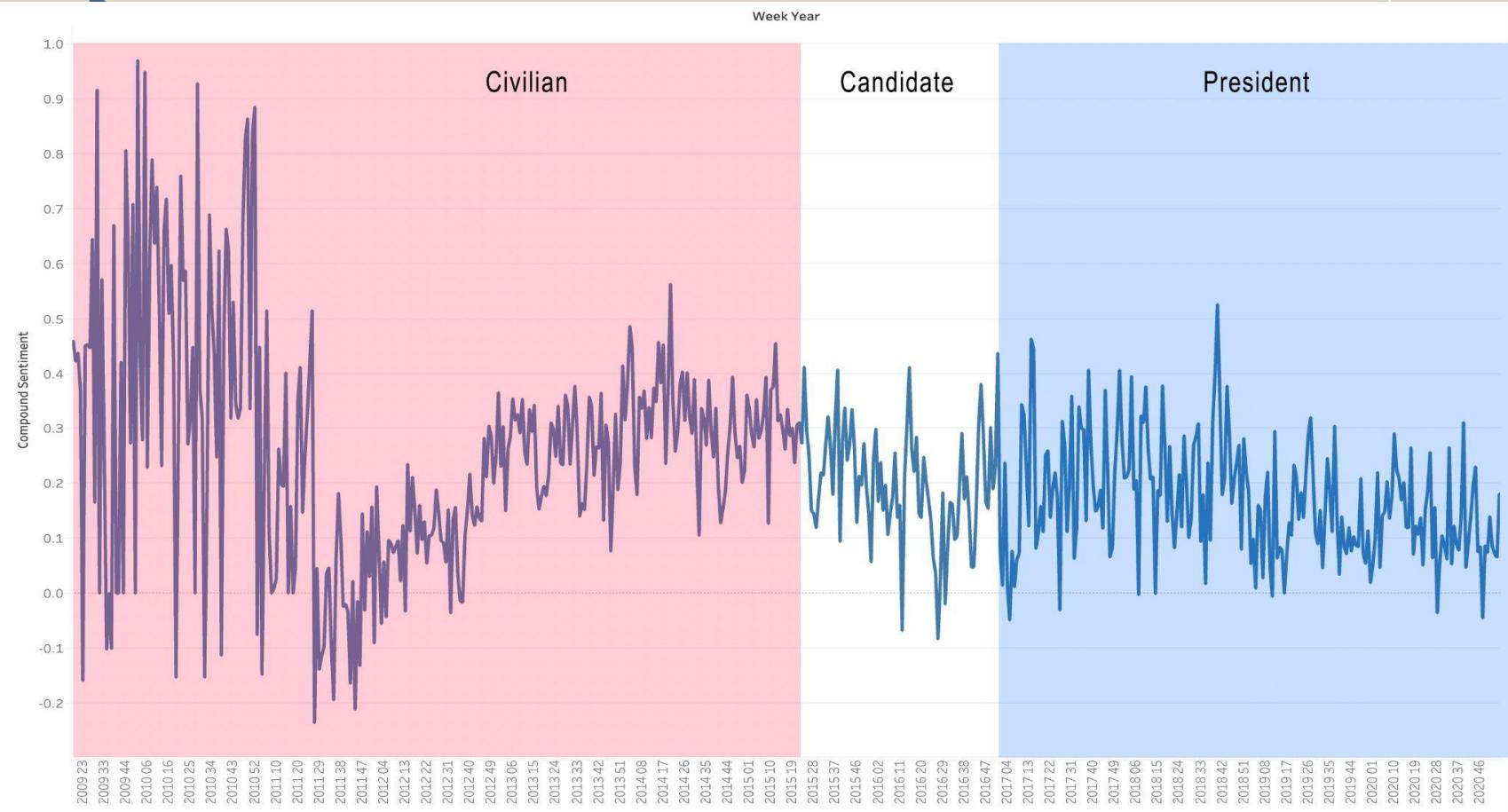


AFTER

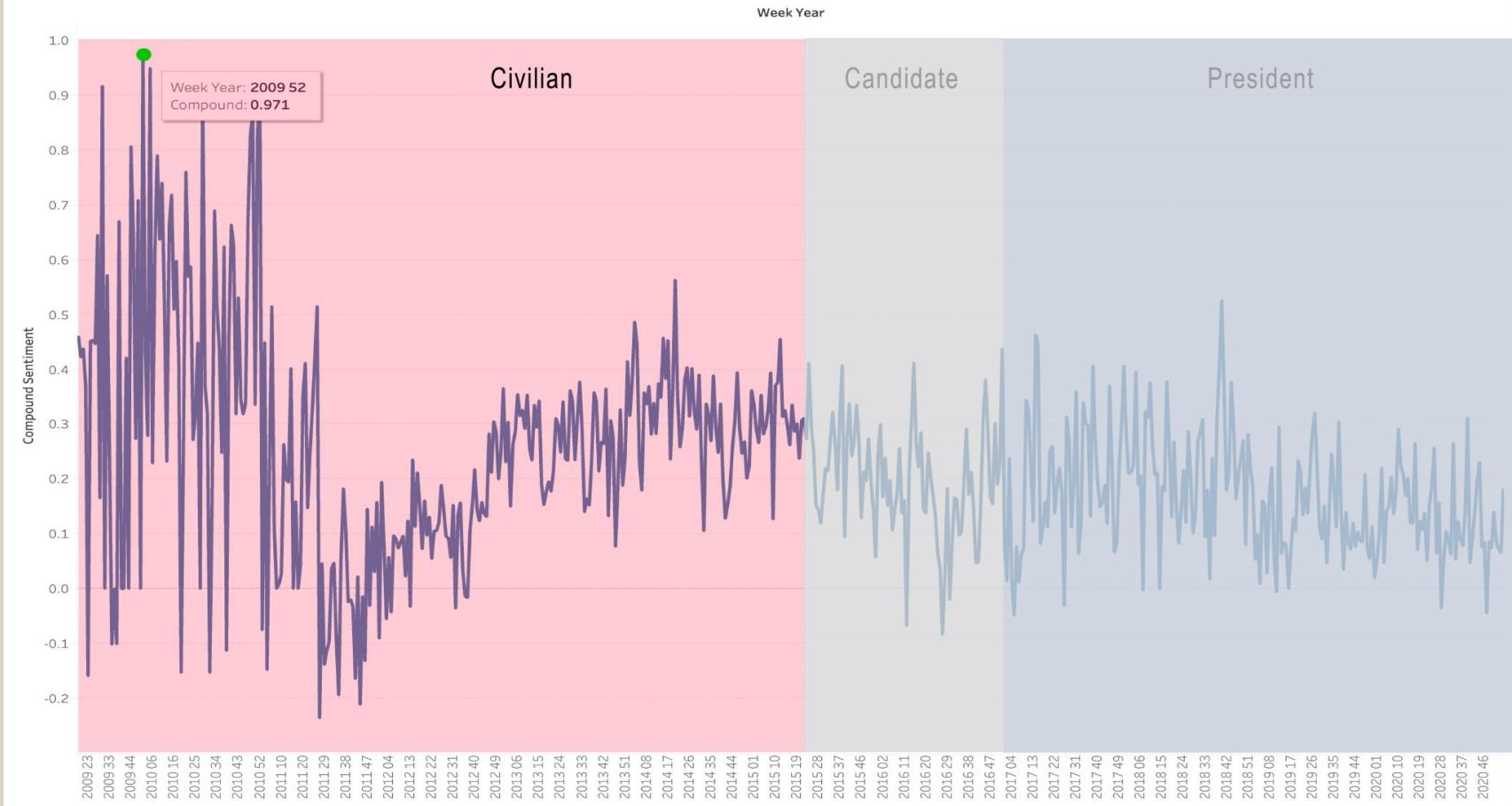
0.148



Avg. Compound Sentiment Over Time



Avg. Compound Sentiment Over Time



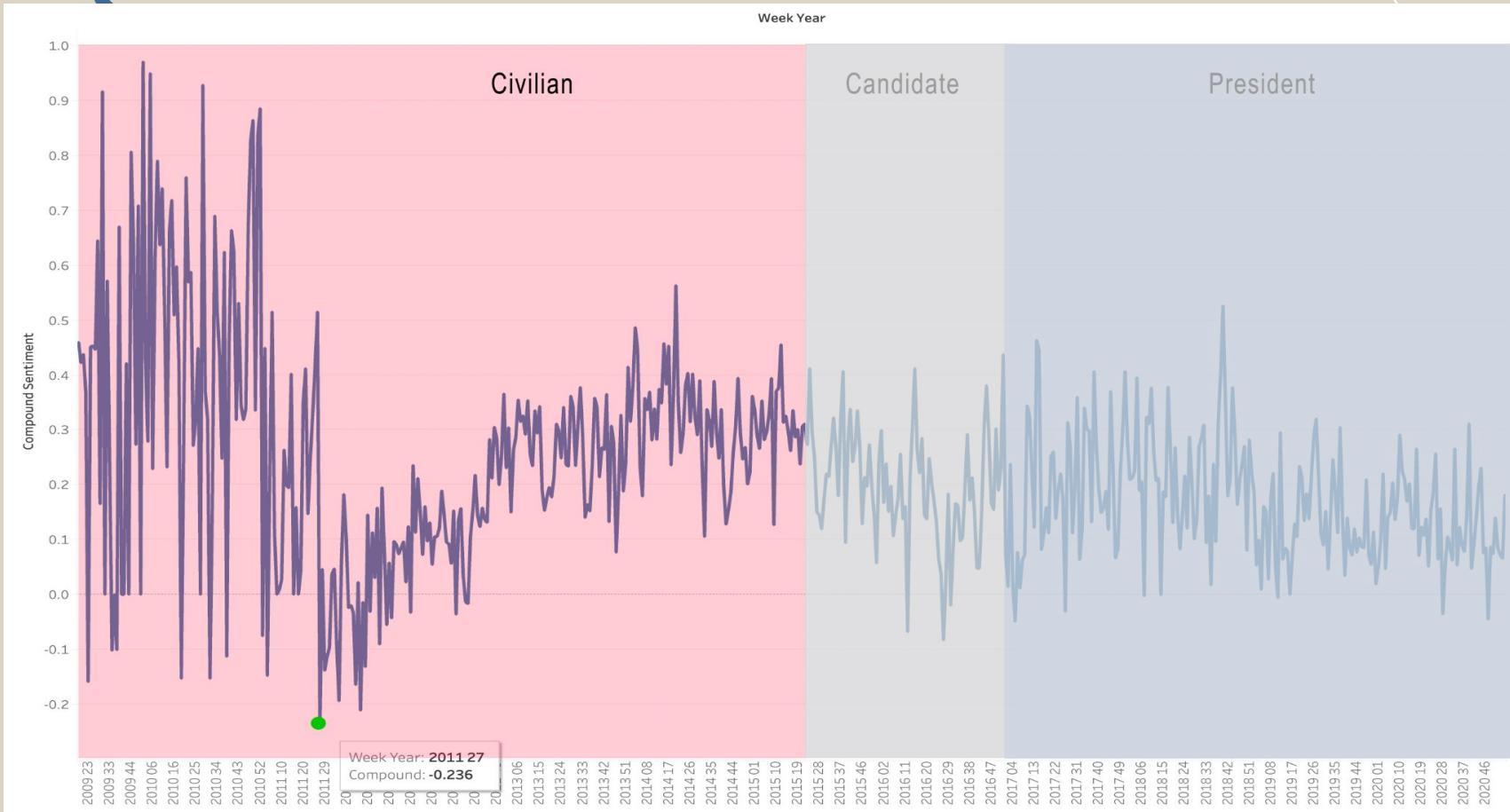


“From Donald Trump: Wishing everyone a wonderful holiday & a happy, healthy, prosperous New Year. Let’s think like champions in 2010!”



@realDONALD TRUMP- 12/23/2009

Avg. Compound Sentiment Over Time

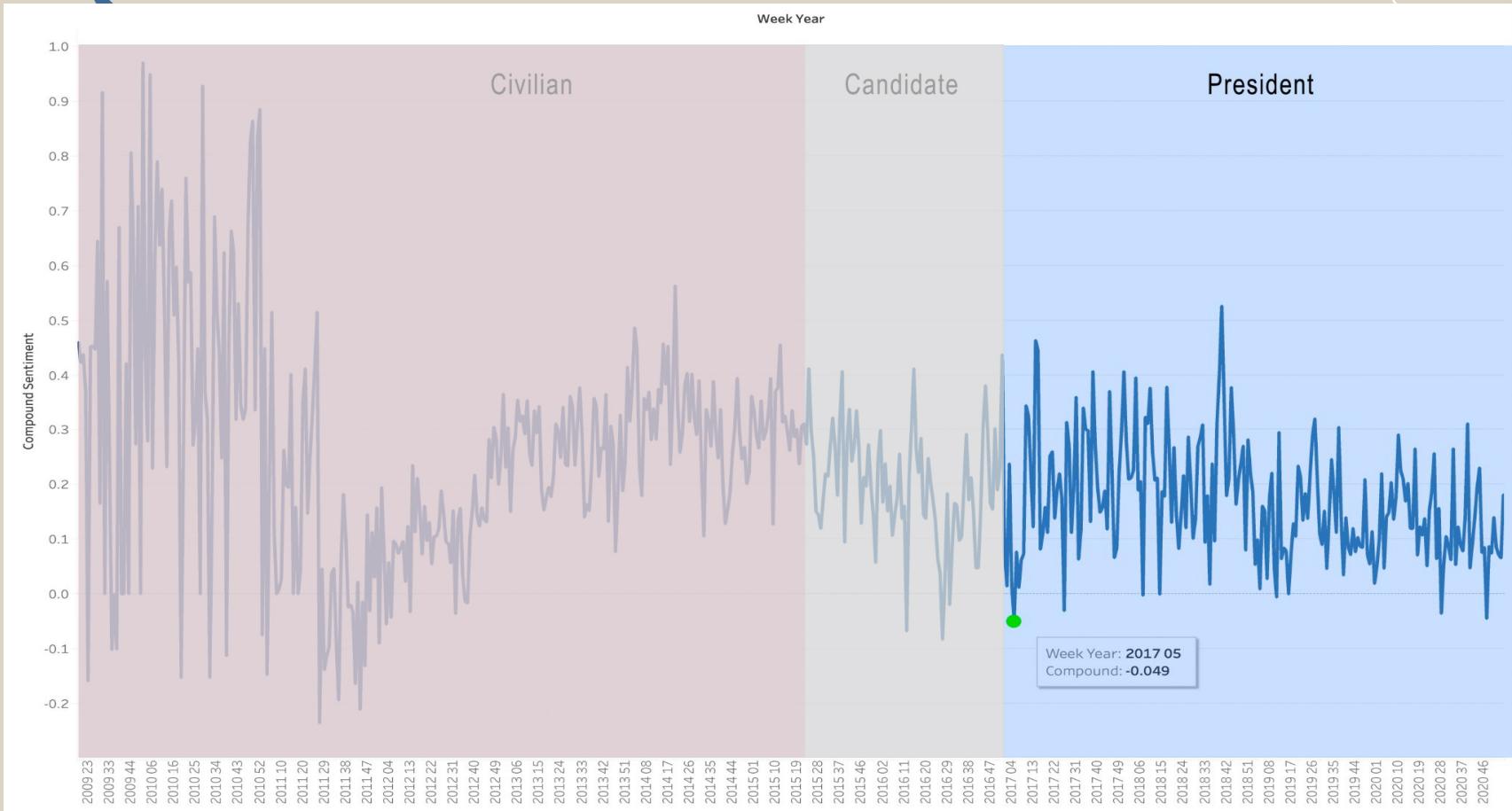


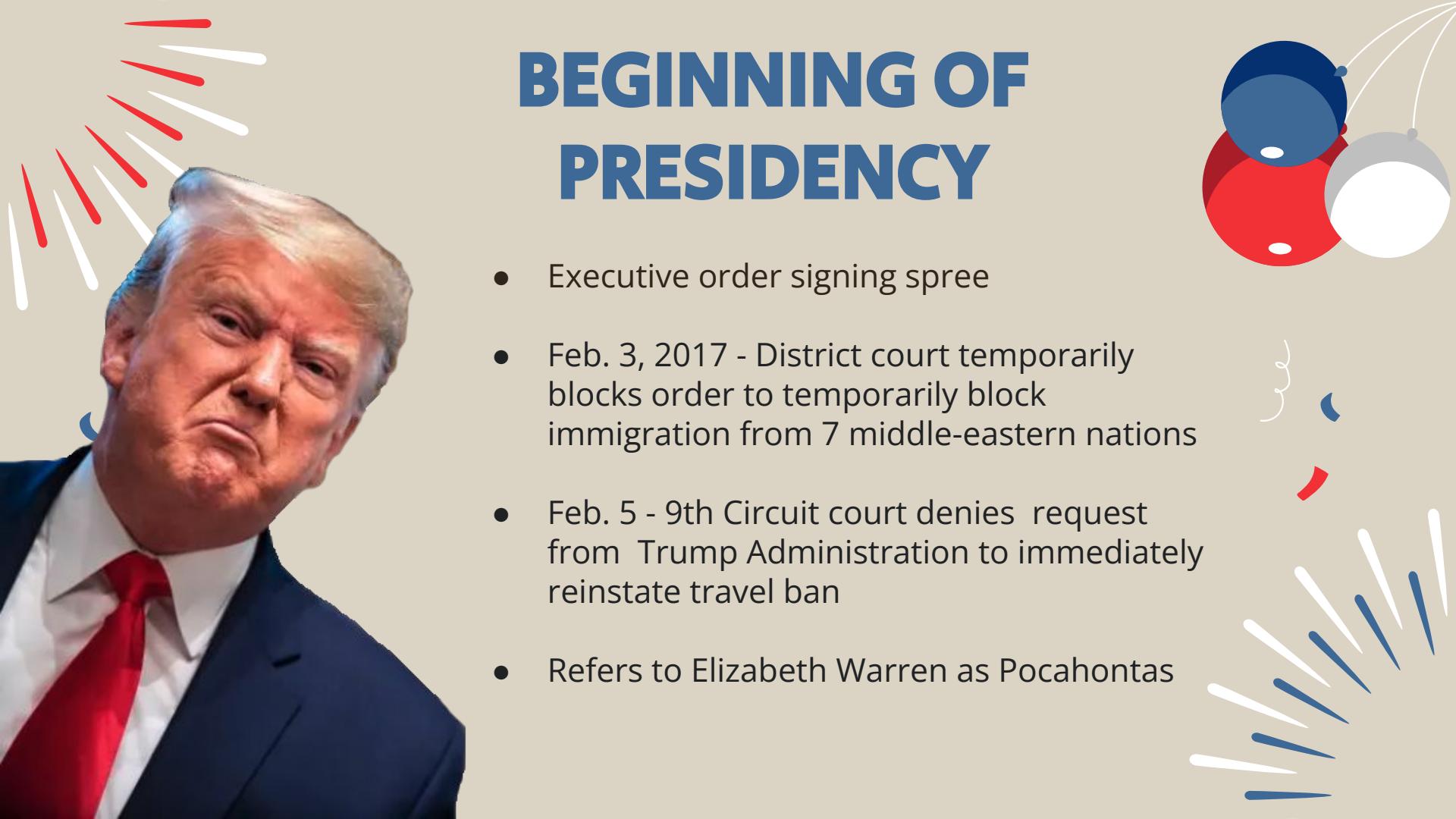
TRUMP FINDS HIS TWITTER VOICE

- July 4th, 2011 Fox News Hacked
- July 6th, 1st "Twitter Presidential Town Hall"
- Hosted by Jack Dorsey w/ President Obama
- 1st time we see Trump's raw & unfiltered political critique of Obama
- Following few months Trump overtly criticizes Obama and Republicans
- Twitter following starts to swell



Avg. Compound Sentiment Over Time





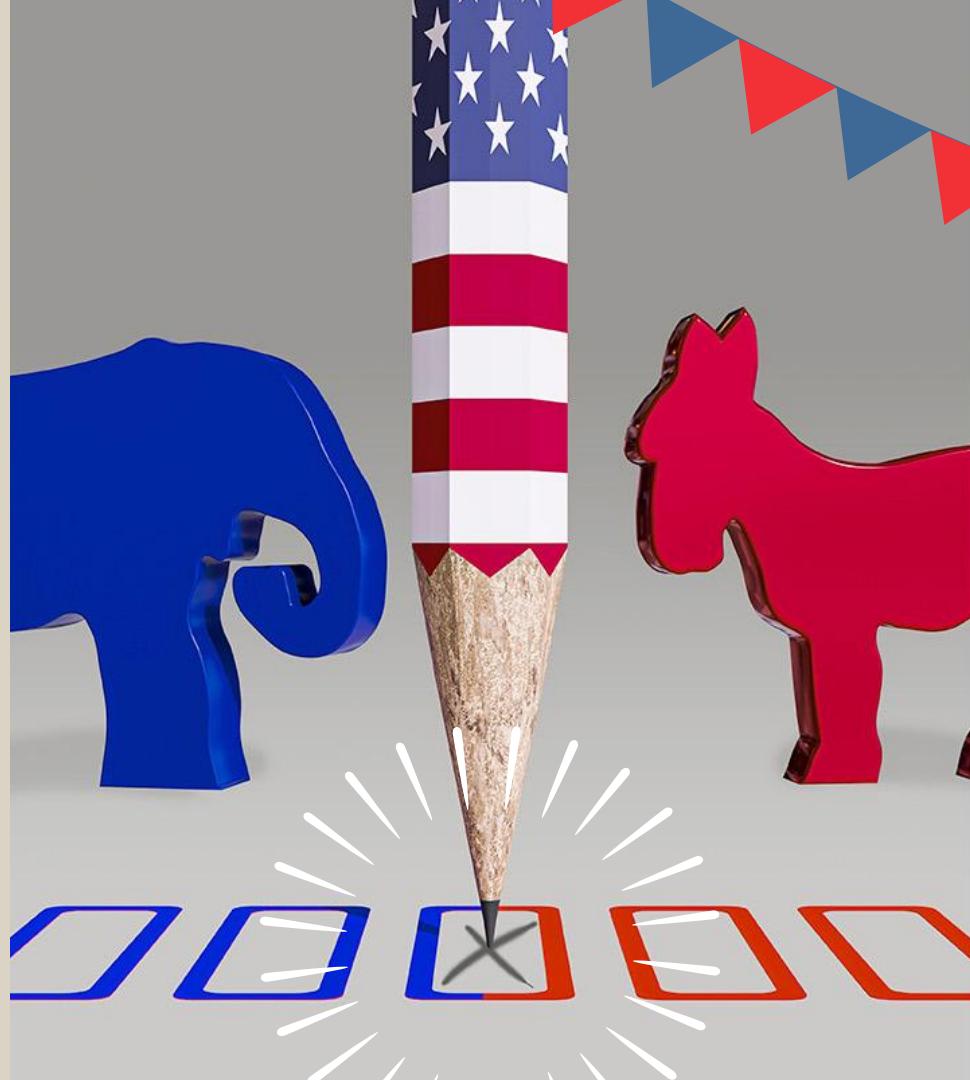
BEGINNING OF PRESIDENCY

- Executive order signing spree
- Feb. 3, 2017 - District court temporarily blocks order to temporarily block immigration from 7 middle-eastern nations
- Feb. 5 - 9th Circuit court denies request from Trump Administration to immediately reinstate travel ban
- Refers to Elizabeth Warren as Pocahontas

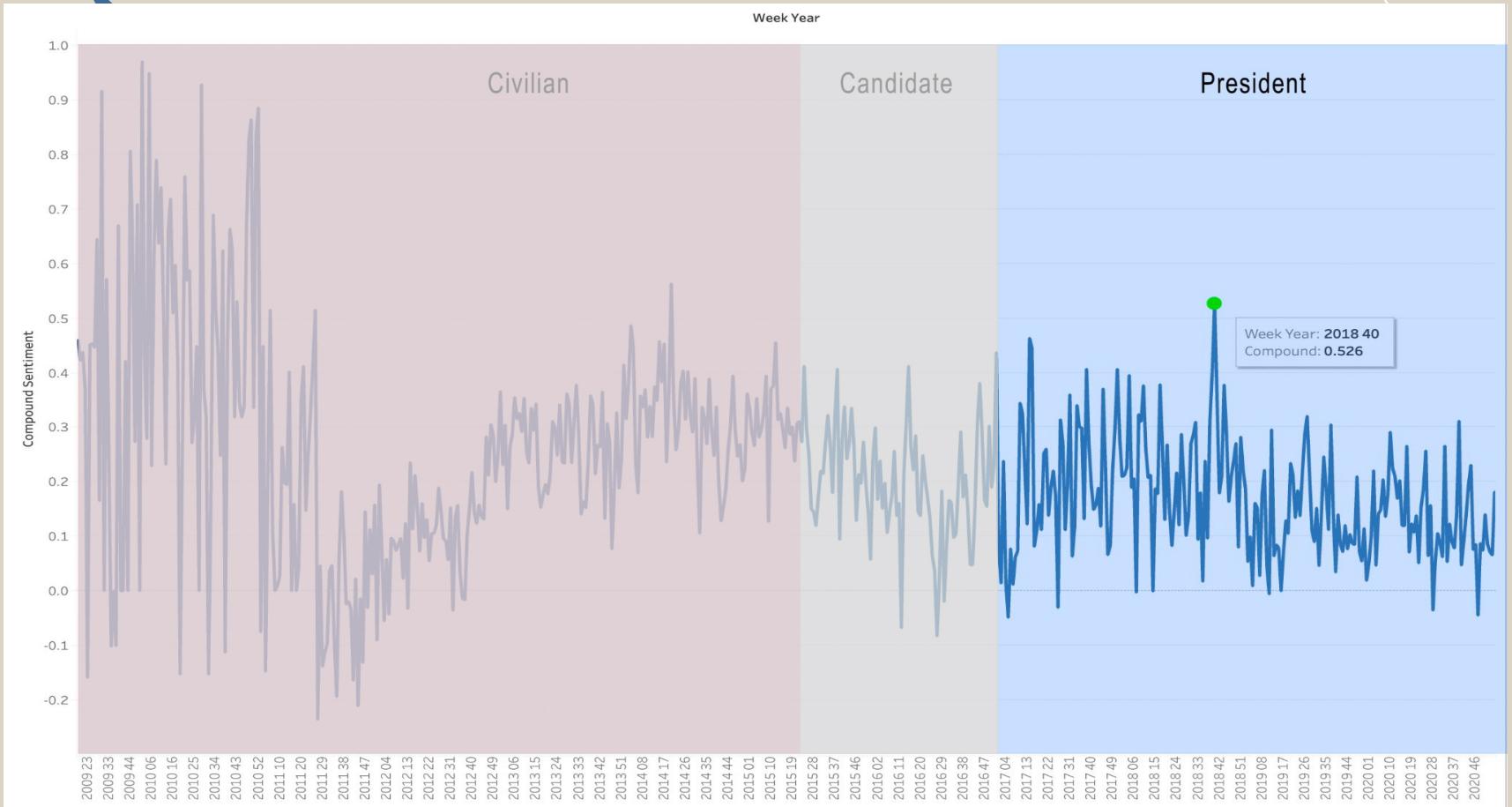
Compound Sentiment Score: -0.89

"If the ban were announced with a one week notice, the "bad" would rush into our country during that week. A lot of bad "dudes" out there!"

@realDONALD TRUMP 01/30/2017



Avg. Compound Sentiment Over Time

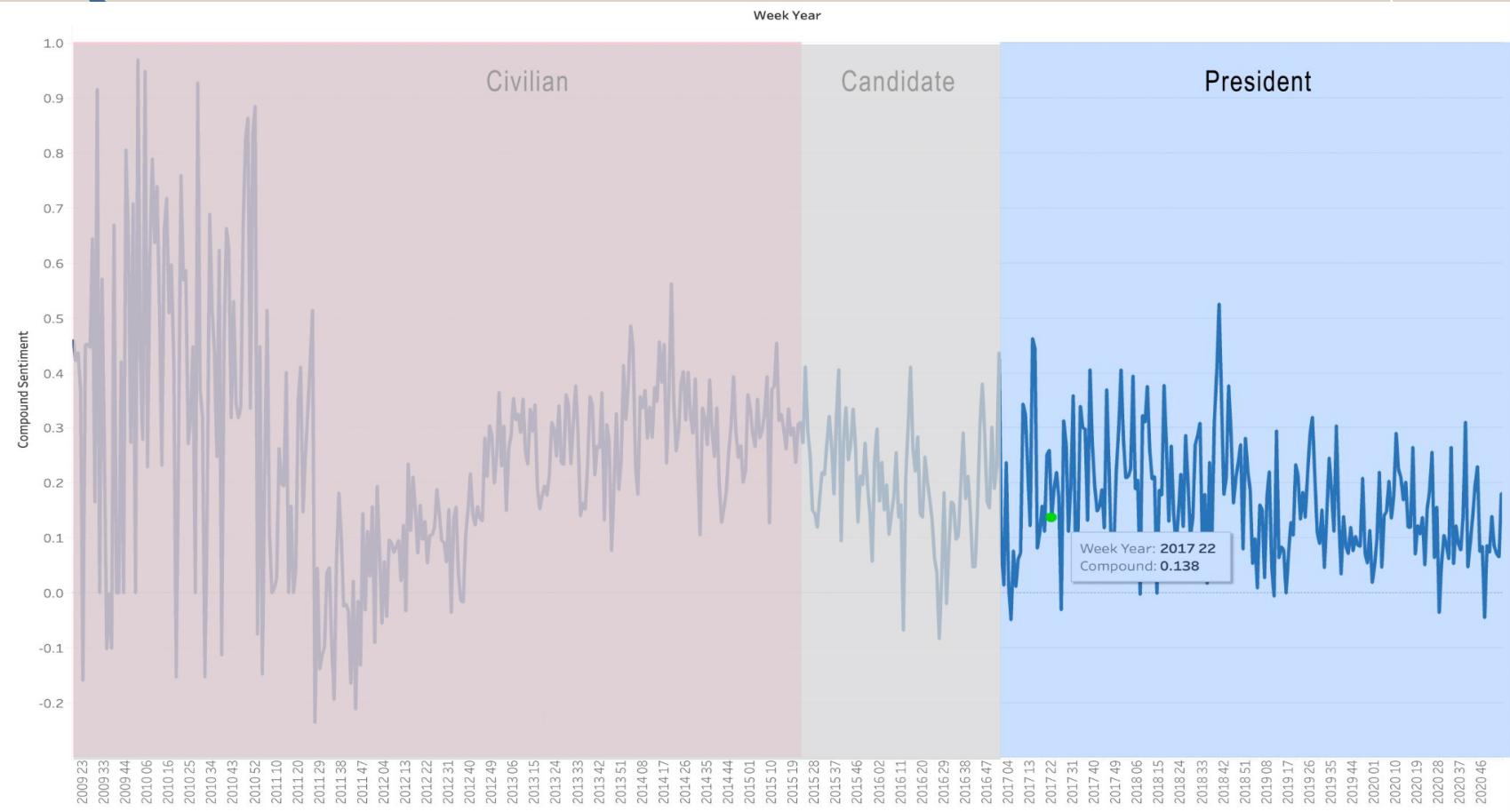




NOTABLE

Oct. 5, 2018 Senate confirms Brett Kavanaugh to Supreme Court

Avg. Compound Sentiment Over Time



“Despite the constant negative press covfefe”

@realDonaldTrump - 5/31/2017



TAKEAWAYS

- Overall Trump tweets not super negative

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TAKEAWAYS

- Overall Trump tweets not super negative
- He praises quite a bit
- The topics he tweets about grow in 2nd half of presidency
- Earlier tweets vary greatly between + / -
- Unfiltered Trump- July 6, 2011
- Slightly more positive before presidency

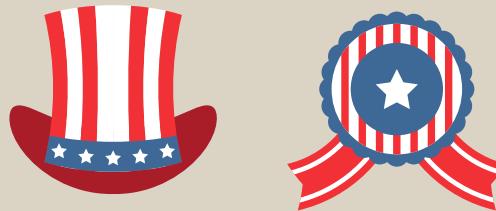
THANK YOU!



DEFINITION OF CONCEPTS

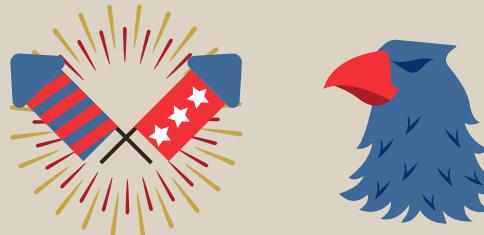
MERCURY

This small planet is the closest one to the Sun



SATURN

It's composed mostly of hydrogen and helium



MARS

Despite being red, Mars is actually a cold place

VENUS

Venus is the second planet from the Sun

TOPIC CATEGORIES



Describe the topic
of the section

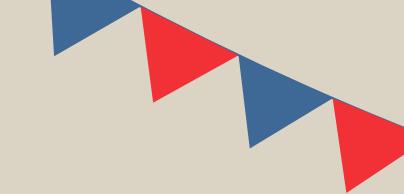
ASSIGNMENT

Describe the topic
of the section

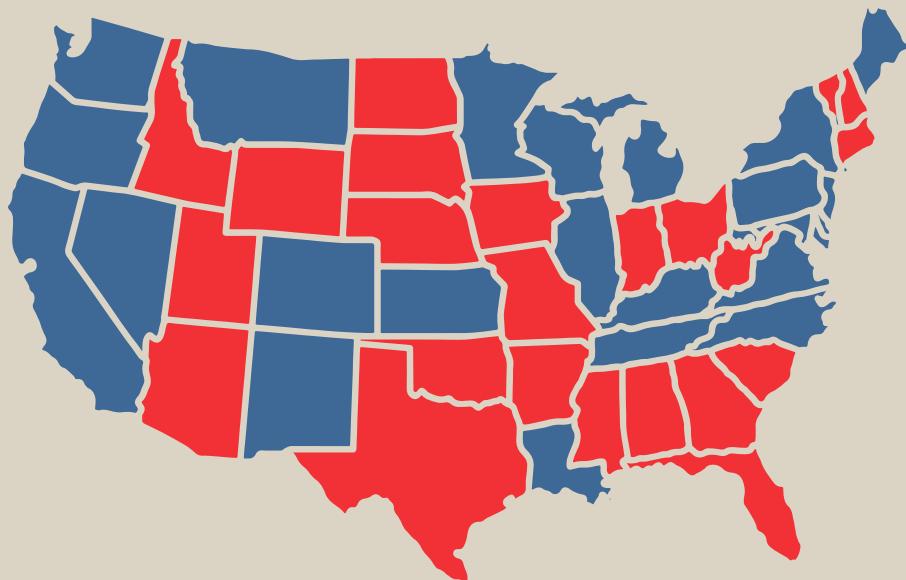
Describe the topic
of the section

ABOUT TOPIC

Describe the topic
of the section



ELECTION BY STATES



You can enter some text here to explain this map:

REPUBLICAN

Mercury is the closest planet from the Sun



DEMOCRAT

Venus is the second planet from the Sun





3

ASSIGNMENTS

You could enter a subtitle here
if you need it

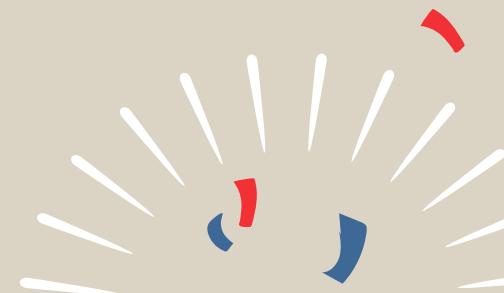


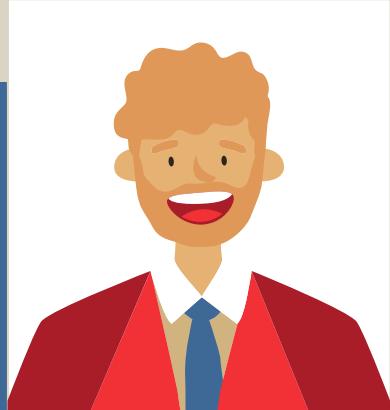
MULTIMEDIA CONTENT



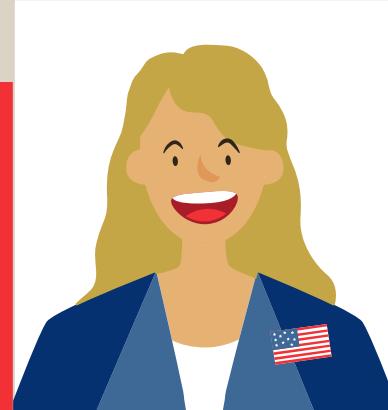
PRESIDENTIAL HISTORY VIDEO

You can replace the image on the screen with your own work. Just delete this one, add yours and center it





VS



40%

CANDIDATE 1

Venus has a beautiful name and is the second planet from the Sun

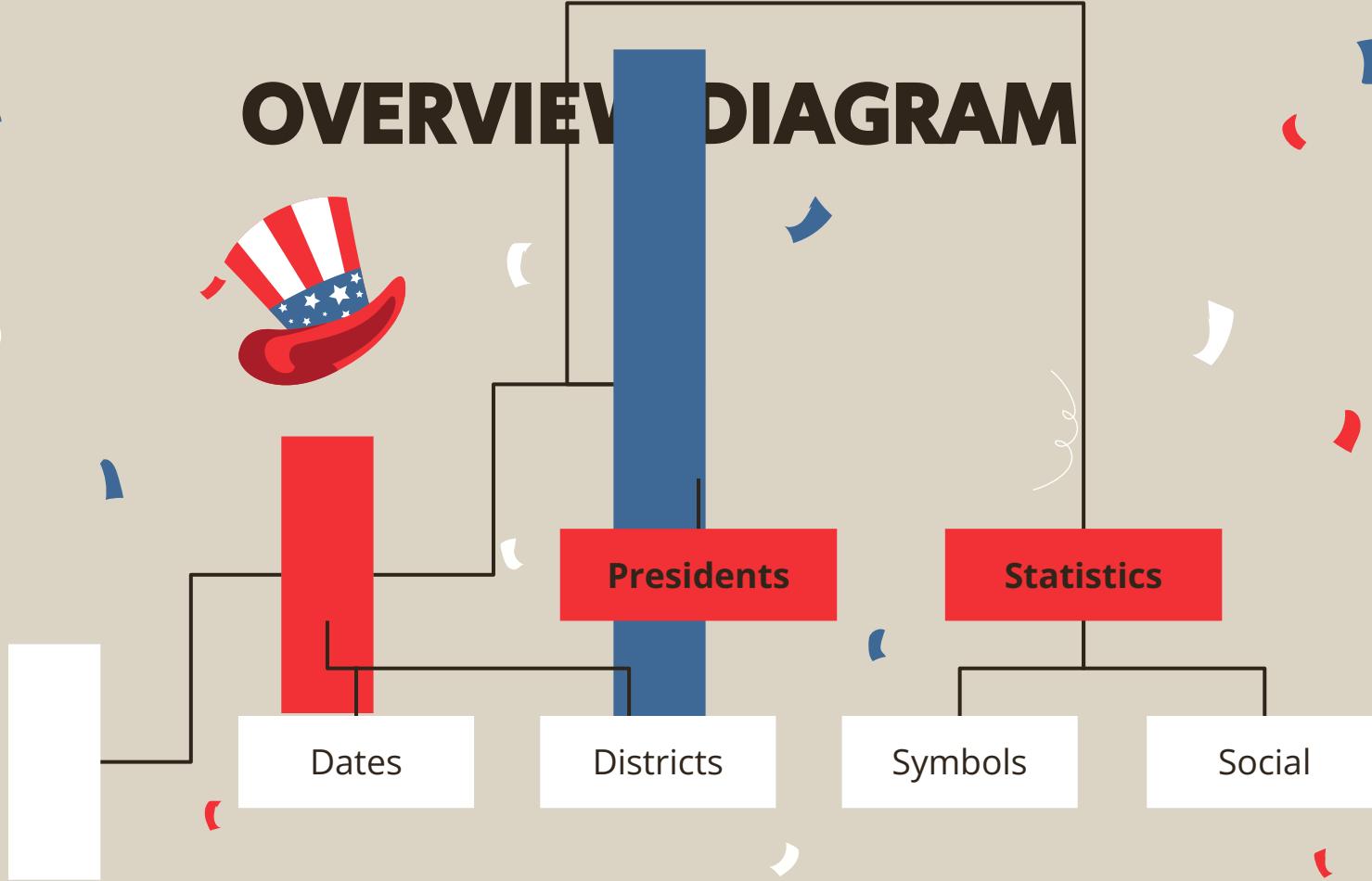


60%

CANDIDATE 2

Despite being red, Mars is actually a cold place full of iron oxide dust

OVERVIEW DIAGRAM





PRACTICAL EXERCISE

Complete with the term of office and party:

	TERM OF OFFICE		
GEORGE WASHINGTON	Mars is actually a cold place	_____	
ABRAHAM LINCOLN	Jupiter is the biggest planet	_____	
BARACK OBAMA	Mars is actually a cold place	<u>2009-2017</u>	
DONALD TRUMP	Earth is where we live on	_____	



THANKS, PRESIDENT!

Do you have any questions?

youremail@freepik.com

+91 620 421 838

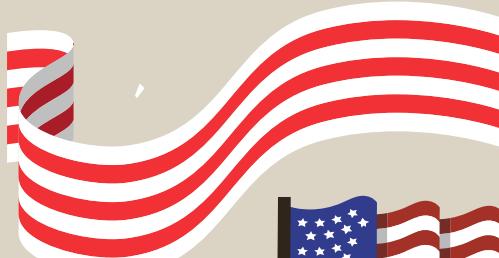
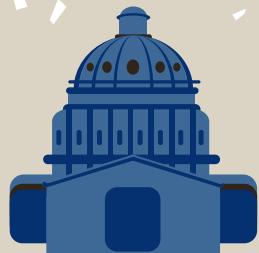
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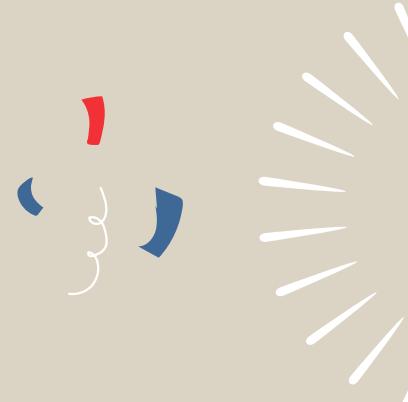
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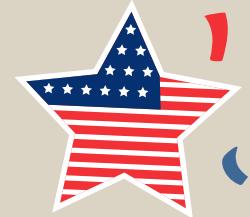
- Us elections concept with america flag
- Woman with flag of united states on street

VECTORS:

- President's day
- President's day
- Happy president's day
- Election campaign scenes
- President's day background
- President's day
- President's day label collection
- 2020 usa presidential elections background
- Donald trump character with flat design
- American elections icons collection



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