

Analysing Trump's Tweets

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HK Open Data Day 2017



Donald Trump.

Man of the Year.

“Ruling via Twitter”

推特治國

- Trump loves to Tweet.
- Many scholars even believe that Trump won the election via Twitter.
- What do Trump's Tweets say about him?



The Data

- Trump Twitter Archive
 - <http://www.trumptwitterarchive.com/about>

Trump Twitter Archive search through all of Trump's tweets Collections Additional Accounts FAQs Support

Latest Tweets - [see all](#)

What's the worst?

1. President Obama "is the worst president in U.S. history!"
2. Bill Clinton "the WORST abuser of woman in U.S. political history"
3. Mitt Romney "one of the dumbest and worst candidates in the history of Republican politics"
4. Mitt Romney's campaign "one of the worst races in presidential history"
5. John Kasich "one of the worst presidential candidates in history"
6. Marco Rubio "the worst voting record in the U.S. Senate in many years"
7. Ted Cruz "the worst liar"
8. George Pataki "one of the worst" governors
9. Bill de Blasio "the worst Mayor in the U.S."
10. Eric Schneiderman "nation's worst AG"
11. NY Times "one of the worst newspapers"
12. The media pile on (against Trump) "the worst in American political history!"
13. Charles Krauthammer "one of the worst and most boring political pundits on television"
14. Florida Power and Light "one of the worst utility companies in the country"
15. celebrity doctors "the worst doctors (by far)"
16. Our Q1 GDP "worst in memory"
17. Macys "one of the worst performing stocks on the S&P last year"

[234 tweets](#) with "loser"

 Donald J. Trump 
@realDonaldTrump [Follow](#)

I feel sorry for Rosie 's new partner in love whose parents are devastated at the thought of their daughter being with @Rosie--a true loser.

12:45 AM - 15 Dec 2011

499 949 801

[222 tweets](#) with "dumb" or "dummy"

 Donald J. Trump 
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You must admit that Bryant Gumbel is one of the dumbest racists around - an arrogant dope with no talent. Failed at CBS etc-why still on TV?

11:21 AM - 21 Aug 2013

128 109

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| favorite count | source | text | in reply to | is retweet | created at | retweet count |
|----------------|--------------------|--------------------------------------|-------------|------------|--------------------------------|---------------|
| 0 | Twitter for iPhone | The #MarchForLife is so important... | NA | False | Fri Jan 27 16:27:02 +0000 2017 | 0 |

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- 30563 tweets from Donald Trump from 2009 to Jan 2017.
- 11263 tweets from Ivanka Trump from 2009 to Jan 2017.

Data Cleaning

- Data cleaning is done in R.
- Hashtags, URL's and mentions are extracted from all the tweets.
- After lower-casing everything and stripping whitespace and punctuations, all the tweets, removing hashtags, URL's and mentions are then bagged into a term-document matrix.
- (Stemming is not performed today.)

Fun Facts

- Top 5 used hashtags by Donald Trump

#CelebrityApprentice

#Trump

#MakeAmericaGreatAgain

#Trump2016

#CelebApprentice

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Fun Facts

- Top 5 used hashtags by Donald Trump

#Trump2016 907 hits

#MakeAmericaGreatAgain 500 hits

#CelebApprentice 284 hits #CelebrityApprentice 136 hits

#Trump 106 hits

- Guess which is the most used?

Fun Facts

- Top 5 used hashtags by Ivanka Trump

#EntrepreneurInResidence

#CareerAdvice

#WomenWhoWork

#WiseWords

#LifeHack

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#WomenWhoWork 1345 hits

#CareerAdvice 569 hits

#EntrepreneurInResidence 290 hits

#WiseWords 275 hits

#LifeHack 264 hits

- Guess which is the most used?

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- Most mentioned Twitter account by Donald Trump
[@RealDonaldTrump](#) (8453 hits)

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- Other people?

[@IvankaTrump](#) — 194 hits

[@HillaryClinton](#) — 71 hits

Fun Facts

- Order of Tweet VIPs for D Trump:

@RealDonaldTrump >> @BarackObama >>
@IvankaTrump > @HillaryClinton

Fun Facts

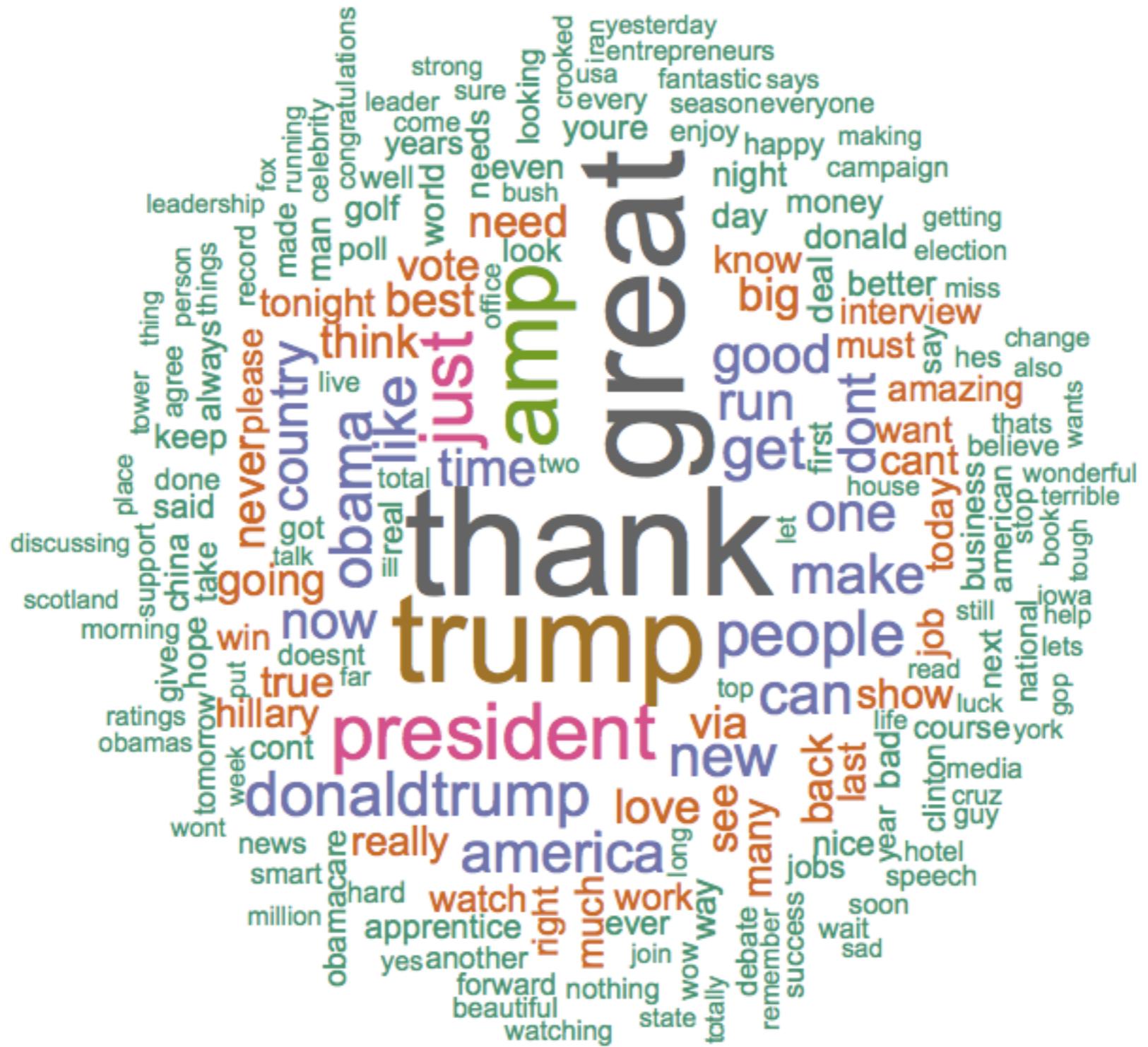
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More Analyses...

- Word clouds — what words are used more in Donald and Ivanka's tweets?



Trump's Word Cloud

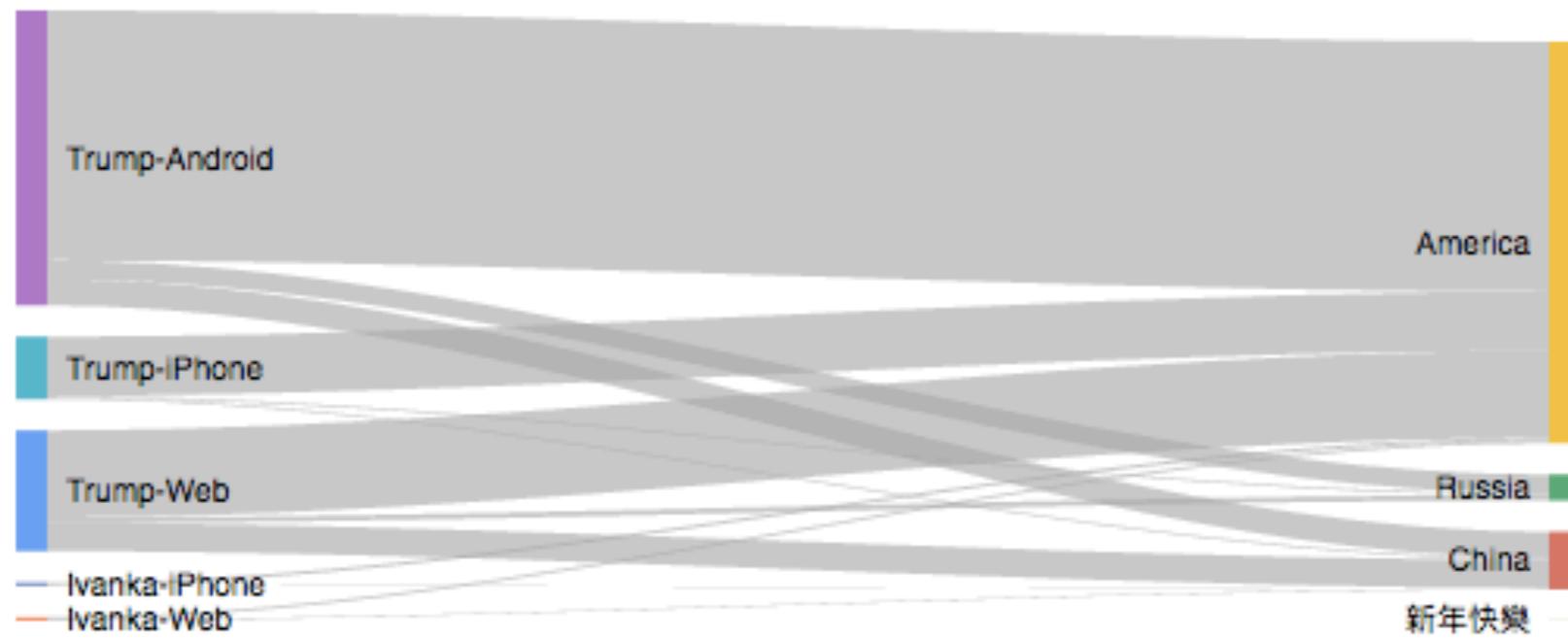
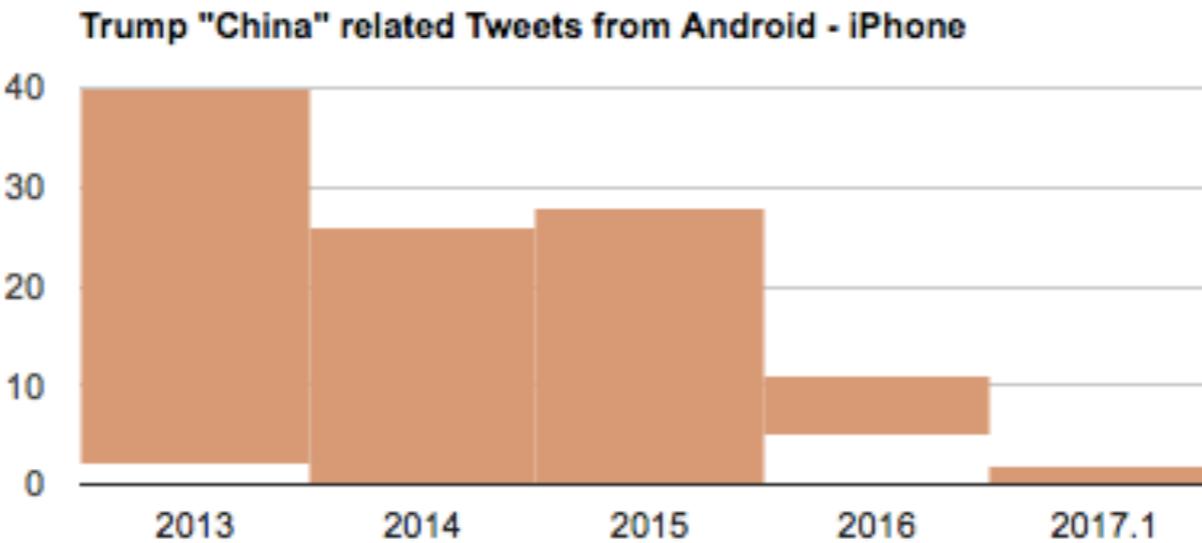


Ivanka's Word Cloud

More Analyses...

- Word clouds — what words are used more in Donald and Ivanka's tweets?
- How frequently does Trump mention other countries (e.g. China)?
- Does Trump use Android or iPhone more?

Data Visualisation



<http://yzhao316.wixsite.com/luna/geek>

Future Work

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- Chat-bot: You can also talk like Trump!

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- Chat-bot: You can also talk like Trump!
 - “Make open data great again!” (meh)

Thank you.

Any comments?