Slide 1: Good morning everyone. My name is Marcos Dominguez and I am a Data Scientist. Before I get started, I’d like to congratulate president-elect Joseph R. Biden and the DNC on your victory.

Slide 2: However, the battle has just begun, as there are still 72 million staunch Trump supporters whose views and attitudes differ significantly from ours. Clearly, we can’t continue live in disarray with each other because it could lead to increased political instability and distrust in institutions. According to a 2016 poll conducted by Pew Research, democrats and republicans had negative views of each other, labeling each other “close-minded,” “immoral,” “dishonest” and “lazy.” According to 2020 Pew Research poll, to we still don’t agree on what’s important.

Slide 3: The solution I am proposing is to use an advanced technique called natural language processing to analyze Trump’s speeches and extract topics he used to appeal to his base. This particular approach is known as topic modeling. Utilizing these extracted topics to appeal to the same base would be a huge step in bridging the gap and uniting the country.

Slide 4: What is Natural Language Processing, you ask? It is the process of using computer programming and mathematics to decipher human language and produce valuable insights. In this case, I processed the transcripts of Donald Trump’s speeches and extracted several topics.

Slide 5: In October, President Trump held several rallies in Arizona, Nebraska, Wisconsin, and Michigan. I selected 8 of them for my analysis.

Slide 6: My process went like this: First, I scraped the text from the web. Secondly, I removed any punctuation and unnecessary words. Then I divided all 8 speeches into sentences, extracted the topics, and assigned a probability of each sentence belonging to a particular topic.

Slide 7: The following were my findings. Over the course of his 8 speeches, Donald Trump spoke about several issues important to his base, but his main three topics were the economy, conservative values and patriotism.

Slide 8: It is important for President-elect Joe Biden to show solidarity with Trump supporters, even if we don’t necessarily agree with their political views. I’m not saying we should turn our backs in liberal principles, but demonstrating commonality with those we don’t agree with would make a significant impact on closing our divide. For example, Arizona and Michigan are both “open-carry” states, so promoting “open-carry” gun laws in conjunction with common sense gun reform is a good way to appeal to both sides of the aisle. In Nebraska and Wisconsin, emphasizing the importance of COVID safety while allowing people to gradually return to a normal life is another example.

Slide 9: Extracting priceless information from iconic figures in history would give extremely useful insight on what it takes to unite the nation. Given the opportunity to further research this topic, I would dig into speeches by former Presidents Obama, Roosevelt, and Lincoln.