



# TRUMP

## HISTORICAL PRESIDENTIAL TWEETS

By Kyle Turner

# THE PROBLEM



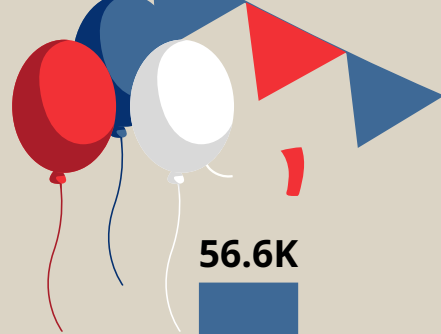


# THE GOAL

Build a model using topic modeling and  
sentiment analysis



# PRESIDENT'S TWEETING



Joined 2007

**JOE BIDEN**

8K



TOTAL TWEETS



Joined 2007

**BARACK OBAMA**

16.4K



TOTAL TWEETS



Joined 2009

**DONALD TRUMP**

56.6K



TOTAL TWEETS



# DATA

A csv file of Trump's full tweet history  
from  
[www.thetrumparchive.com](http://www.thetrumparchive.com)

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

**56,571 rows**

**9 features**

**2009–2021**



# WORKFLOW

## VECTORIZE

sklearn.CountVectorizer

## SENTIMENT ANALYSIS

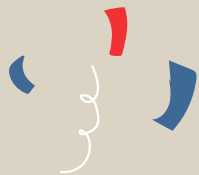
vaderSentiment

## PREPROCESS

## TOPIC MODEL

CorEx

## EVALUATE & INTERPRET



# PREPROCESSING



Fixed Unicode  
encoding error



Removed '\n', numbers  
& punctuation



Made lowercase



Removed URL's & Null  
values



Created datetime  
column



Removed non-english  
characters

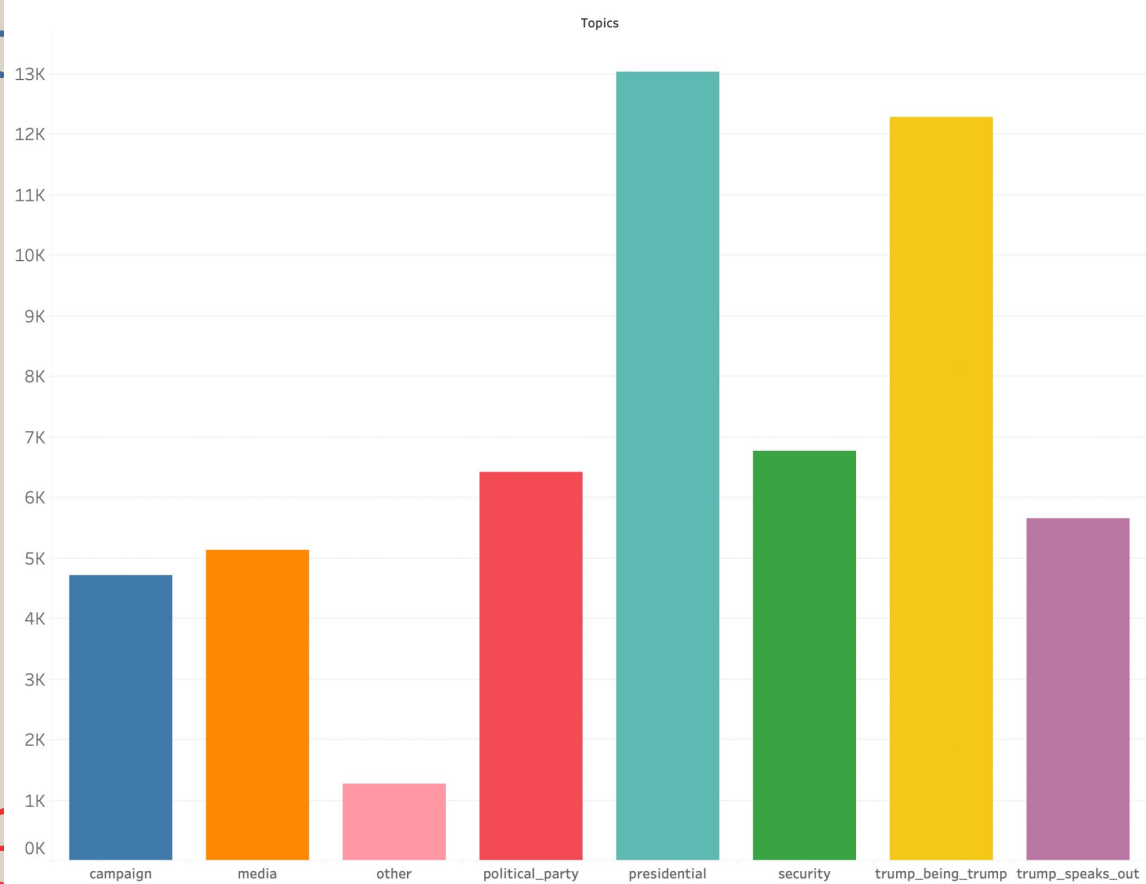
# TOPICS

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

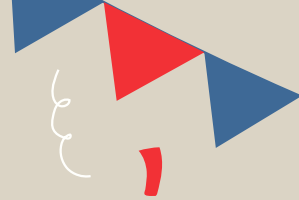
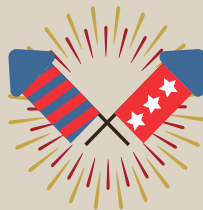
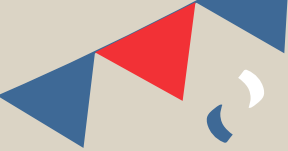




# TOPIC COUNT







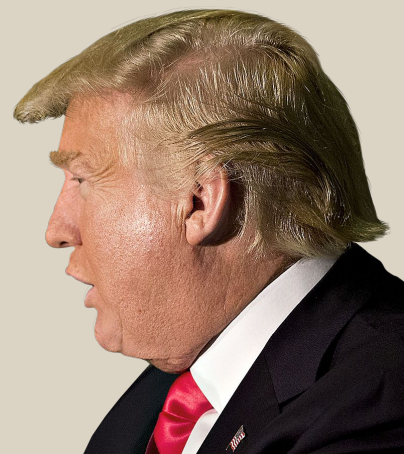
# AVG. COMPOUND SENTIMENT SCORE

**BEFORE**

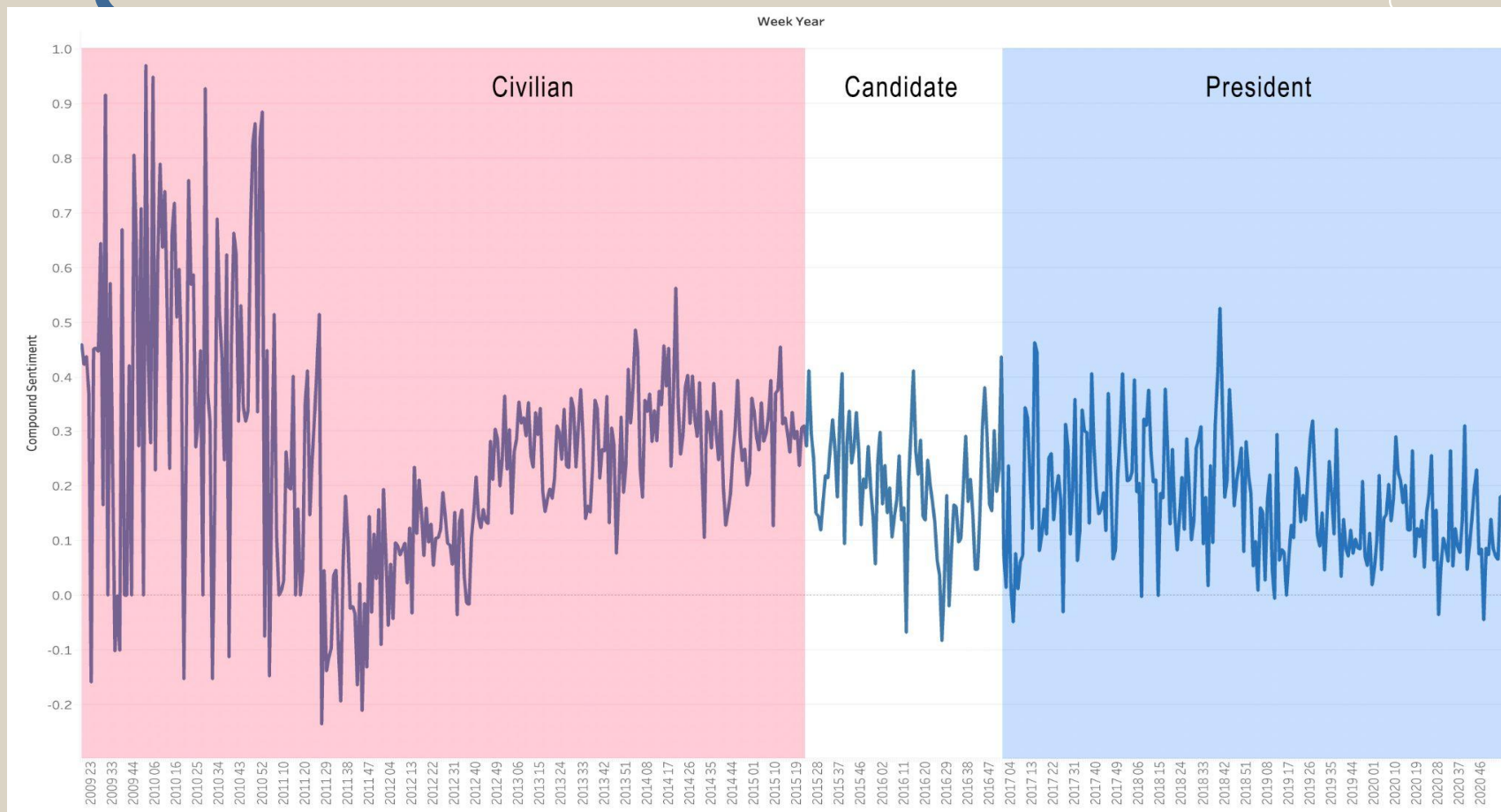
**AFTER**

0.238

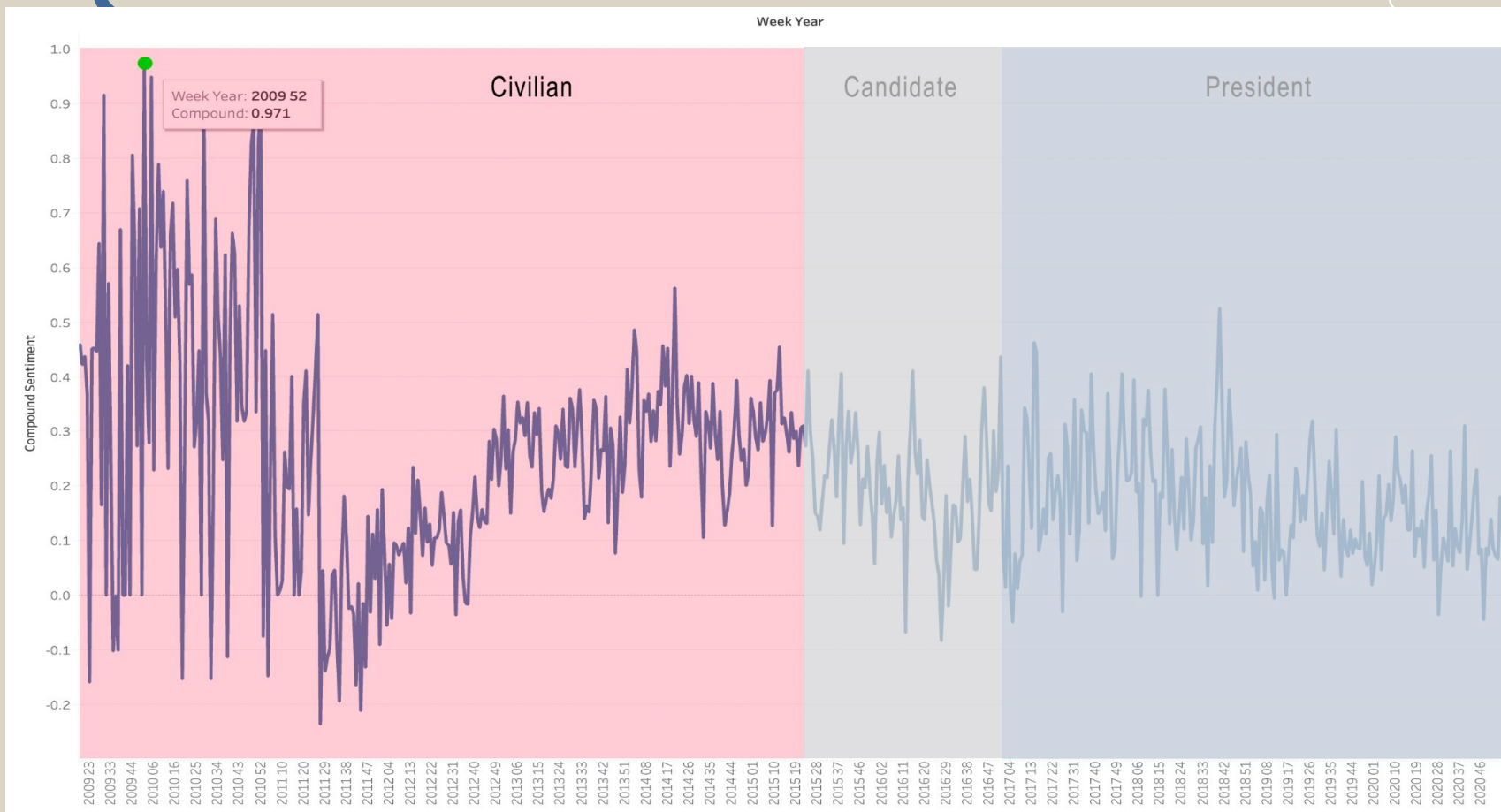
0.148

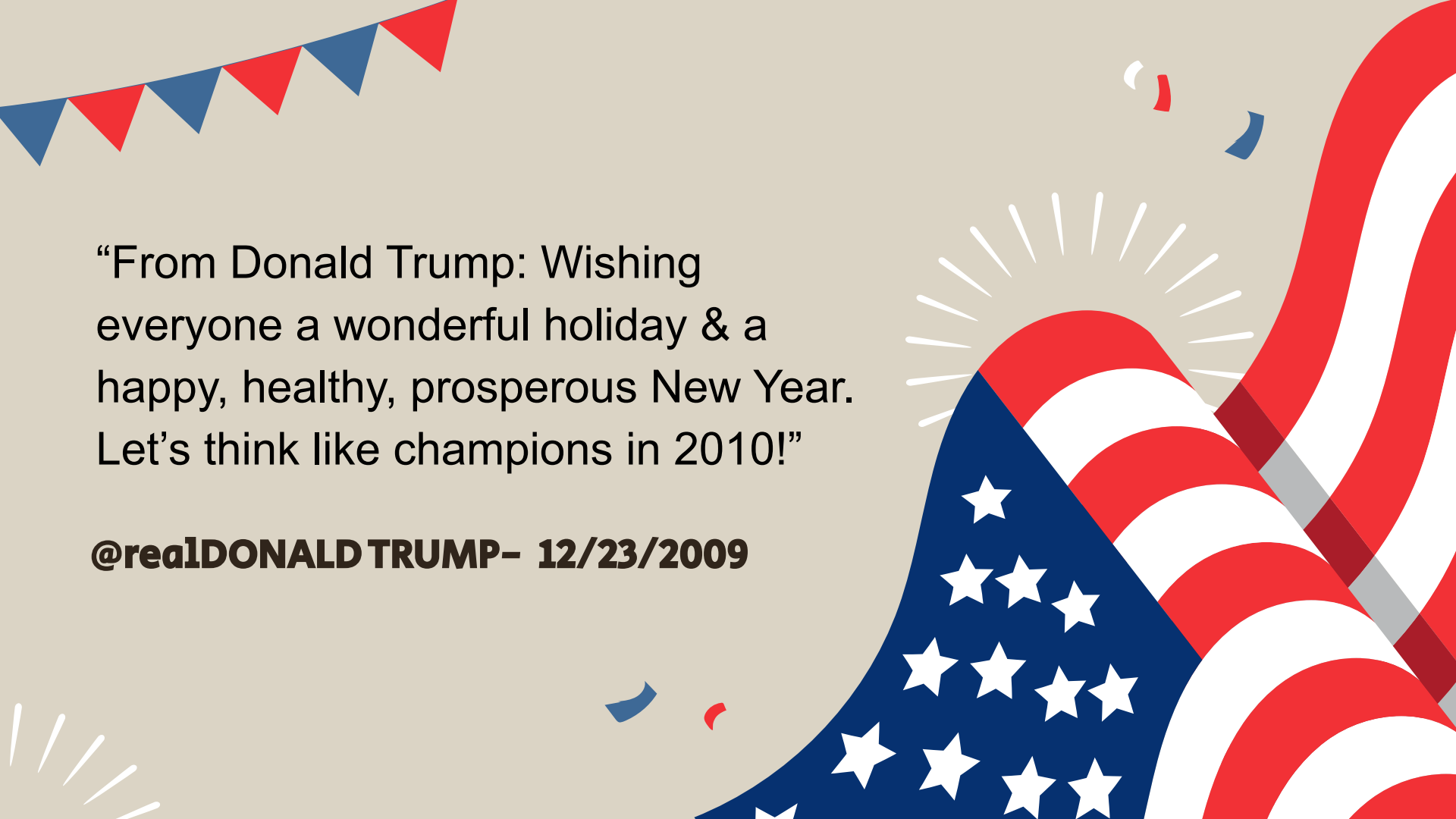


# Avg. Compound Sentiment Over Time



# Avg. Compound Sentiment Over Time

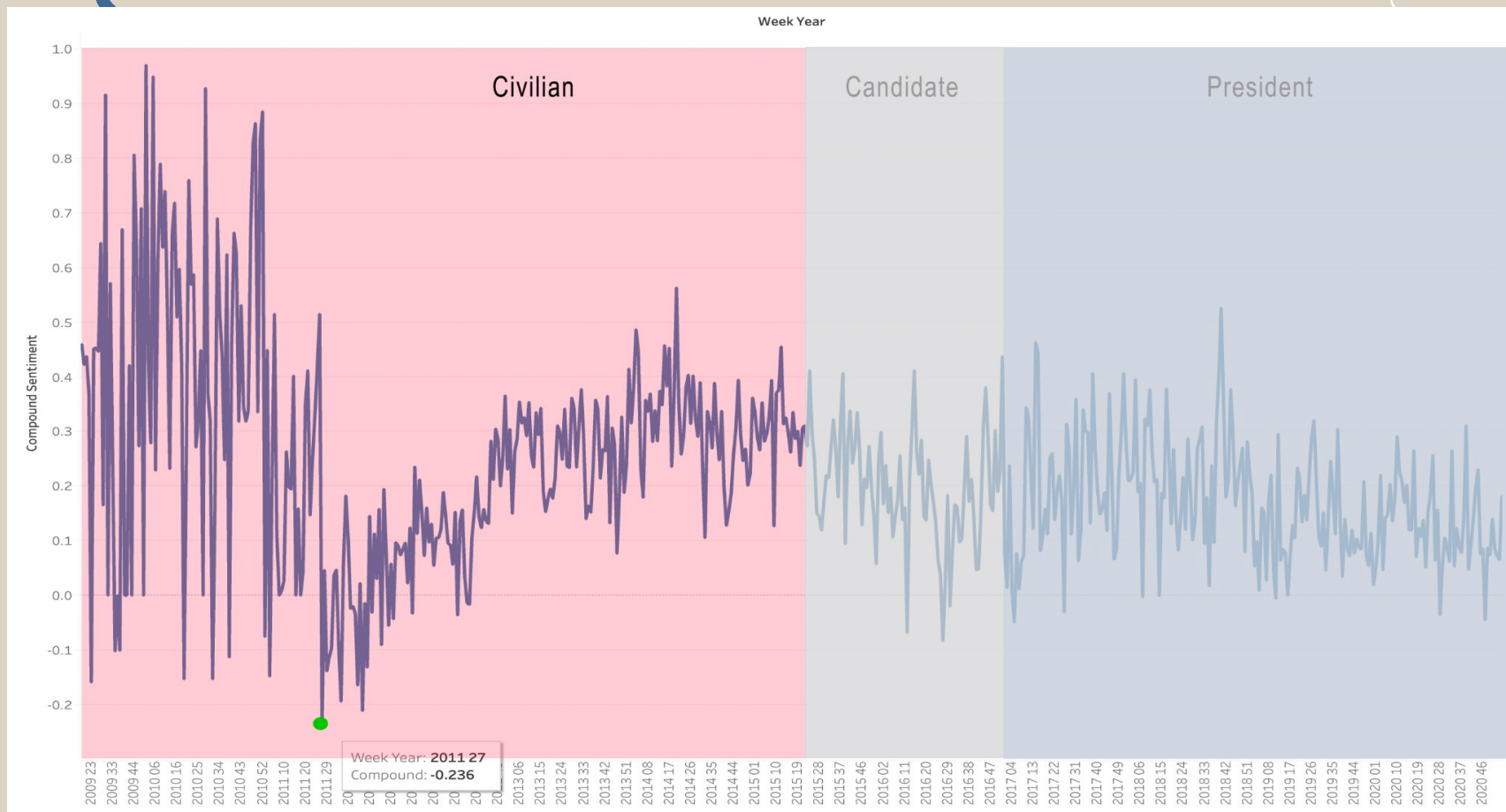


The background is a light beige color. In the top left corner, there is a string of triangular bunting flags in red and blue. On the right side, there is a large, stylized graphic of the American flag, featuring red and white wavy stripes and a blue field with white stars. There are also some small, scattered decorative elements like small red and blue curved shapes and white radiating lines.

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

**@realDonaldTrump- 12/23/2009**

# Avg. Compound Sentiment Over Time



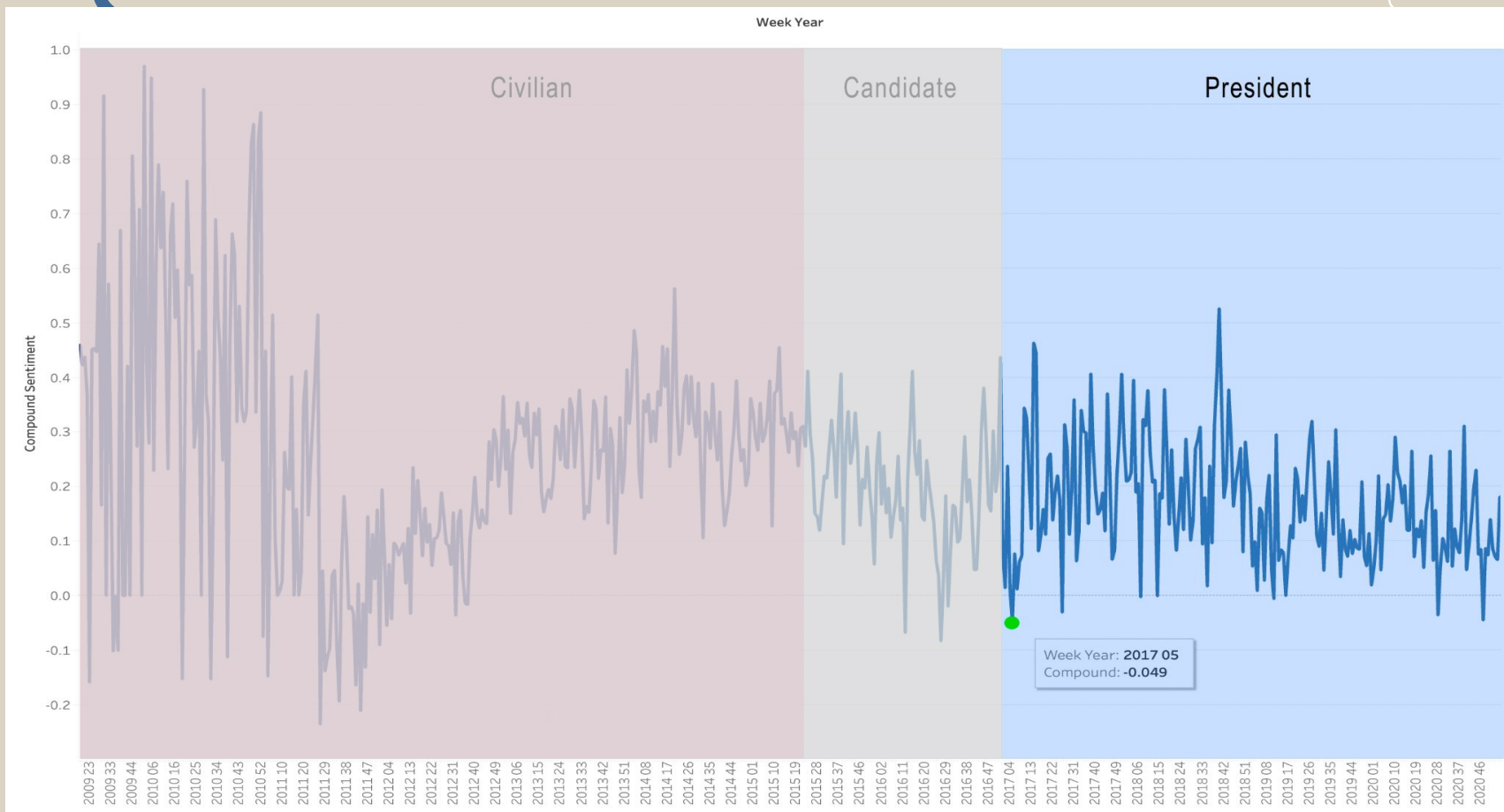
# TRUMP FINDS HIS TWITTER VOICE

- 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





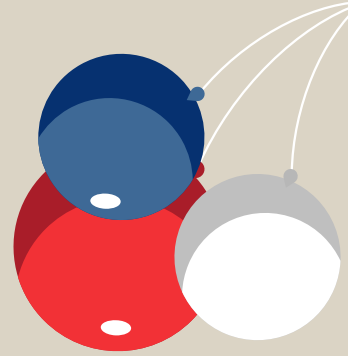
# Avg. Compound Sentiment Over Time



# BEGINNING OF PRESIDENCY



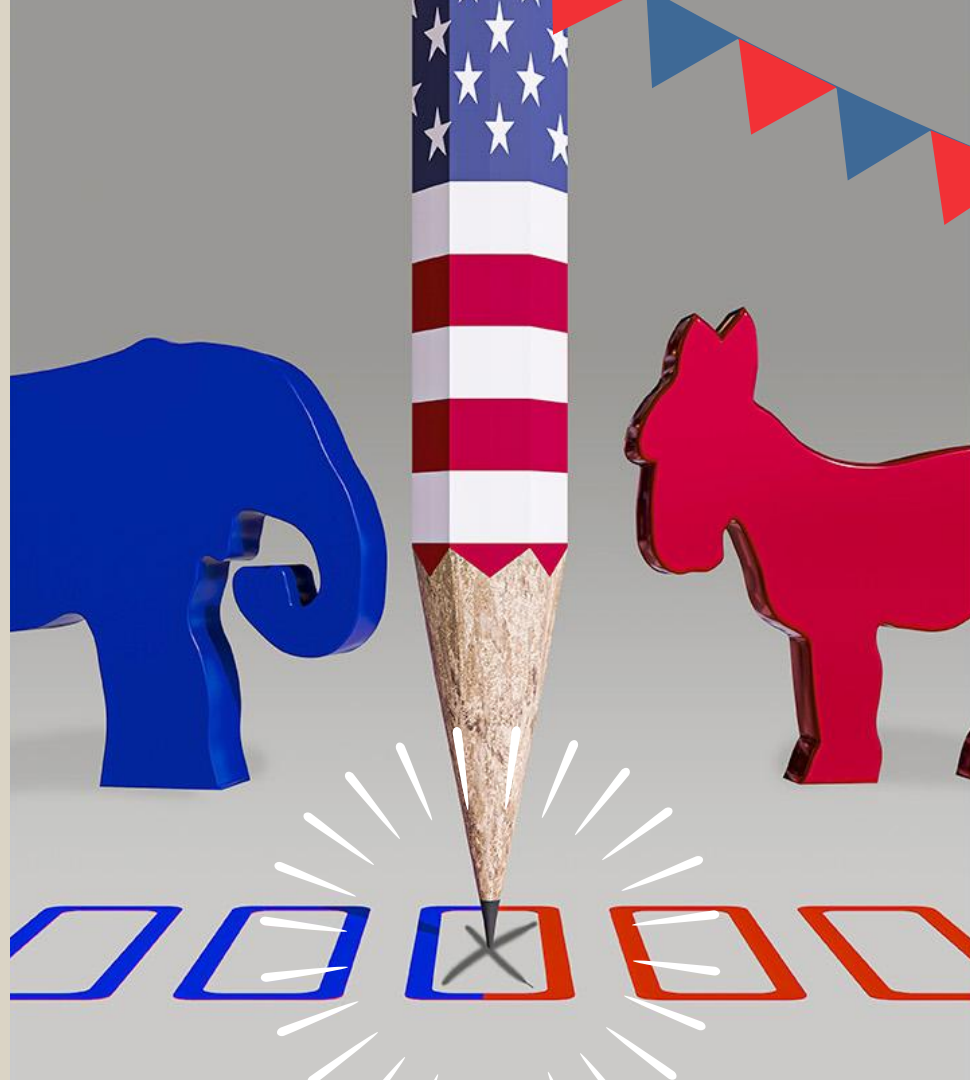
- Executive order signing spree
- Feb. 3, 2017 - District court temporarily blocks order to temporarily block immigration from 7 middle-eastern nations
- Feb. 5 - 9th Circuit court denies request from Trump Administration to immediately reinstate travel ban
- Refers to Elizabeth Warren as Pocahontas



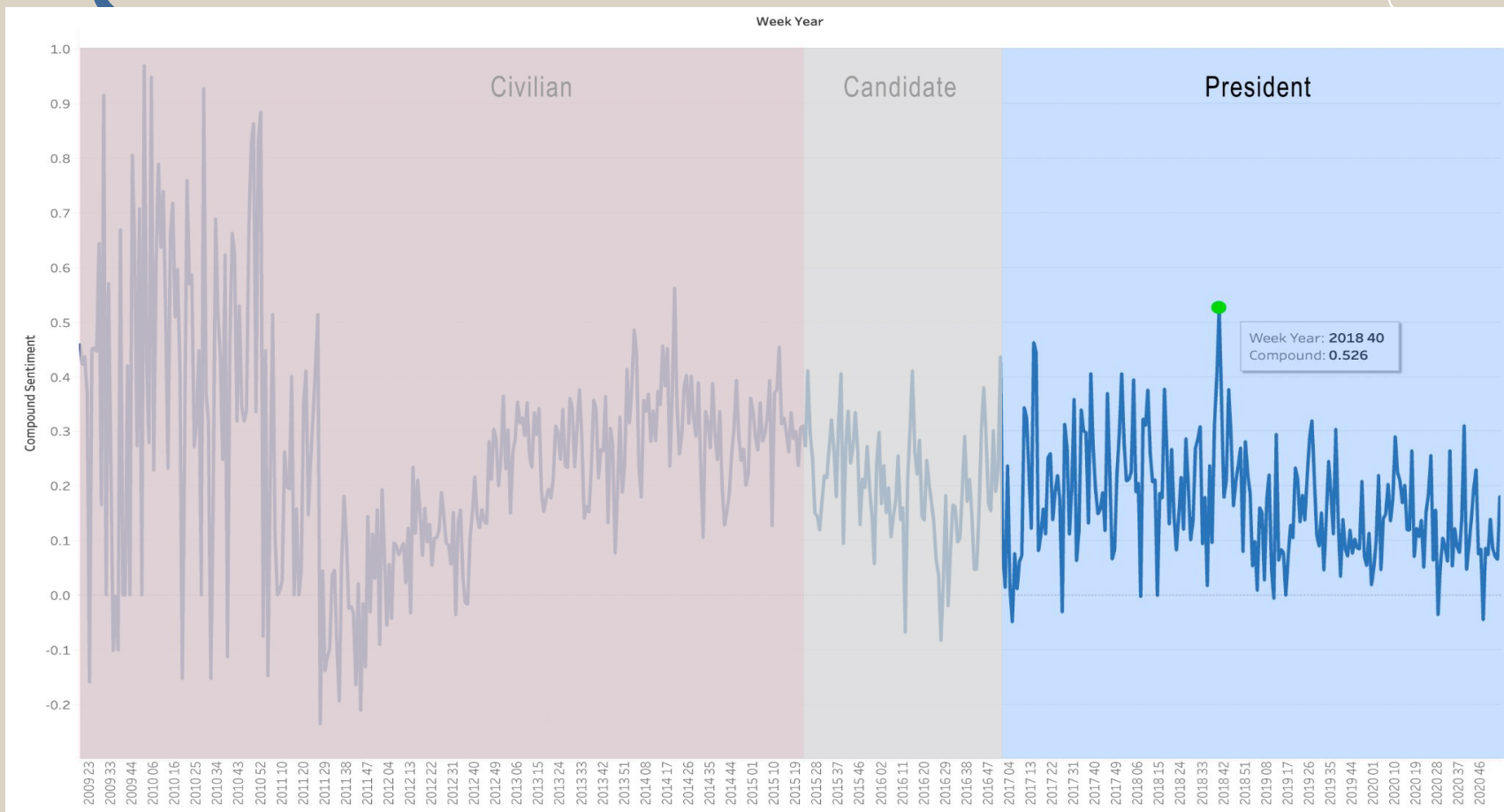
**Compound Sentiment Score: -0.89**

"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!"

**@realDonaldTrump 01/30/2017**



# Avg. Compound Sentiment Over Time

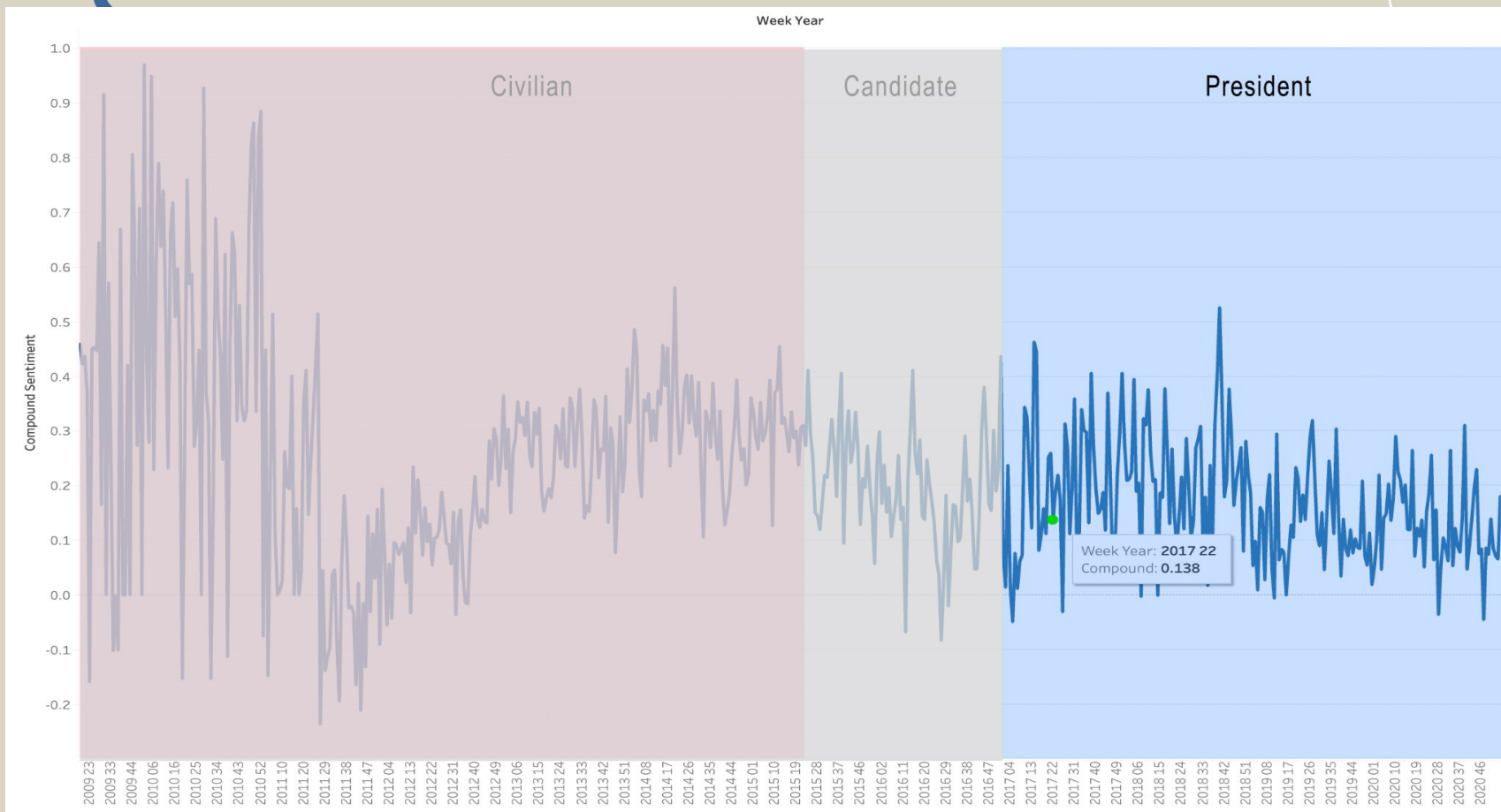




# NOTABLE

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

# Avg. Compound Sentiment Over Time



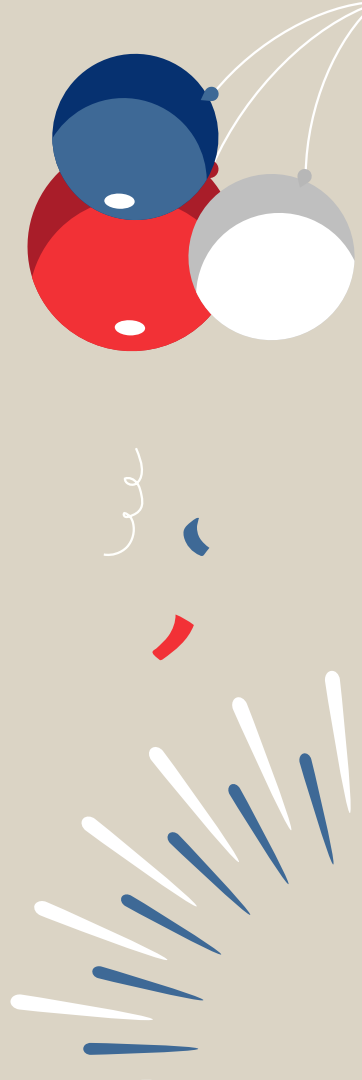
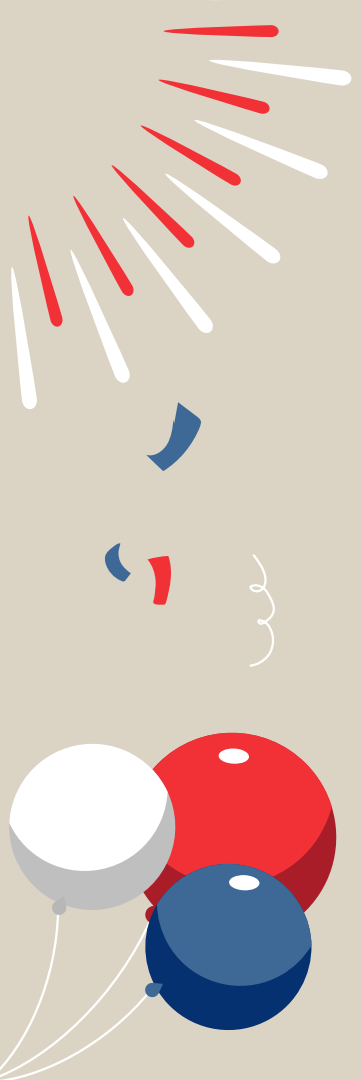
“Despite the constant negative press covfefe”

**@realDonaldTrump– 5/31/2017**



# TAKEAWAYS

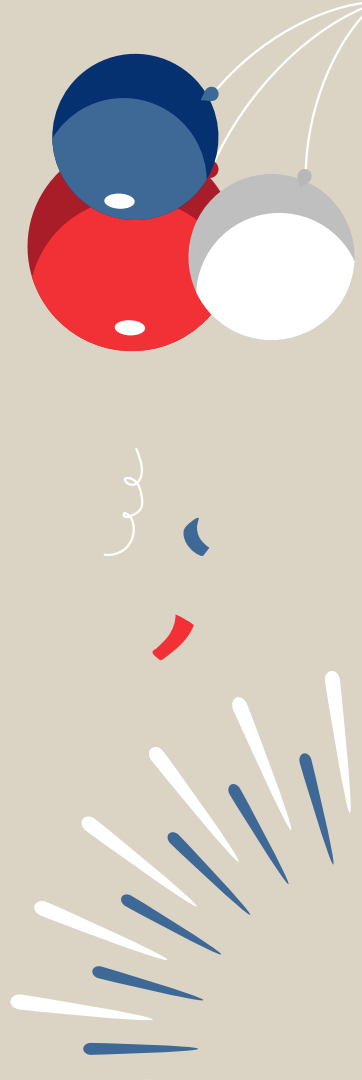
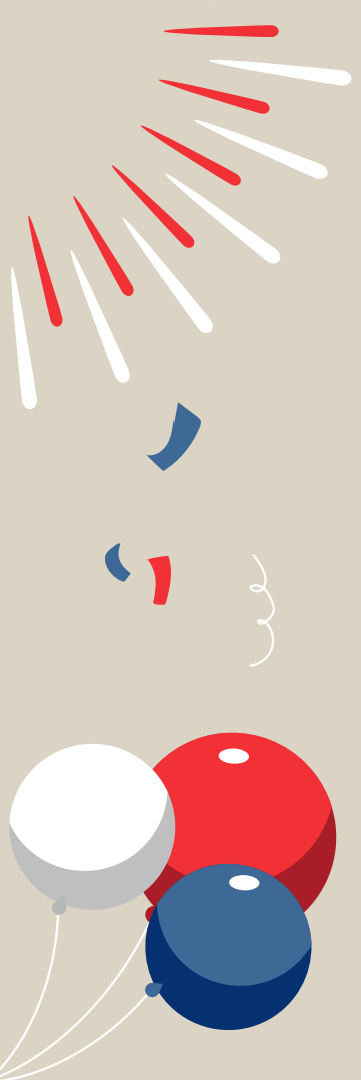
- Overall Trump tweets not super negative





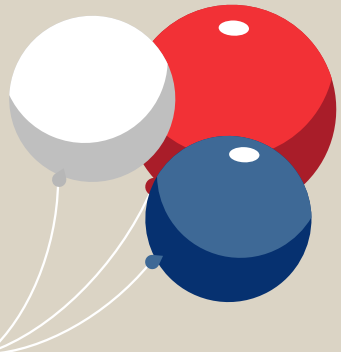
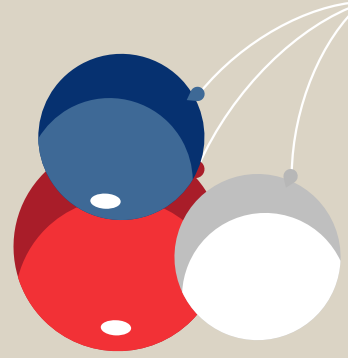
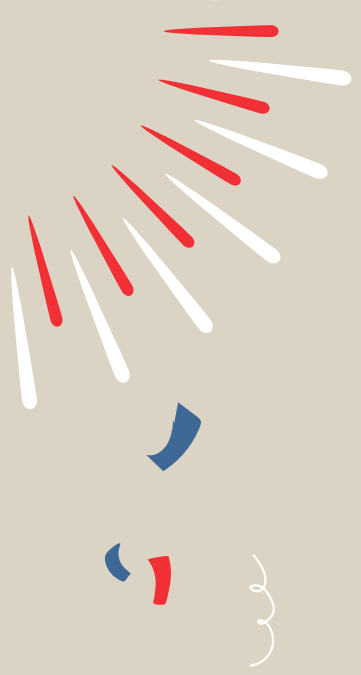
# TAKEAWAYS

- Overall Trump tweets not super negative
- He praises quite a bit



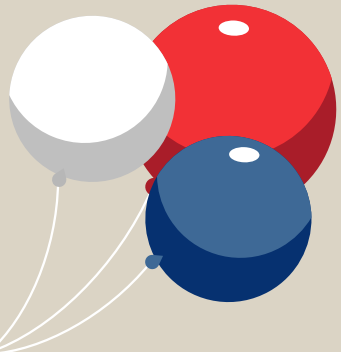
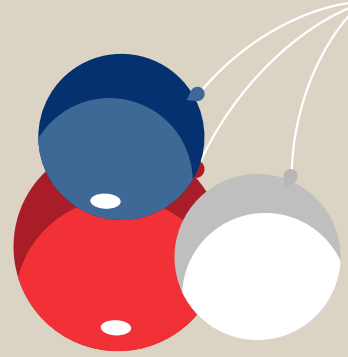
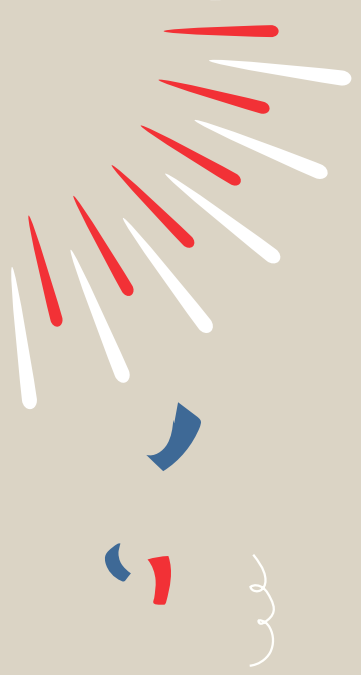
# TAKEAWAYS

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- The topics he tweets about grow in 2nd half of presidency



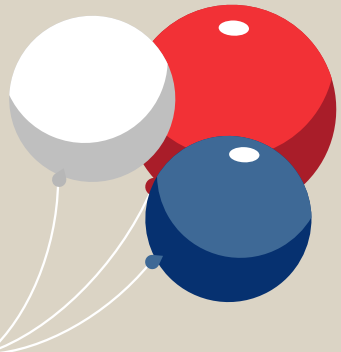
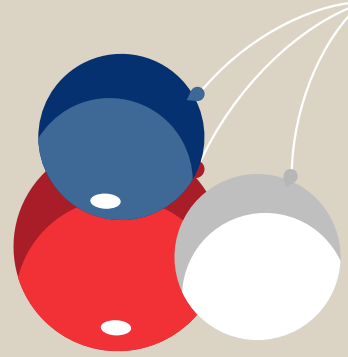
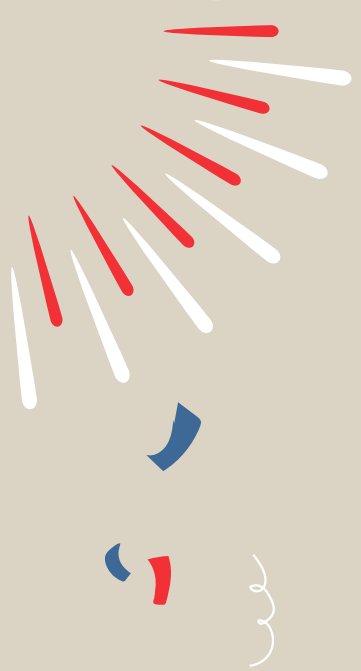
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- Overall Trump tweets not super negative
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- The topics he tweets about grow in 2nd half of presidency
- Earlier tweets vary greatly between + / -



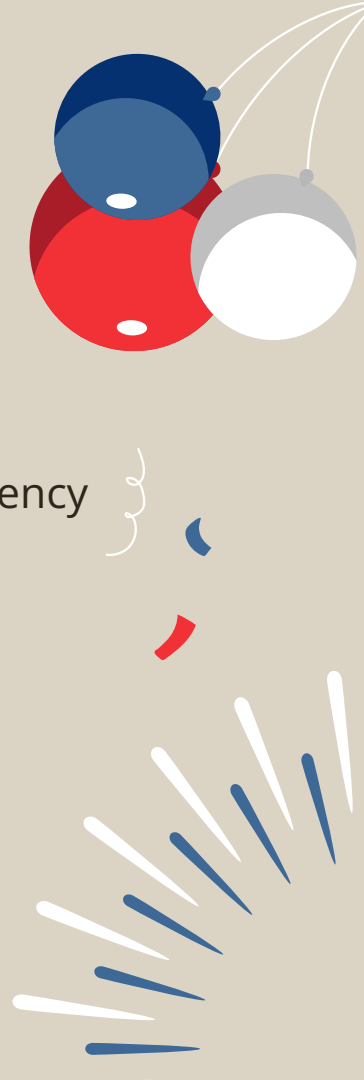
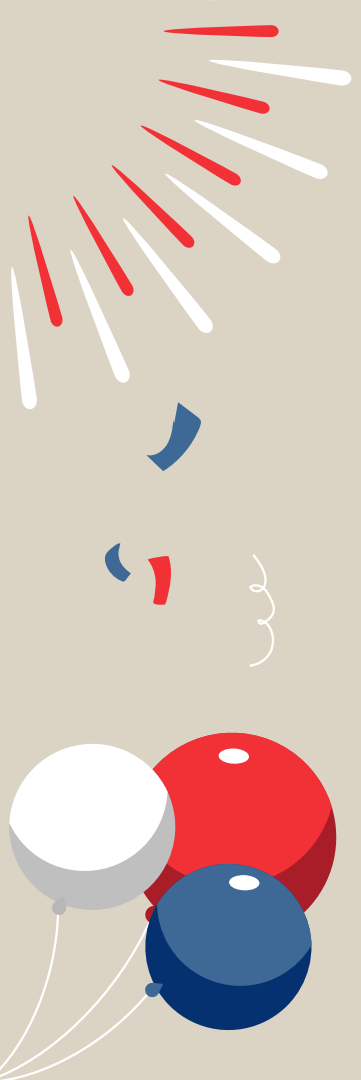
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- Overall Trump tweets not super negative
- He praises quite a bit
- The topics he tweets about grow in 2nd half of presidency
- Earlier tweets vary greatly between + / -
- Unfiltered Trump- July 6, 2011
- Slightly more positive before presidency



# THANK YOU!



