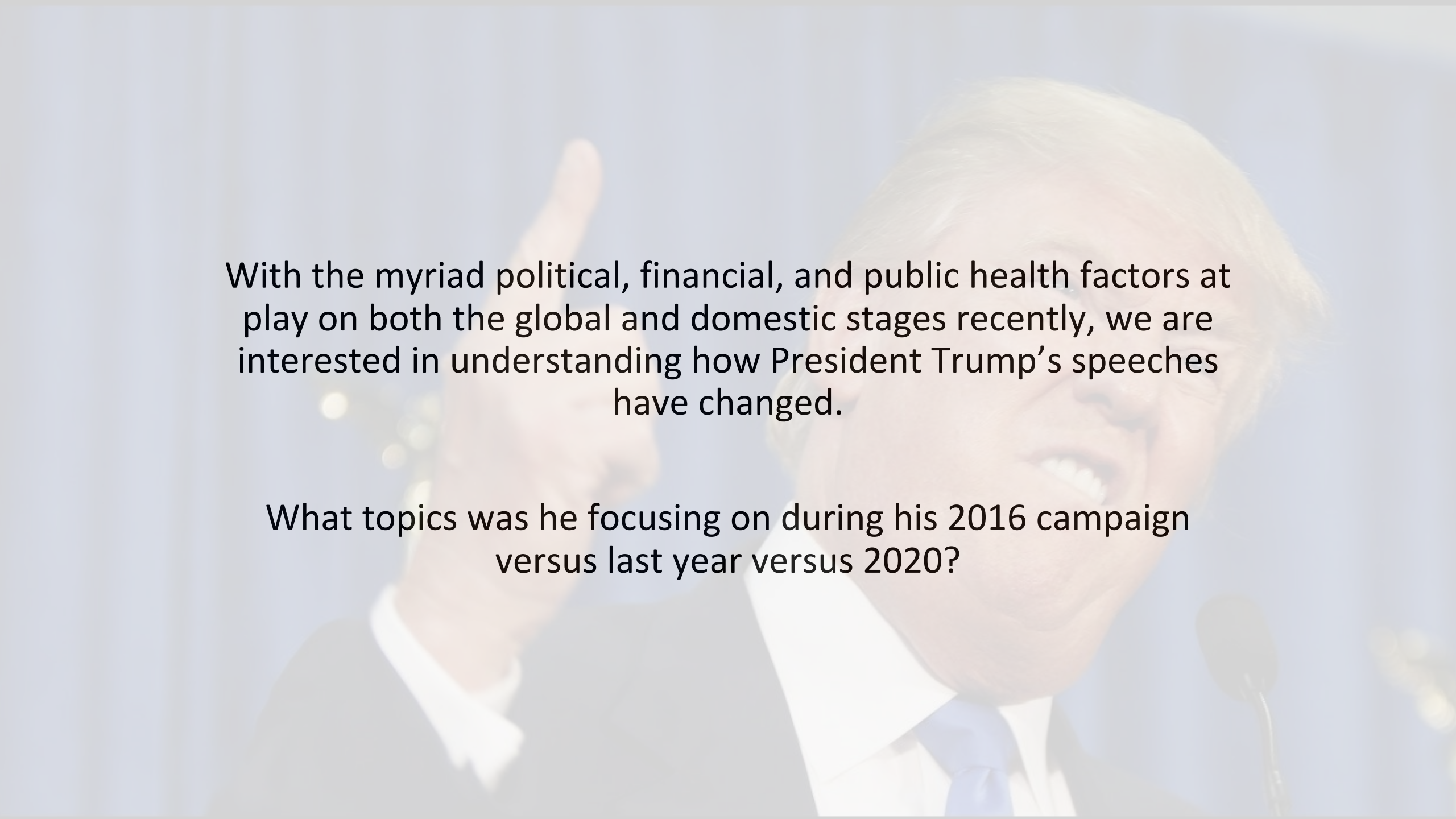


A close-up photograph of President Donald Trump speaking at a podium. He is wearing a dark suit, a white shirt, and a blue tie. He is gesturing with his right hand, pointing his index finger upwards. The background is a blue curtain. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the title and authors in white text.

Analyzing President Trump's Speeches

Luke Bravo, Pete Davis, Ben Deutsch, & Khoi Tran

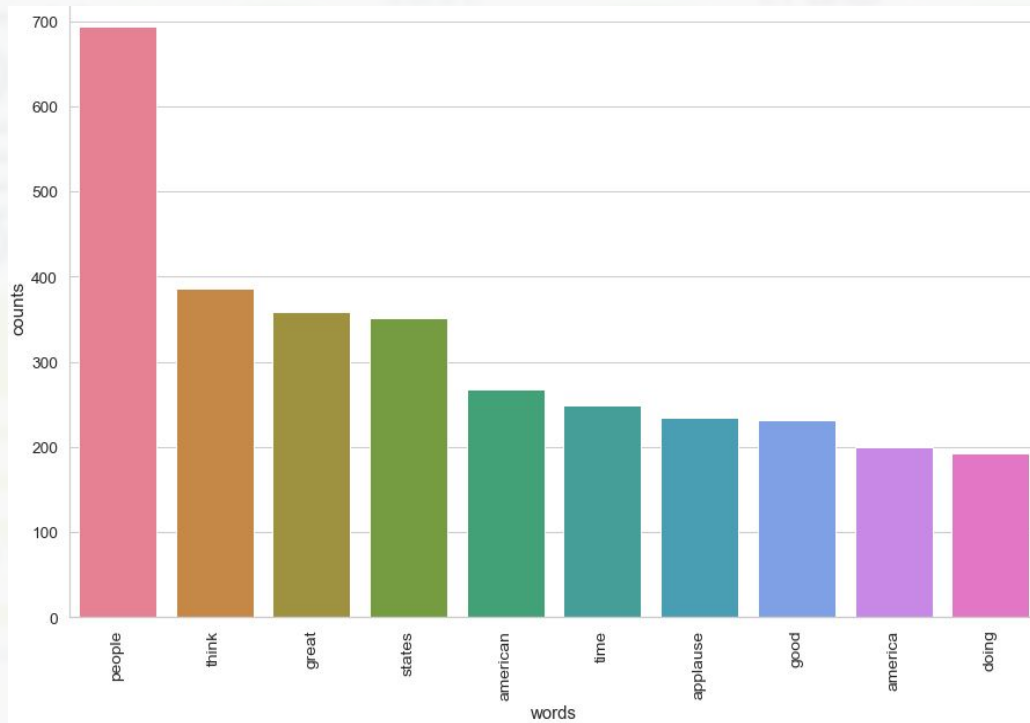


With the myriad political, financial, and public health factors at play on both the global and domestic stages recently, we are interested in understanding how President Trump's speeches have changed.

What topics was he focusing on during his 2016 campaign versus last year versus 2020?

Top Ten Words by Frequency

People, Think, Great, States, American, Time, Applause, Good, America, Doing



Data Sources

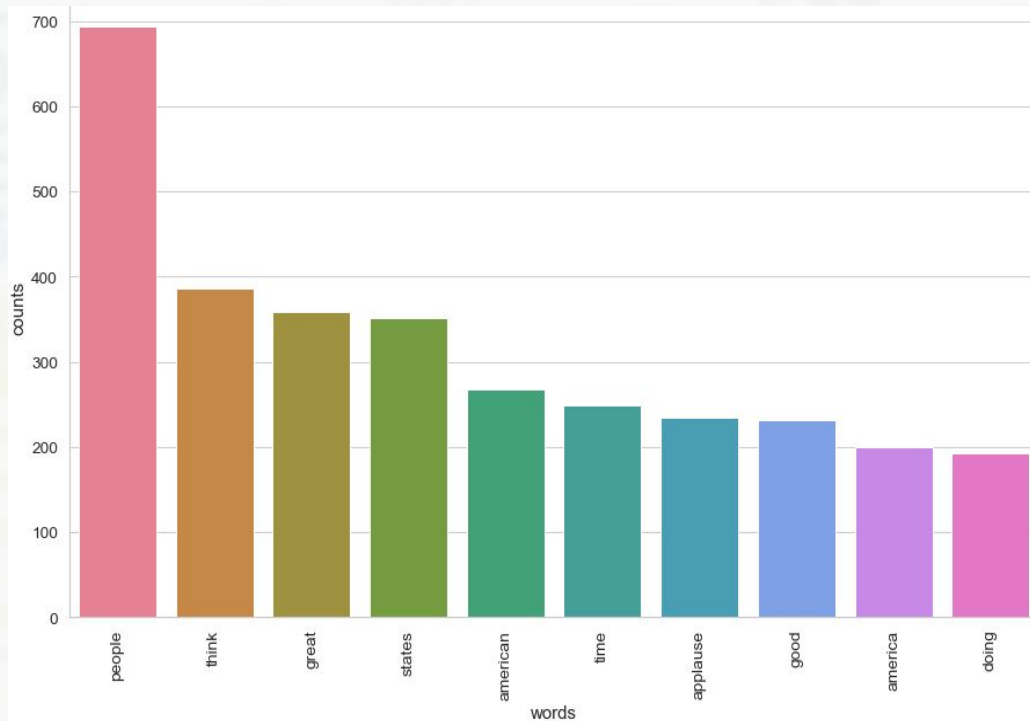
Miller Center [transcripts](#) of
Presidential Speeches; scraped
with Selenium

Cleaned, analyzed, and
visualized using python

Exploratory Analysis: LDA Topic Modeling

Top Ten Words by Frequency

People, Think, Great, States, American, Time, Applause, Good, America, Doing



Preliminary Topics

Topics found via LDA:
Topic Modeling for All 20 Speeches

Topic #0:
people think states mr great time doing really look good ahead american need today virus

Topic #1:
applause iran world people united life america states countries women god leaders american human trade

Topic #2:
people applause great american america think good years time got states americans world job united

Topic 1: Great Good Today

Topic 2: International Relations

Topic 3: America

*Unsatisfied with how general our topics were

**Data Cleaning and filtering of words that did not contribute

Decided to segment our speeches

Comparing Trump's 2019 and 2020 State of the Union Addresses

2019 Talking Points: Border, United, Illegal(s), Jobs, Women, Work

Topics found via LDA:

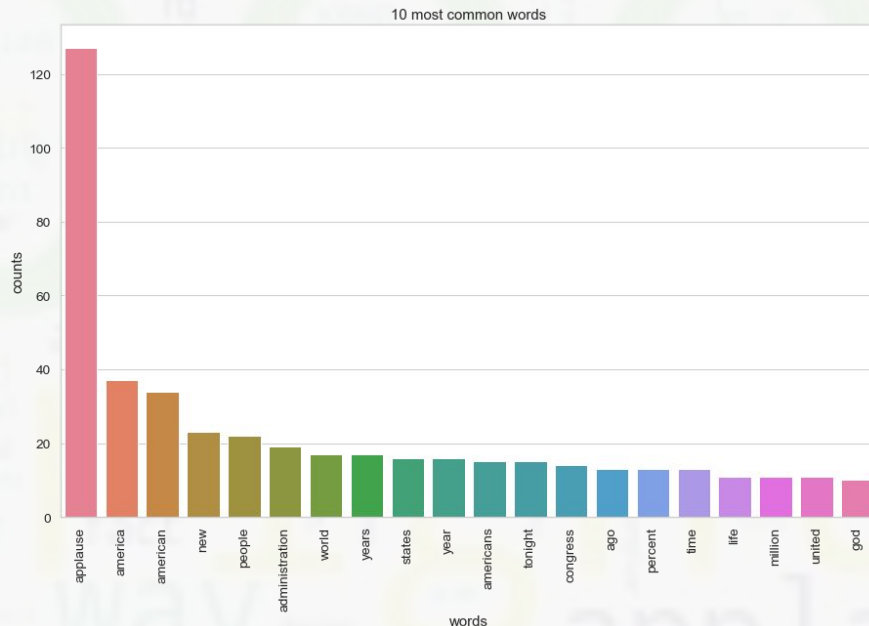
Topic #0:

america states years united congress time americans tonight border decades illegal women ago life trade

Topic #1:

american year work administration jobs come make people pass legislation day family home prison southern

2020 Talking Points: People, World, Life, United, God



Given his 2016 campaign rhetoric, the 2019 address is correlated but the election year 2020 has a much more neutral tone.

Happy to yield more specific findings regarding the election's effect...

What other factors meaningfully change Trump's talking points and rhetoric?

Comparing Trump's Speeches before and after the Pandemic

February 5th, 2020 - February 6th, 2020

Topics: (1) Xenophobia, (2) Terrorism, (3) Himself

Topics found via LDA:
Topic Modeling for Speeches Before COVID-19

Topic #0:
china america states border decades come make me make life work women administration illegal pass

Topic #1:
iran united states soleimani people world baghdadi terrorist american killed isis night great america iranian

Topic #2:
people think great good got applause laughter really deal let won trump job guy make

March 11th, 2020 - August 8th, 2020

Topics: (1) COVID-19 & Testing, (2) Joe Biden, (3) Protests

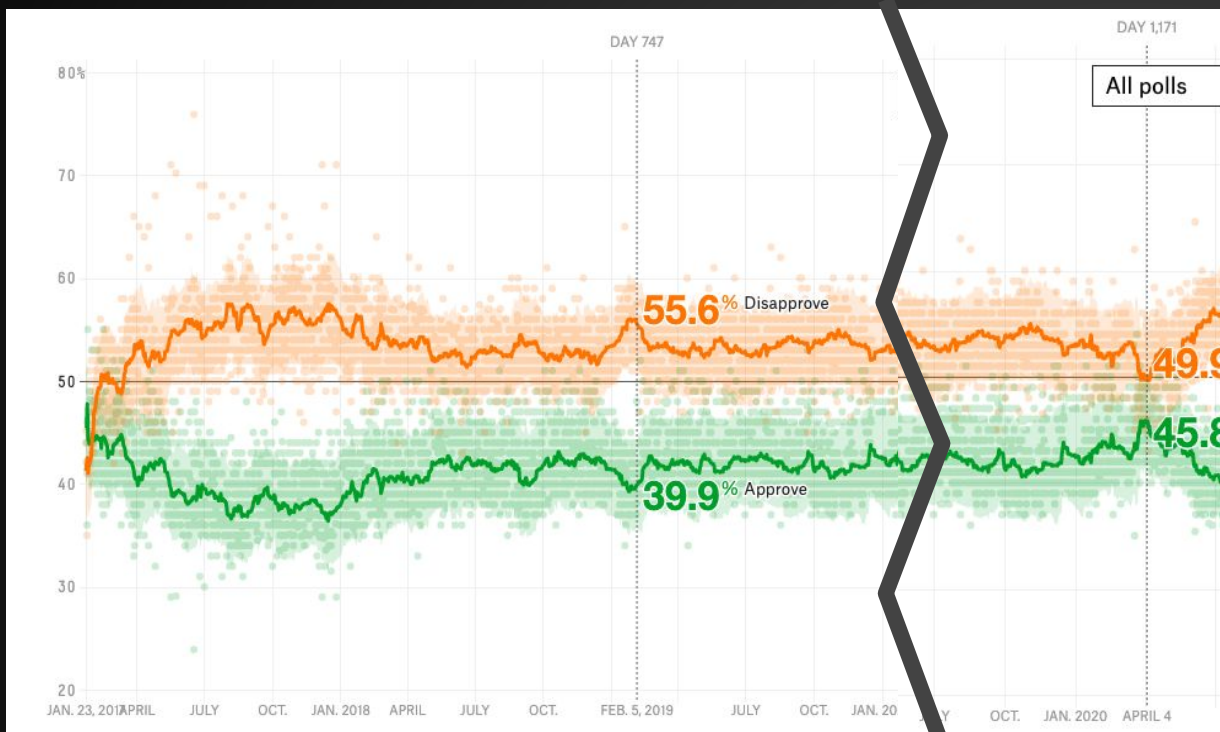
Topics found via LDA:
Topic Modeling for Speeches After COVID-19

Topic #0:
people mr think americans ahead great virus time doing states test testing need trump health

Topic #1:
people great american america biden got good years think world general let history beautiful joe

Topic #2:
dying respects anarchy precinct thugs arrested professional chaos crime abiding arsonists jail rioters woman ice

Political Insights based on Changing Approval Ratings



February 5, 2019, State of the Union

In just a few days Trump's approval rating, which had steadily declined to a local minima rallied to near the previous years margins.

Effective → Improved his approval rating

Border, Illegal → 2016 rhetoric resonates with people

February 5, 2020

The same formula held somewhat true, rallying the base, this however resulted in a settled downward trend as key elements during the speech falter in the days to come.

April 4, 2020

Coronavirus Pandemic identified in all major US cities

Approval Rating Goes up from March 11th to April 3rd

SOURCE: <https://projects.fivethirtyeight.com/trump-approval-ratings/>

Weak SOTU? COVID-19?

2020 SOTU Was Poorly Received

Ineffective → Staggered rating • Lack of specific topics • Generally meanders around "People, World, United" • Leads to weakened positive sentiment and increased negative sentiment • How did COVID help Trump bounce back?

A follow up study we propose: Twitter sentiment analysis following both SOTUs and around April 2020 to yield more insights and further back our claims

Analysis & Recommendation

What can Trump do differently to win? What does he need to do to regain the approval of the American people? 2020 State of the Union was among one of Trump's milder speeches, described as "Lacking in Bold Policy Props"

Divisiveness maybe be his best weapon. The more universal the topics of his speeches, the more apparent the political turndown. Speeches more focused on polarizing topics or catchphrases (the border, immigration policies, MAGA) leads to higher approval ratings.

There are many factors that contribute to political swings. We cannot be sure whether some insights are correlation or causation, but text analysis can yield insight and potential explanations for certain swings in approval ratings.

Appendix

2020 Campaign Rally

Topics

- Biden
- Bright Future

*** we only had one campaign rally to pull from, didn't think it would benefit our analysis too much

Topics found via LDA:

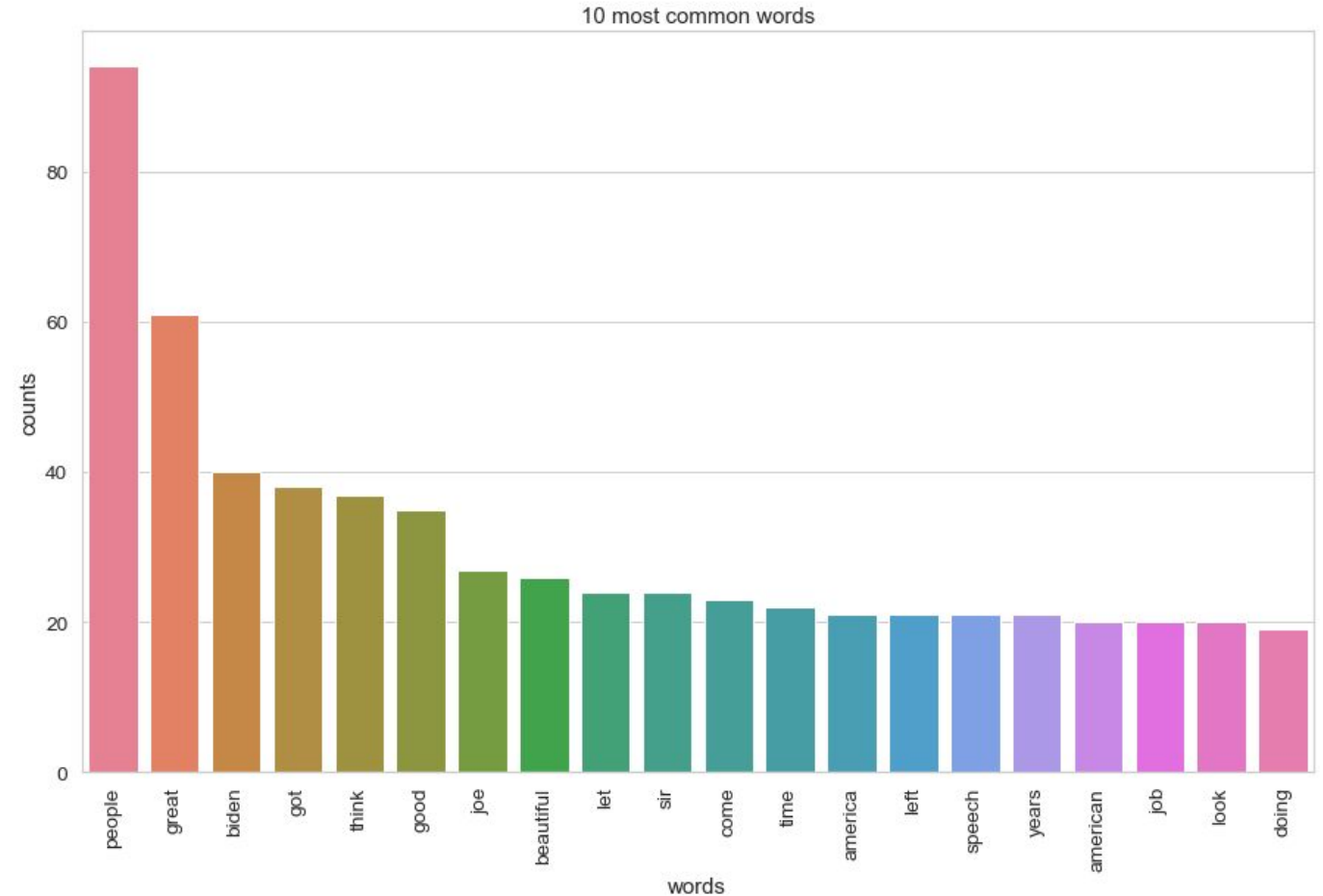
Topic #0:

people biden think good joe sir let america look american world doing history took open

Topic #1:

great got beautiful come time left speech years job jim little general big coming really

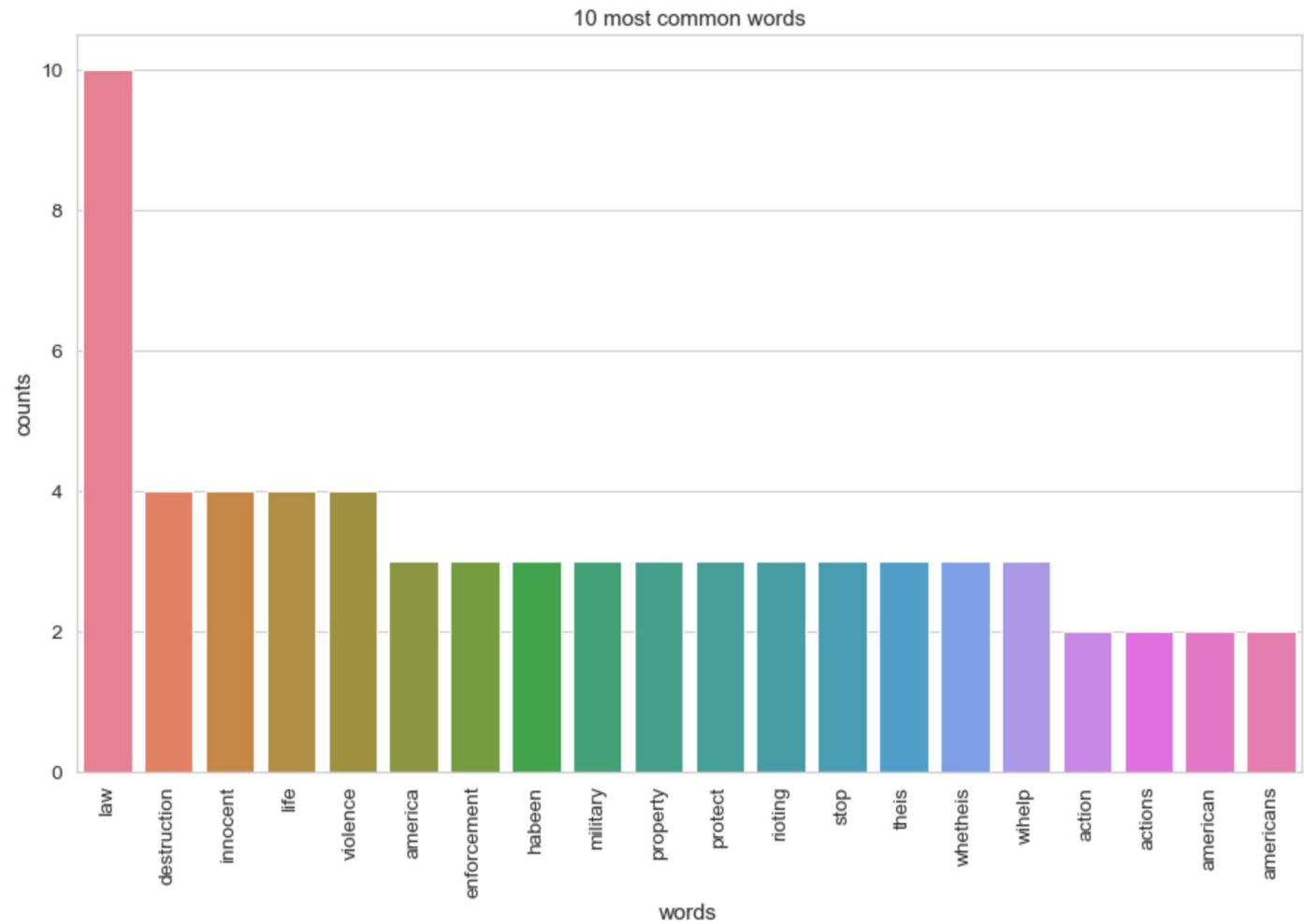
2020-06-20 00:00:00 Campaign Rally in Tulsa, Oklahoma



Statement “Against” Police Brutality

- This is a statement that is supposed to be against police brutality
- Topics
 - American businesses
 - Destruction/Violence

2020-06-01 00:00:00 Statement on Protests Against Police Brutality



Topics found via LDA:

Topic #0:
law innocent life property rioting theis enforcement whetheis protect america business hatred action great york

Topic #1:
destruction violence wihelp military habeen stop americans peaceful protesters state wisucceed actions restored people capital