

Popularity and Controversy

A Location-Based
Event and Sentiment Analysis of
Donald Trump and Boris Johnson



Topic



Factor and effect of geographic **location** on **public sentiment** and **attention** concerning the **political leaders** Donald Trump and Boris Johnson

- Metrics: **awareness** level (NPC) and **popularity** (CSS) of both leaders
- Type of analysis: **comparative** (baselines) and **event** analysis (daily development)
- Analysis focus: **event impact**, **regional differences** and **temporal trends**

Results



	Observation	Explanation
BASELINES	1. CSS: political leaders < mean	1. Scandals; politics = negative
	2. CSS & NPC: more attention & criticism during term of office	2. Viewed more critically when impactful
	3. NPC: Trump > Johnson; Johnson irrelevant in US	3. Impact & power = attention; Trump international importance
	4. CSS Countries: GB > US	4. Cultural differences in communication
DEVELOPMENTS	1. CSS & NPC Cities: similar in cities of the same country	1. National contexts shape public perception (national media)
	2. NPC: event -driven with different reach (local/inter-/national)	2. Local biases transcended, if event significant
	3. Example Event: Covid GB > US	3. Covid more important in GB

Usage of Generative AI



Programmer

- Generate & adjust **code**

Auditor

- Improve code **quality**

Assistant and Teacher

- Explain, debug & solve **errors**



Research Assistant

- Provide an **overview** of the theoretical background
- Summarize papers & extract relevant **insights**
- Evaluates **relevance** of papers



Inspirational Supporter

- Suggests **ideas** to explain data outliers

Auditor

- **Check** research approach

English Teacher

- Improves sentence **quality**

Learnings of GenAI Usage



LESSONS LEARNED

- **Speed** up, improve the **quality** of and aid in (literature) research, programming, thinking, and writing
- **Proofreading** helped improve the text quality

- **Incorrect** or generic output
- **Incomplete** literature research
- Decrease in output **quality** over extended interactions

BEST PRACTICES

- Check and **validate** outputs
 - Conduct independent (literature) **research**
 - Open **new** chat
 - Consider using **custom** GPTs
 - Prompt engineering: choose precise **keywords**, input and output **length**
- Despite shortcomings, GenAI makes academic work more **efficient**



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