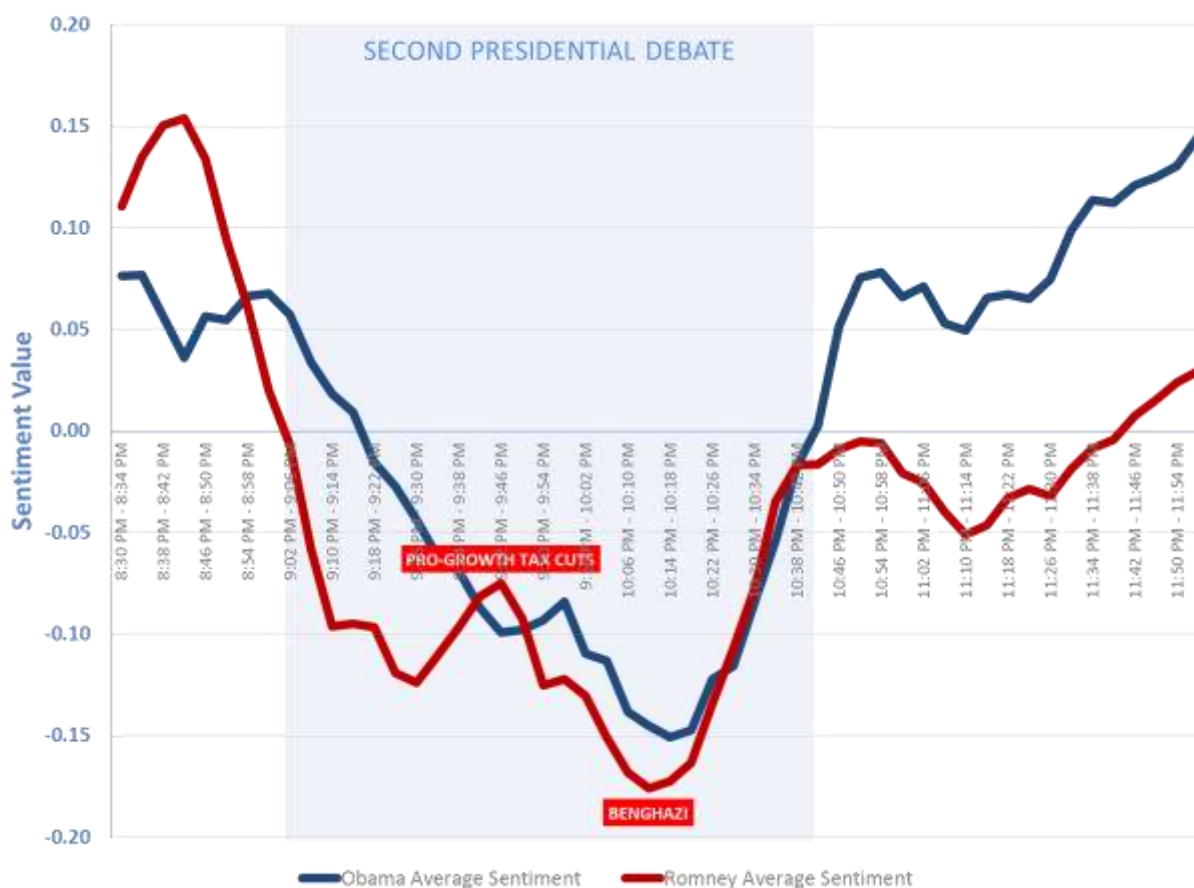# Post-Debate Analysis: Tough Night for the Third Candidate: The Moderator

Sibyl Vision Breaks Down Tonight's Second Debate between the Two (?) Presidential Candidates

At Sibyl Vision, we're all about predicting the future. In previous posts, we highlighted debate themes that we determined either hurt or helped the candidates—precisely those weapons we expected would show themselves again. Below is a graphical summary of tonight's second Presidential debate (all times in Eastern Standard Time):

	Obama	Romney
Entering Sentiment Value (9:00 PM)	+0.08	+0.02
Ending Sentiment Value (Approx. 10:39 PM)	-0.01	-0.02
Change During Debate	-0.09	-0.04

Interesting Points to Note:

- As the chart above describes, Obama's reputational change is the more negative (-0.09 to Romney's -0.04).
- **Pro-Growth Tax Cuts:** Romney surpassed Obama on tax policy. Where Obama stated that "We've gotta be sure the wealthy do a little more," Romney outlined a combination of tax-rate reduction and exemption curtailment, explaining how the reduction in tax rates leads to small businesses retaining more capital, which is then reinvested through more hiring. *Sibyl Vision declared Romney's small-business emphasis a winner after the first Presidential debate.*
- **Benghazi:** Romney surged after the issue of the Benghazi consulate attack was raised. The Libyan question invites concern about international security on the one hand and general mismanagement on behalf of the Administration on the other. *We identified Benghazi and security policy as an Obama liability in our discussion of the Vice Presidential face-off.*

Candy? Not So Sweet:

Throughout the evening, Candy Crowley interrupted and silenced the candidates, most conspicuously Romney, and took a—well—*proactive* role in the proceedings, despite the town hall format's tendency to restrict the moderator's control. There will doubtless be an on-going inquiry into her overruling Romney's statement that the President waited two weeks before declaring Benghazi a terrorist attack.

Anticipating trouble, we also tracked Candy Crowley tonight. Here are the results:

Though she talked as much as the candidates, she'd sure be thinking of dropping out of the race right now—she plunged from a +0.18 to a +0.01 during the show.

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ABOUT US

Sibyl Vision is a patent-pending Twitter sentiment analysis platform. Our technology translates the sentiment expressed in every tweet about your brand into a numerical score. It then sums all the individual comments to arrive at an aggregated, trackable metric you can monitor over time. Please contact us at contact@sibylvision.com if you would like to learn more about how we can enable you to take control of your social-media reputation.