



PRESIDENTIAL TWEET CLASSIFIER

WE THE TWEETLE 

ANALYTICS VALUE CHAIN / LAUREN GARDINER



MOTIVATION



President Obama
@POTUS44

Follow

Hello, Twitter! It's Barack. Really! Six years in, they're finally giving me my own account.

8:38 AM - 18 May 2015

Why Would the President of the United States, Like, Tweet This Way?

Donald Trump described himself as "like, really smart."

BEN ZIMMER

JAN 7, 2018

CULTURE

A Bot That Makes Trump's Tweets Presidential

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AUGUST 15, 2017 8:02PM PT

Barack Obama Breaks Twitter Record With Tweet in Wake of Charlottesville Violence

Trump and the Twitter presidency: tweets often carry legal weight

Gregory Korte, USA TODAY

Published 10:55 a.m. ET Nov. 8, 2017 | Updated 5:47 p.m. ET

TRANSITION



By LIBBY HILL

Barack Obama sends final tweets as president

Obama first used social media to win an election
Trump came under fire for his controversial tweets
Have fun seeing which tweeting President you're more like



DEMO



DATA DESCRIPTION

- 3,200 most recent tweets from both Trump and Obama's Twitter accounts
- Data was pulled from the Twitter API
- Model input is a vector representation of the tweet text
- Vector representation is an average of the GloVe Twitter word embeddings for each word in the tweet



MODEL & METRICS

MODEL Support Vector Machine

METRIC Cross-Validation Accuracy

PERFORMANCE 88.88% CV Accuracy

RESULTS

99%
Trump

68%
Obama

65%
Trump

TWEET

"Make America Great Again!!!"

"There's not a liberal America and a conservative America - there's the United States of America."

"My greatest pain in life is that I will never be able to see myself perform live."



THANKS!

CONTACT:

LaurenGardiner2018@u.northwestern.edu
github.com/legardiner
linkedin.com/in/legardiner