

Analyzing Trump Tweets with NLP

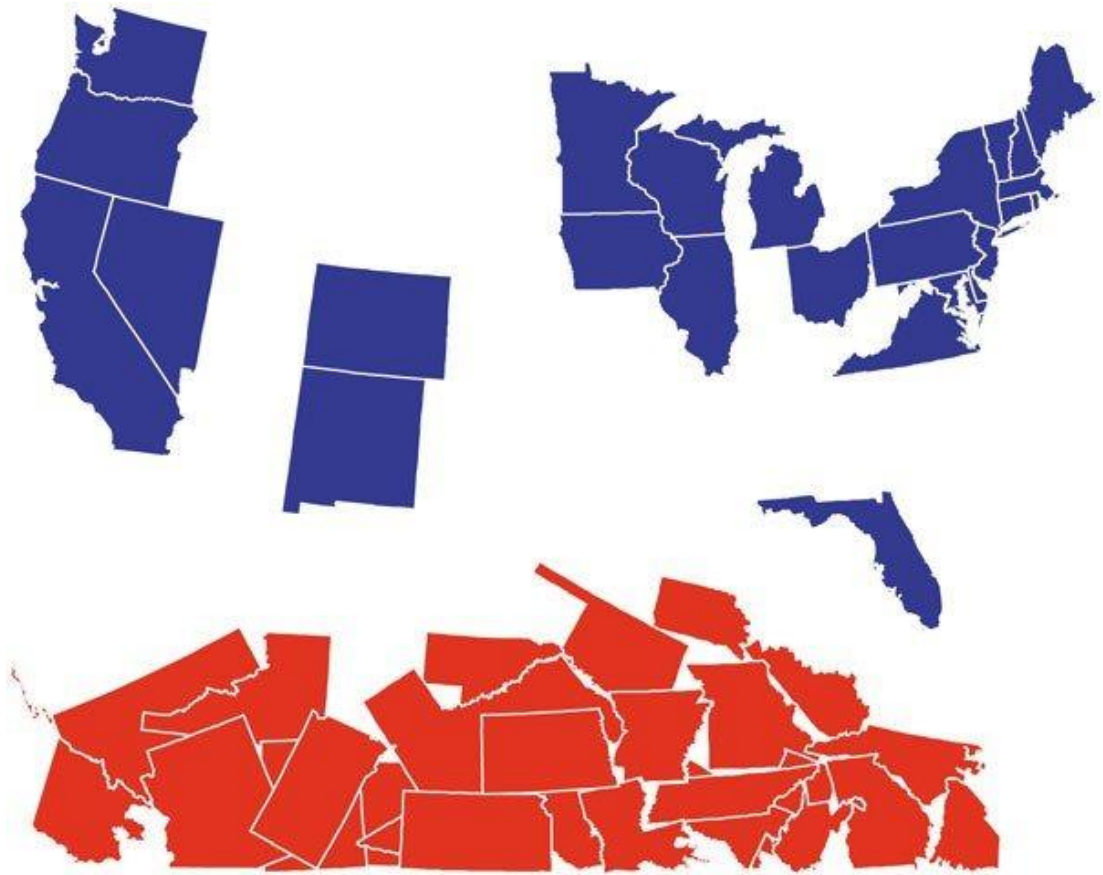
Matt Segall



What did Trump tweet about during his presidency?

How and why did this fluctuate throughout his tenure?

Through these, how might we characterize his style of leadership?



May 2009 - Apr 2020

Tweet Date Range

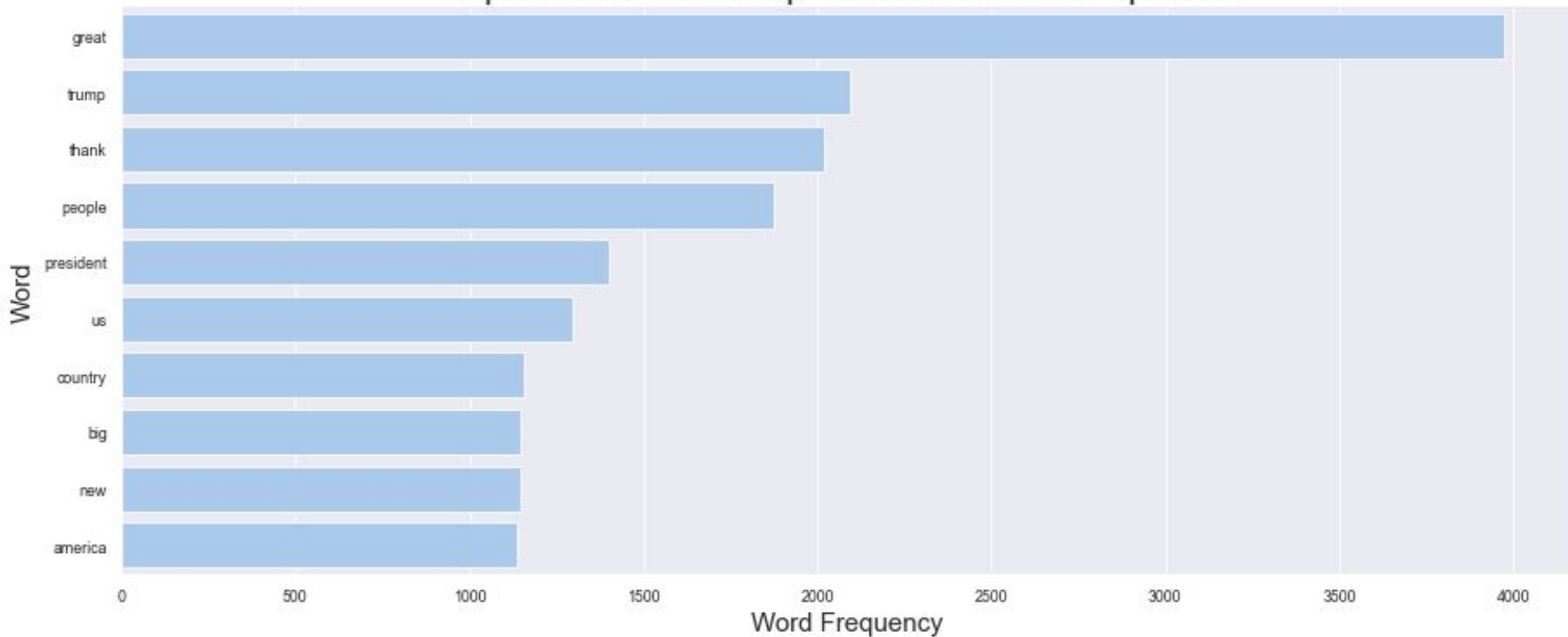
~~May 2009~~ - Apr 2020

Tweet Date Range

June 2015 - Apr 2020

Tweet Date Range

Top 10 Words in Trump Tweets Jun 2015 - Apr 2020



Extracted Topics

Law & Order

second, loves, need,
immigration, democrats,
southern, borders,
amendment, complete,
vets, vote, total,
endorsement, security,
country, crime, military,
strong, wall, border

Media Commentary/ Fake News

white, house, totally,
dont, sources, stories,
russia, dishonest,
reporting, ratings, said,
like, good, bad, corrupt,
story, cnn, media, fake,
news

Conspiracy

house, going, like, hoax,
election, campaign,
dems, fbi, bad, dont,
mueller, russia, time,
collusion, hunt, witch,
clinton, crooked, hillary,
democrats

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Extracted Topics

National Security

second, loves, need,
immigration, democrats,
southern, **borders**,
amendment, complete,
vets, vote, total,
endorsement, **security**,
country, **crime**, **military**,
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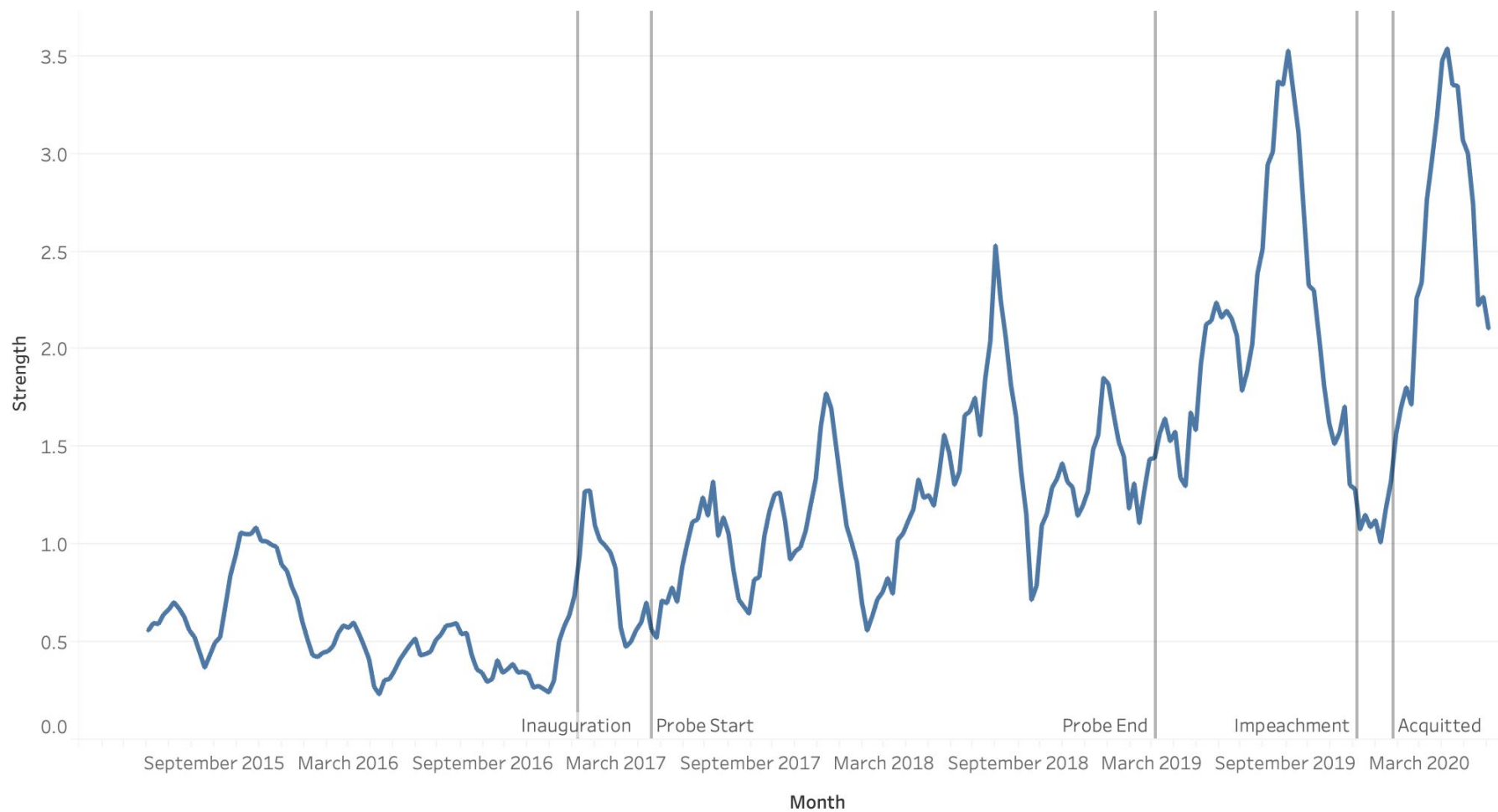
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Top Fake News Tweet



“Google search results for ‘Trump News; shows only the viewing/reporting of Fake News Media. In other words, they have it RIGGED, for me & others, so that almost all stories & news is BAD. Fake CNN is prominent. Republican/Conservative & Fair Media is shut out.”

Strength of Fake News Tweets Over Time



Tweets from Fake News Peaks

Aug 12, 2018

'Bob Mueller, isn't your whole investigation premised on a Fake Dossier, paid for by Hillary, created by a man who hates Donald Trump, & used to con a FISA Court Judge. Bob, I really think it's time for you to give up your phony investigation." No Collusion!'

Sept 19, 2019

'Now the Radical Left Democrats and their Partner, the LameStream Media, are after Brett Kavanaugh again, talking loudly of their favorite word, impeachment. He is an innocent man who has been treated HORRIBLY. Such lies about him. They want to scare him into turning Liberal!'

Apr 19, 2020

'Nervous Nancy is an inherently "dumb" person. She wasted all of her time on the Impeachment Hoax. She will be overthrown, either by inside or out, just like her last time as "Speaker". Wallace & @FoxNews are on a bad path, watch!'

Trump Tweet Generator

“I think CNN is...”

**“I think CNN is a fake news
and dossier is news media
story NO CNN”**

“I think Fox News is...”

“I think Fox News is a very professional operation like the Wall Street Journal”

“ The Mueller Report is...”

**“The Mueller Report is
considered a disaster it is a
JOKE”**

“Hillary Clinton is...”

“Hillary Clinton is a drug lord who is very responsible for the massive Russia attacks”

Future Ideas

- More depth into topic variation
- Embeddings to dig deeper into specific word similarities
- How can his speech style compare to other leaders?
- **Deep investigation into his rally speech on Jan 6**