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

8K

TOTAL TWEETS

JOE BIDEN

Joined 2007

16.4K

TOTAL TWEETS

BARACK OBAMA

Joined 2009

56.6K

TOTAL TWEETS

DONALD TRUMP

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

PREPROCESS

VECTORIZE

sklearn.CountVectorizer

TOPIC MODEL

CorEx

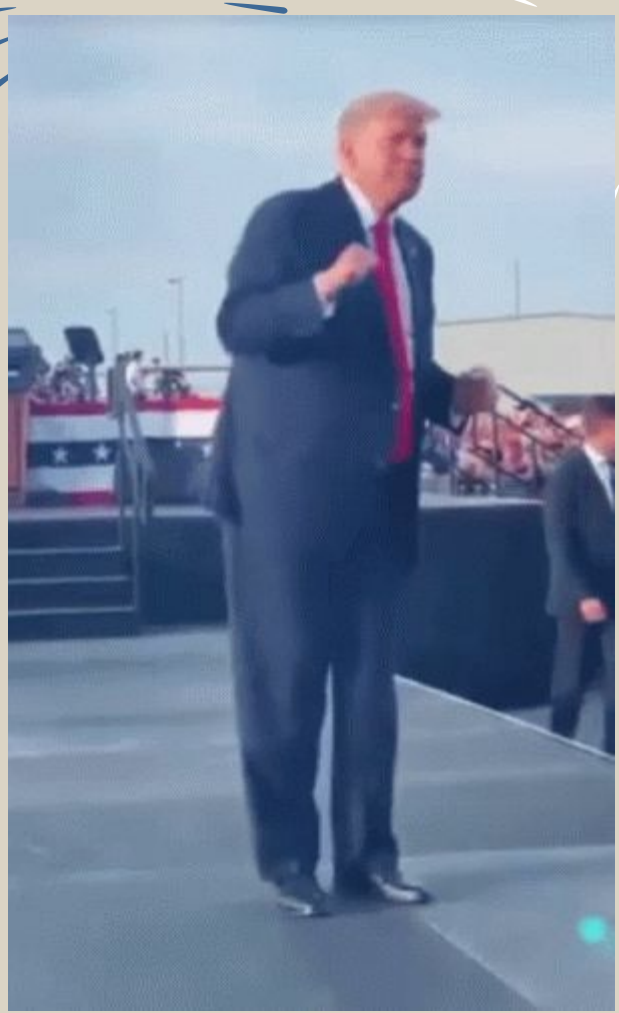
SENTIMENT ANALYSIS

vaderSentiment

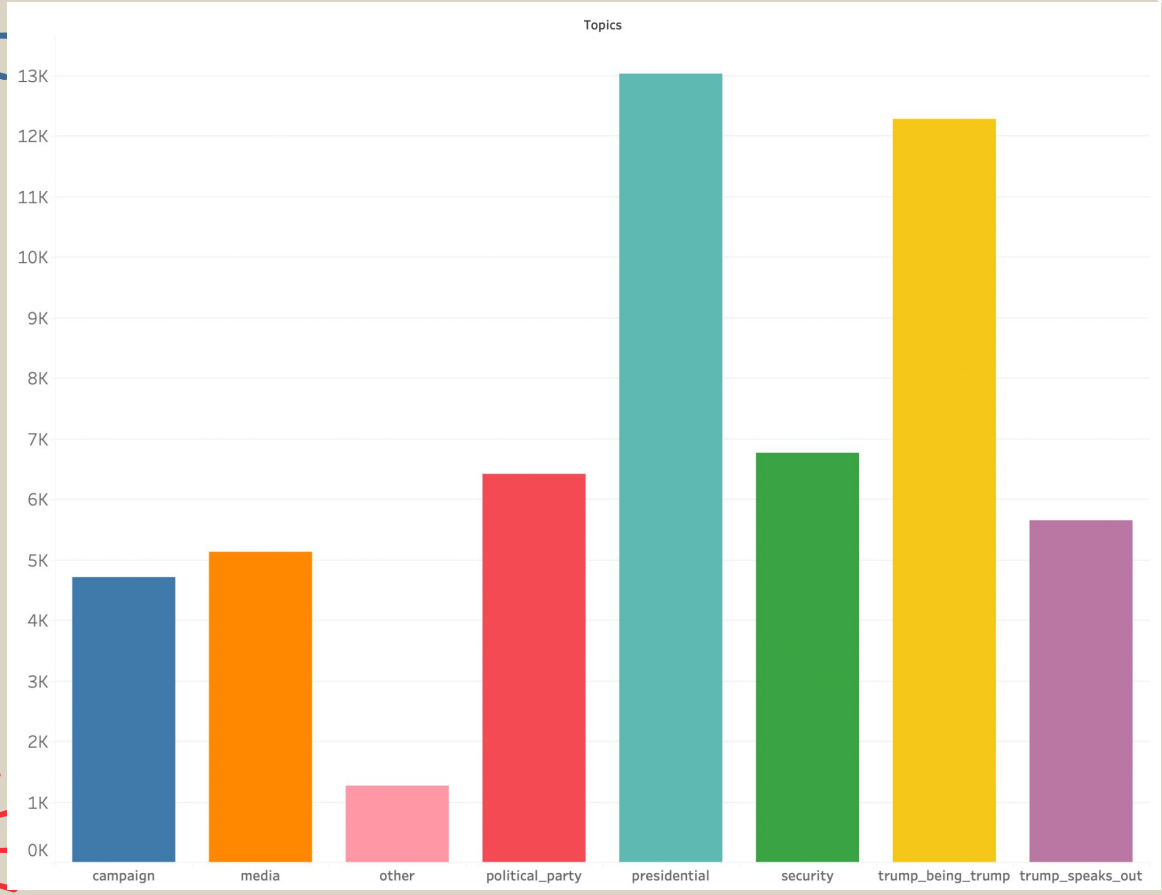
EVALUATE & INTERPRET

TOPICS

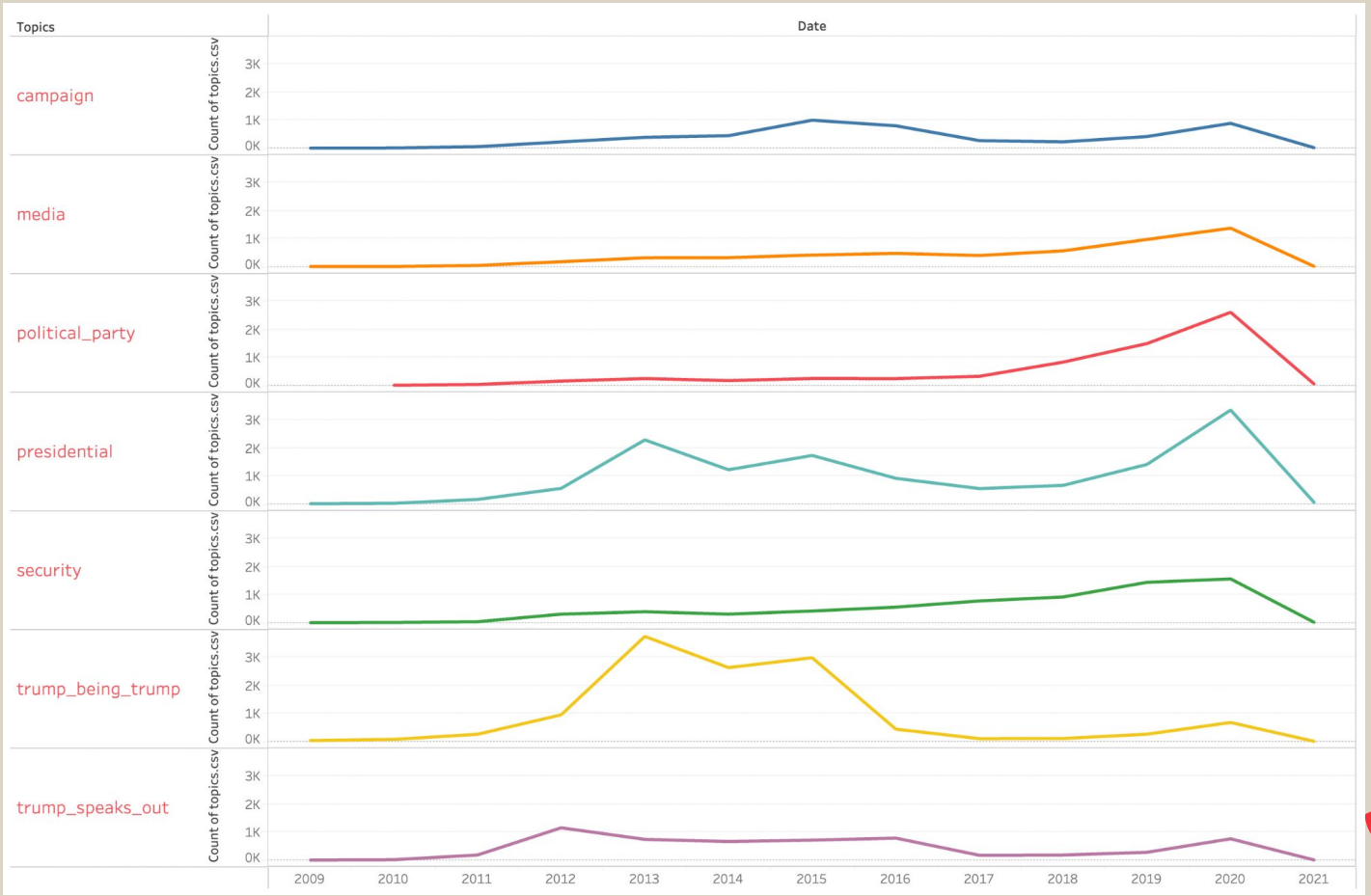
1. Media
2. Security
3. Political Party
4. Trump Speaks Out
5. Campaign
6. Presidential
7. Trump Being Trump



TOPIC COUNT

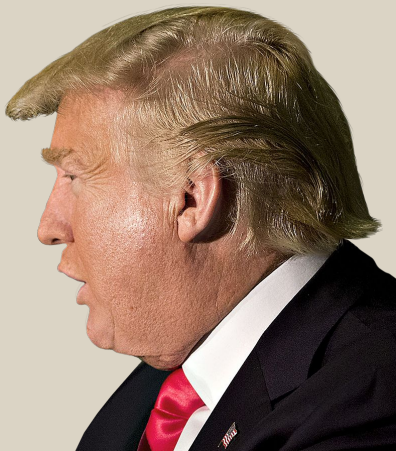

Topics
13K
12K
11K
10K
9K
8K
7K
6K
5K
4K
3K
2K
1K
0K
campaign
media
other
political_party
presidential
security
trump_being_trump
trump_speaks_out

TOPICS OVER TIME

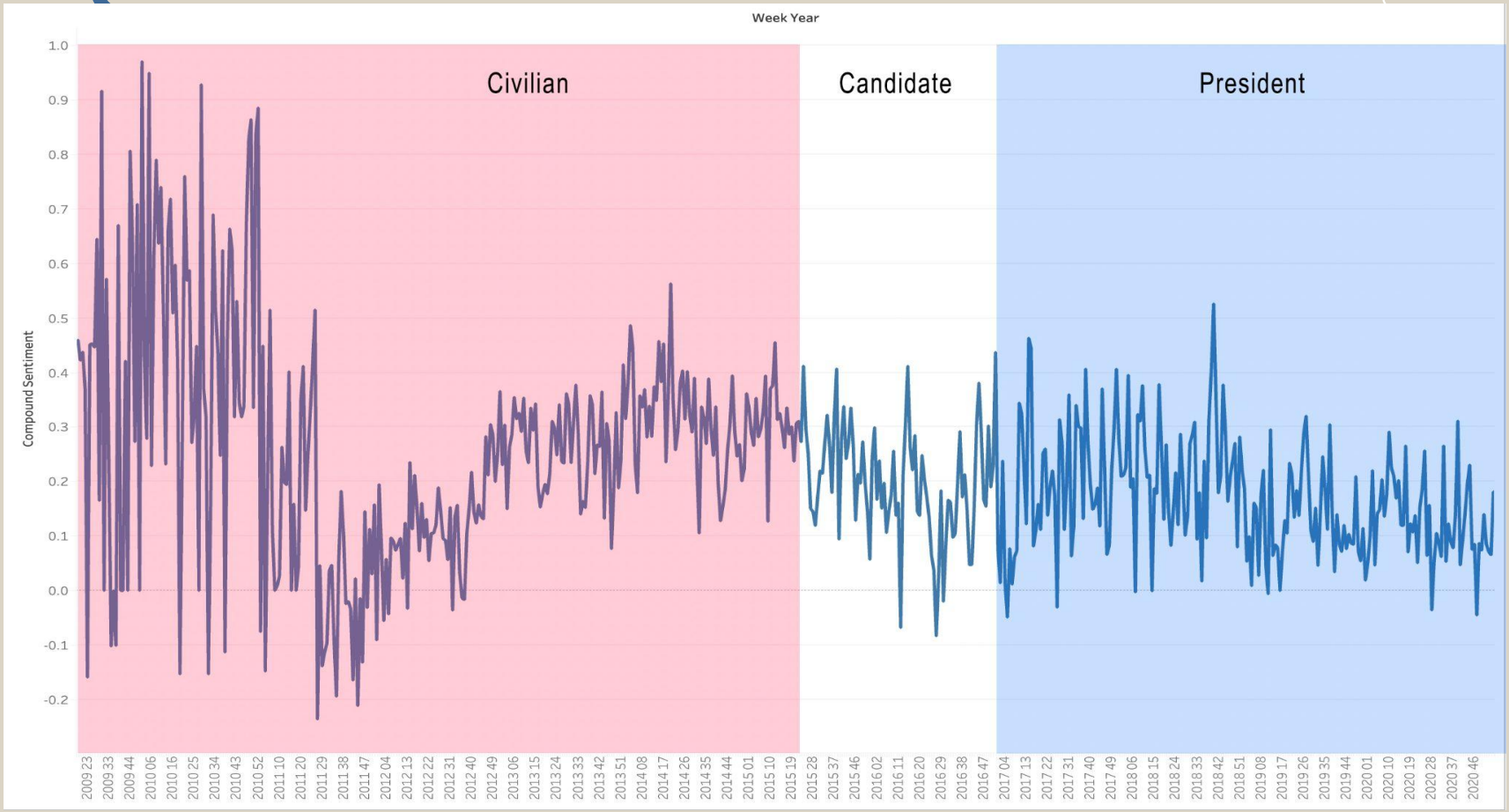


AVG. COMPOUND SENTIMENT SCORE

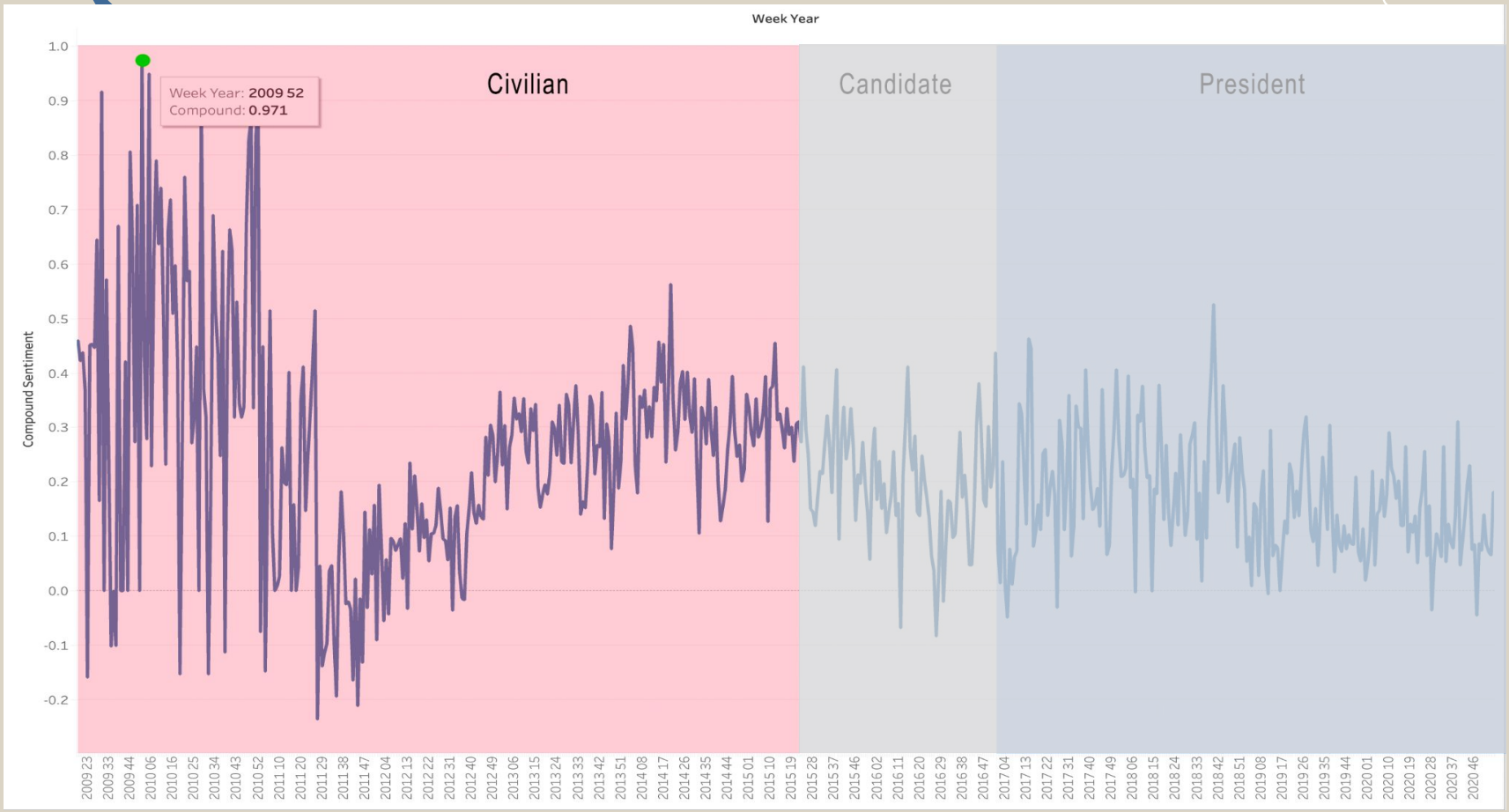
BEFORE	AFTER
0.238	0.148

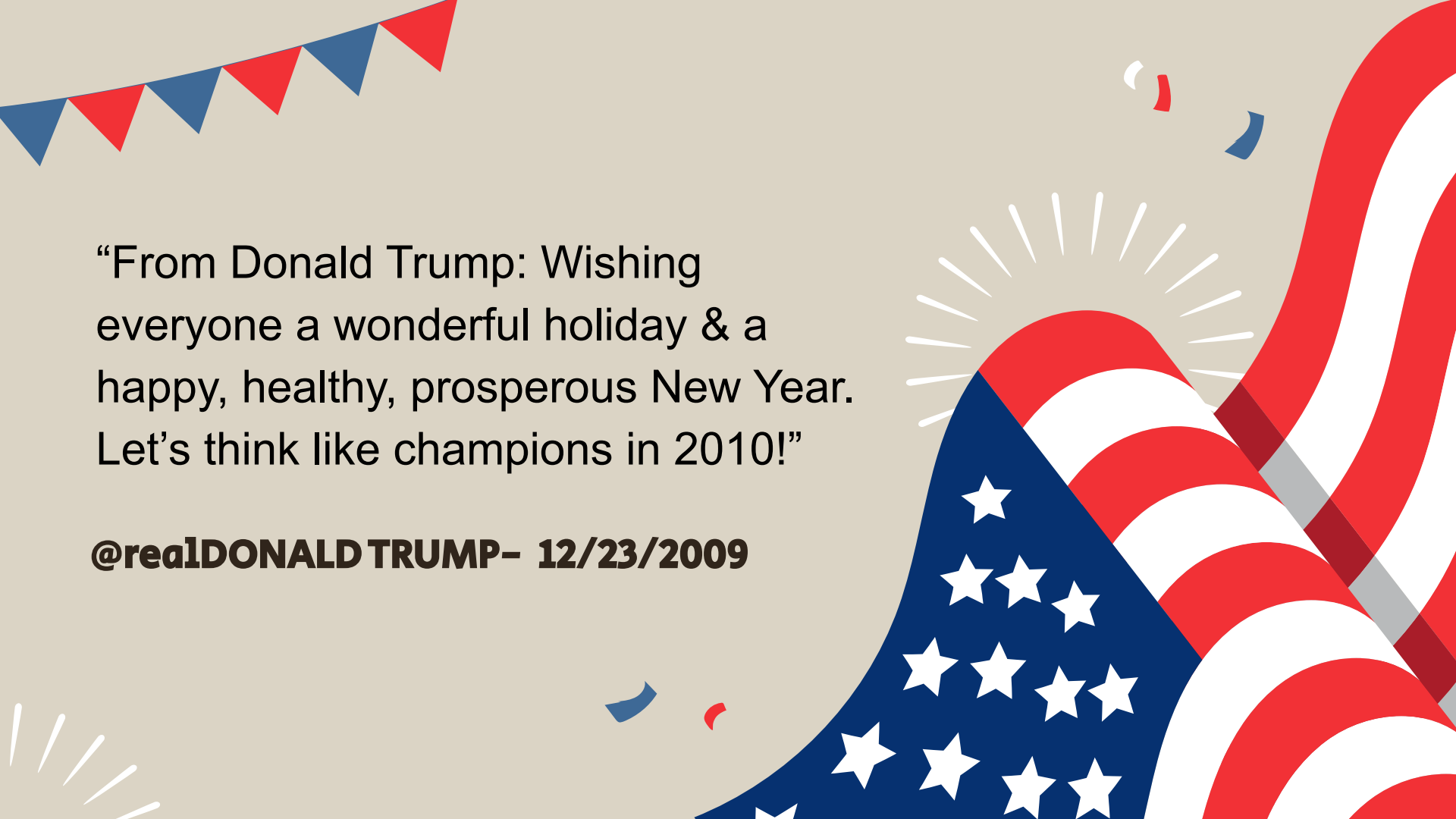


Avg. Compound Sentiment Over Time

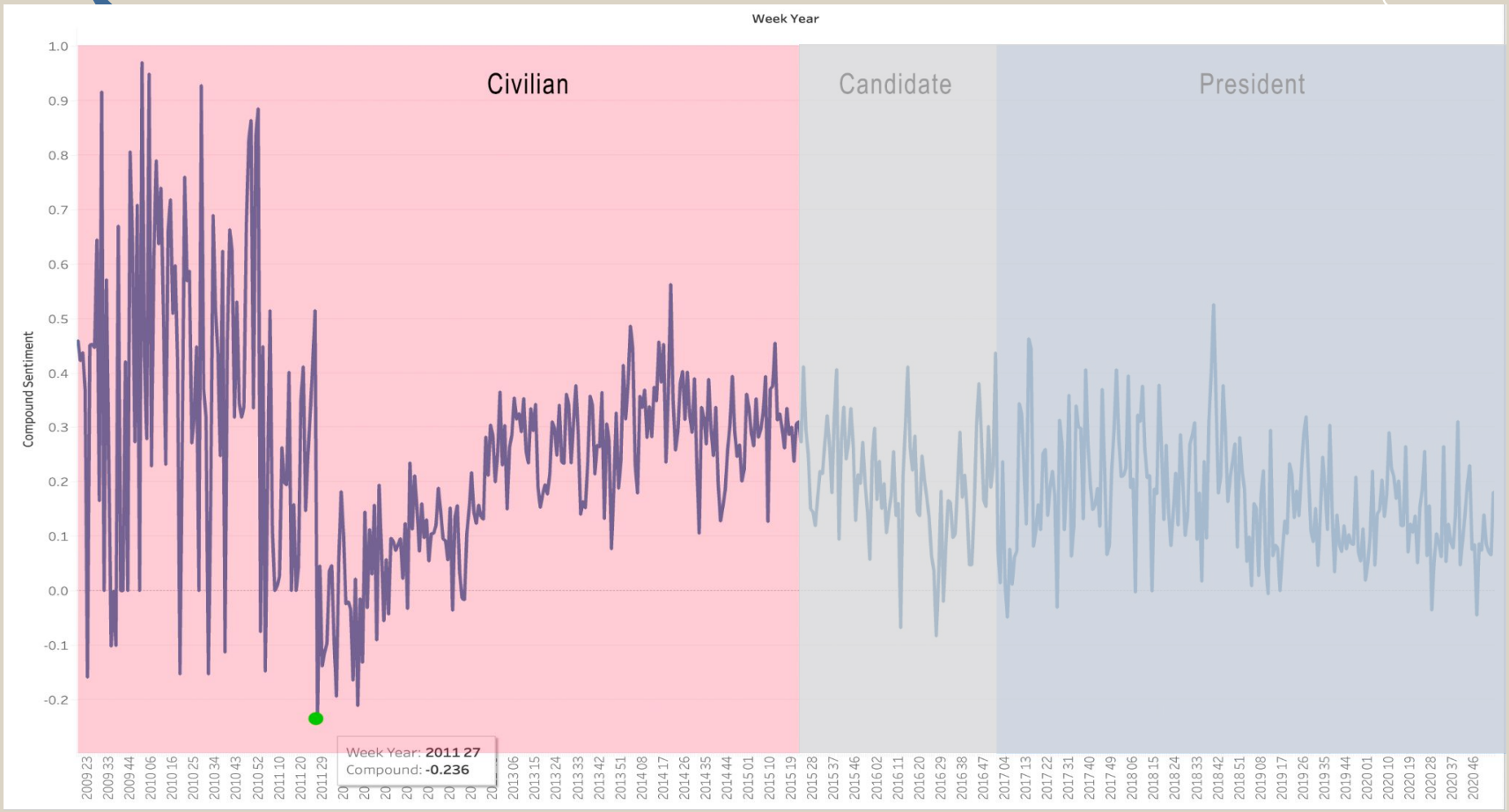


Avg. Compound Sentiment Over Time




“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

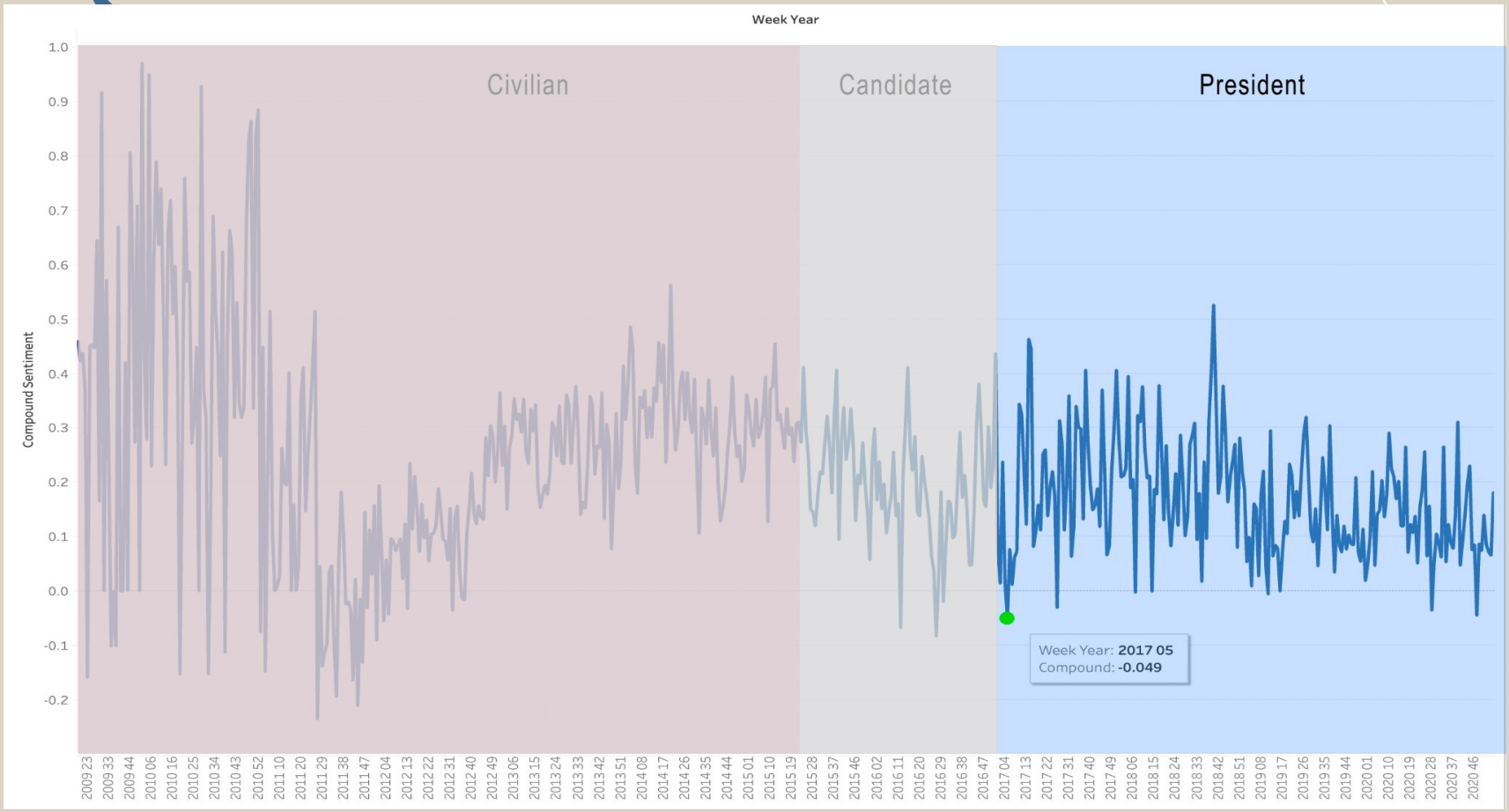
Avg. Compound Sentiment Over Time



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



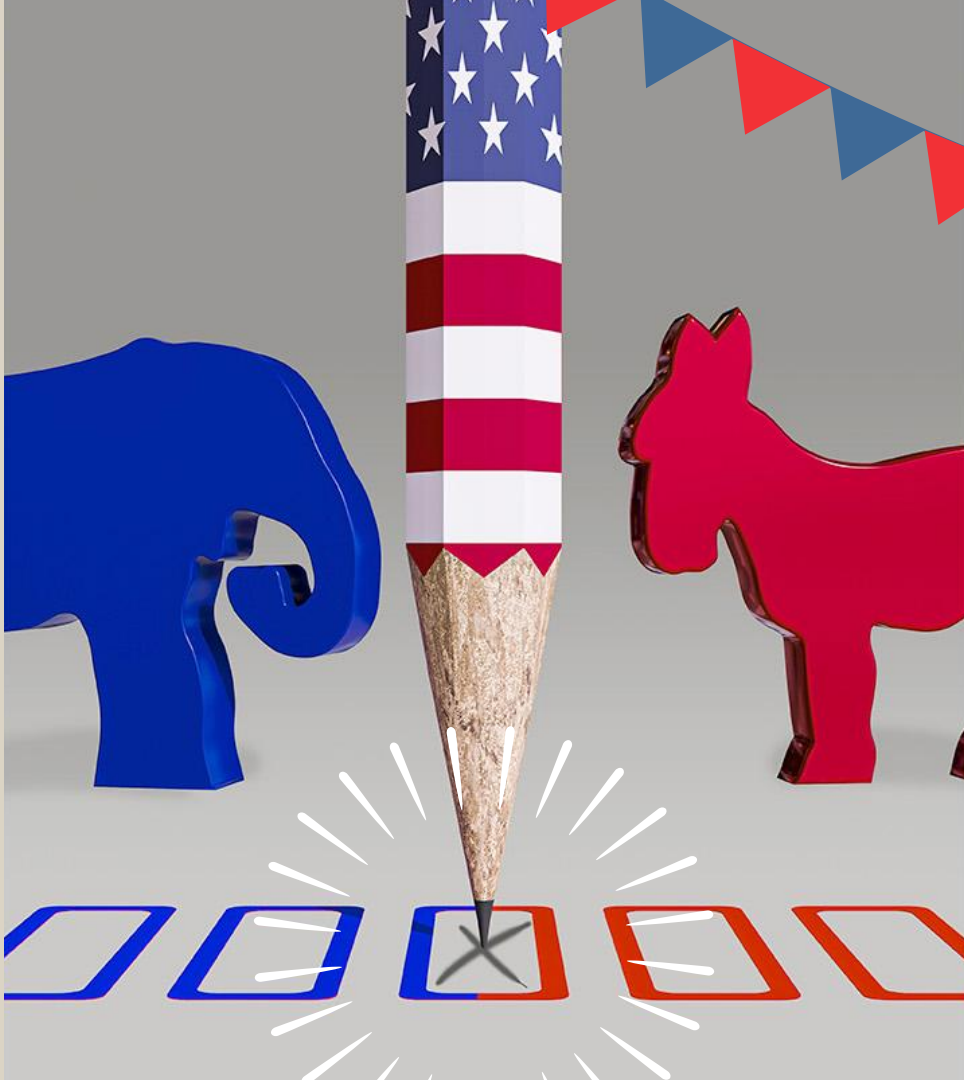
BEGINNING OF PRESIDENCY

- 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

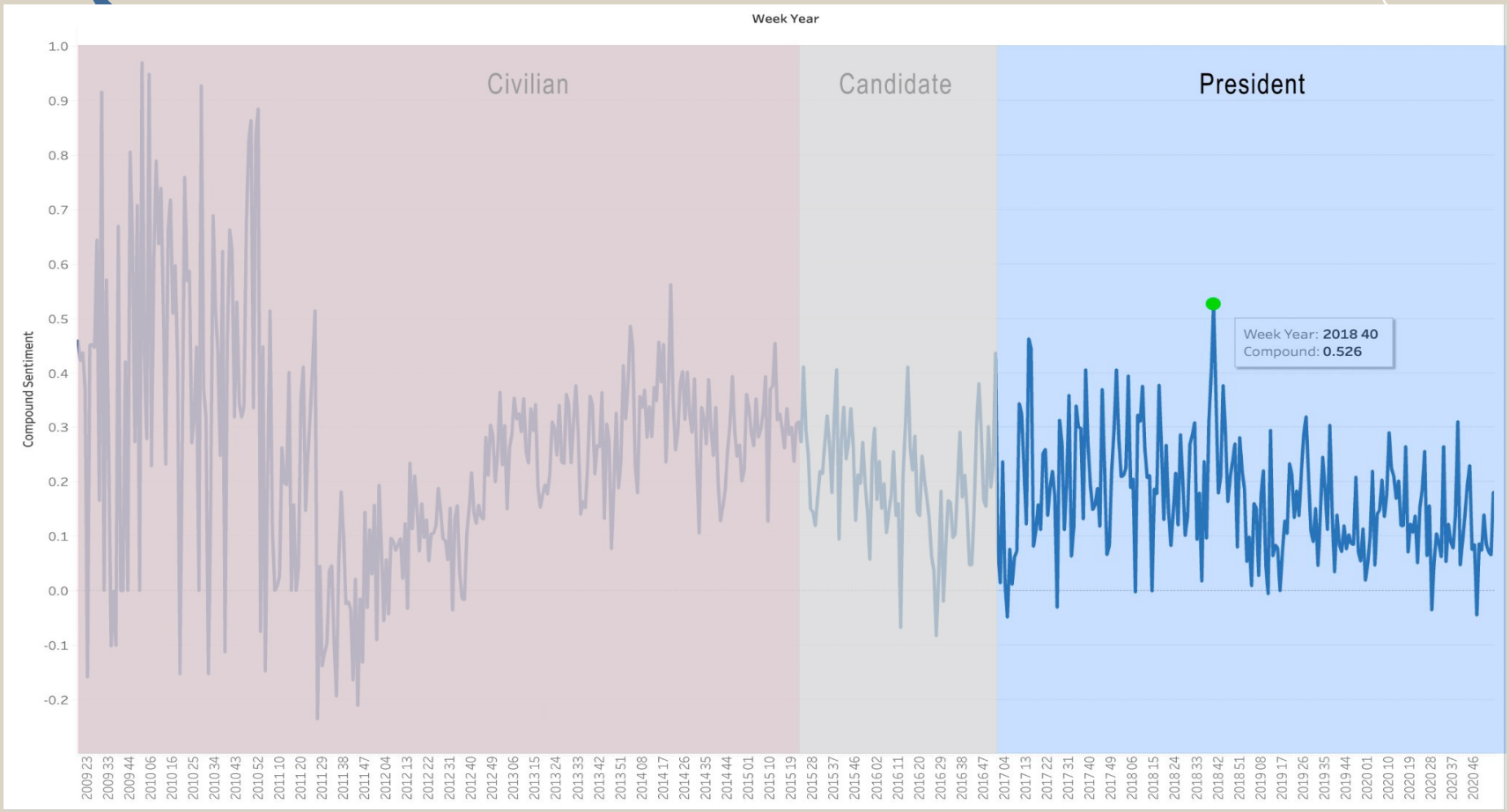
Compound Sentiment Score: -0.89

"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



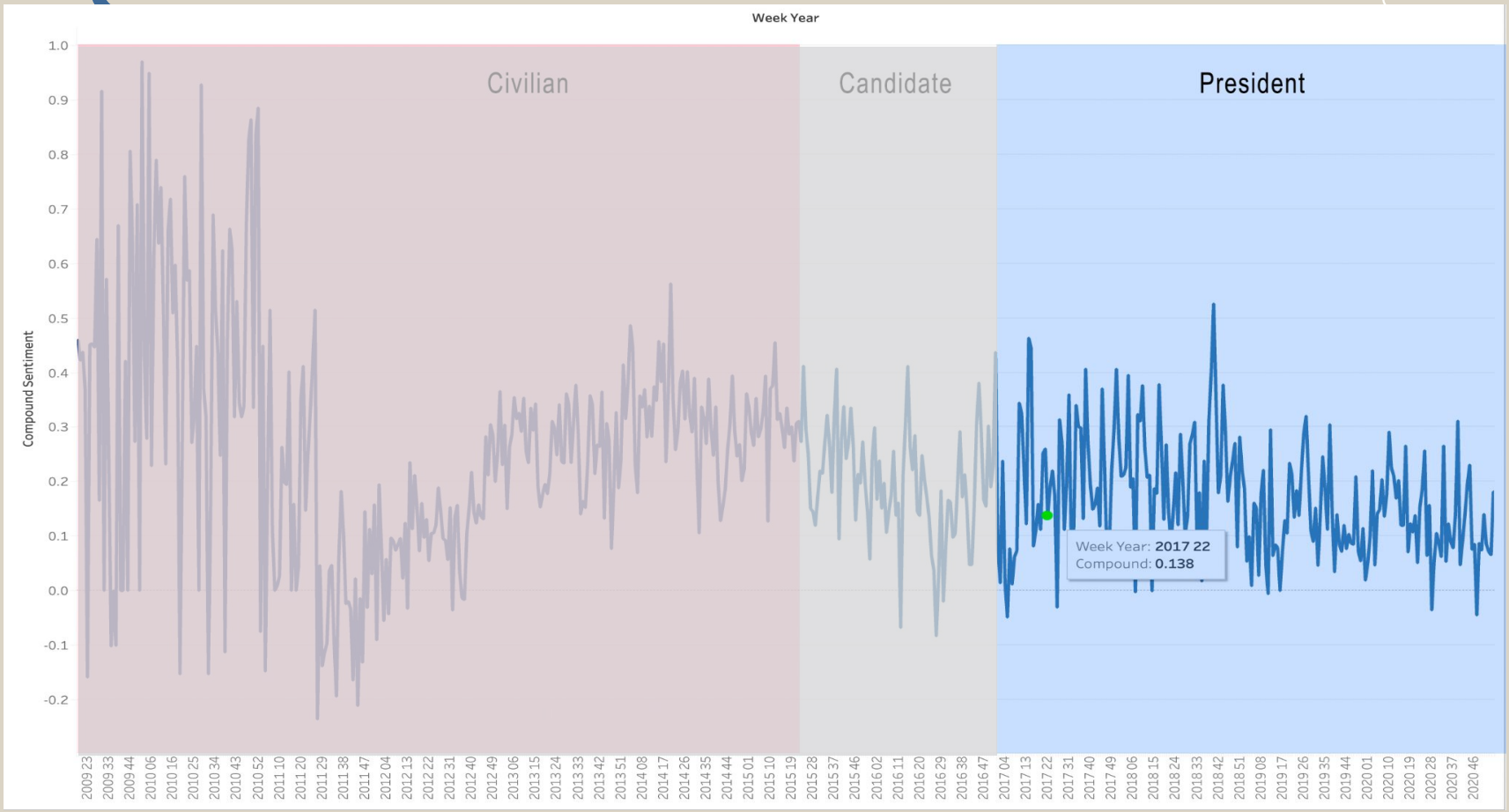
Avg. Compound Sentiment Over Time



NOTABLE

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

Avg. Compound Sentiment Over Time



“Despite the constant negative press covfefe”

@realDONALD TRUMP– 5/31/2017

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- Unfiltered Trump- July 6, 2011
- Slightly more positive before presidency

THANK YOU!