TEXT MINING
PRESIDENTIAL ELECTION 2016: TRUMP VS. CLINTON

System Simulation | SS 2018 | Natalie Priebe |14.07.2018
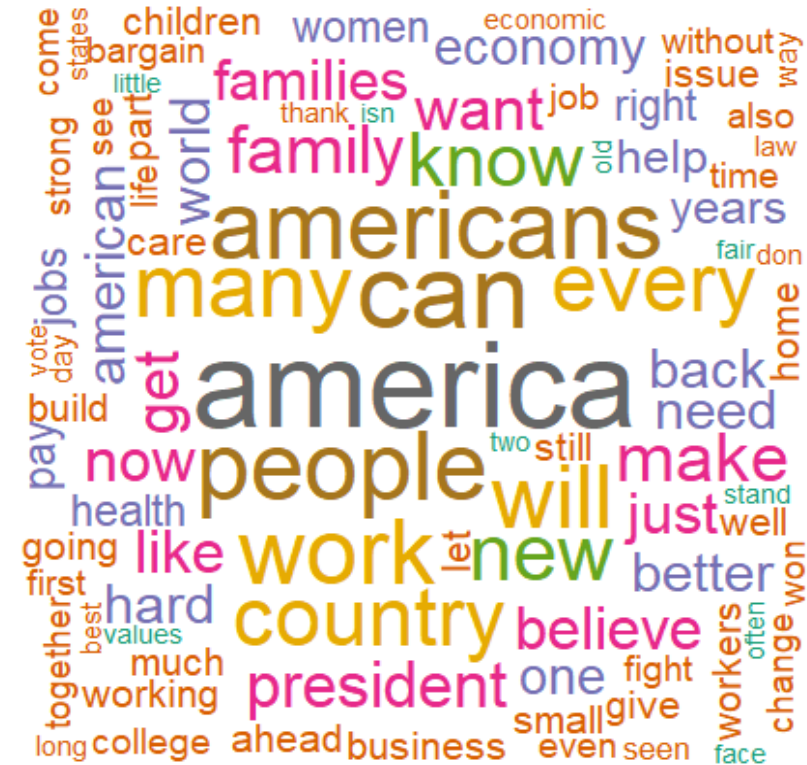
TRUMP VS. CLINTON

WORDCLOUDS
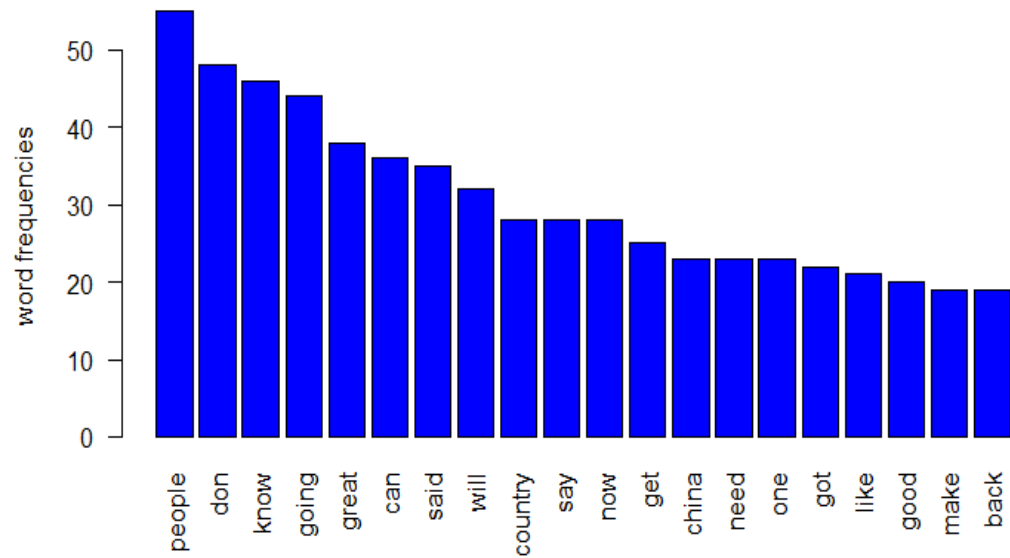

TRUMP

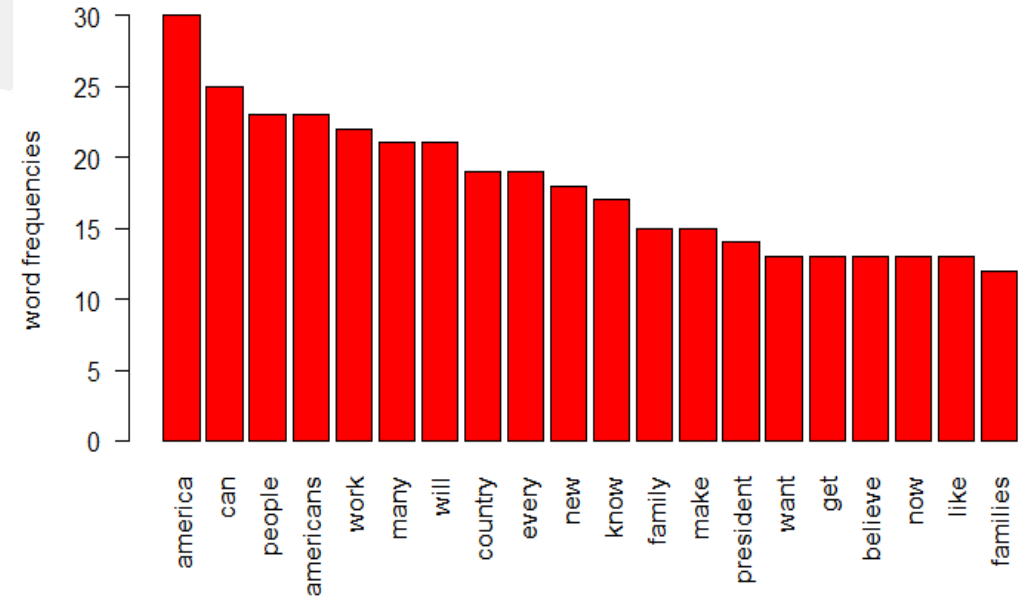CLINTON

HISTOGRAMS

Presidential Election 2016: Most frequent words of Donald Trumps Speech

TRUMP

Presidential Election 2016: Most frequent words of Hillary Clintons Speech

CLINTON

ANALYSIS

TRUMP	CLINTON
• focus on money, military and other countries	• focus on America, family and economy
• more repetition on verbs and adjectives	• more repetition on keywords
• fewer repetition of keywords	• fewer repetition of verbs and adjectives
• style: hard, strict and cool	• style: soft, motherly and warm
a lot of the same terms with different repetitions and context!	

Donald Trump won!   **Hillary Clinton failed!**

CONCLUSION

- **Wordcloud** – good overview of entire speech, especially about

  - Linguistic style and word choice

  - Keywords

  - Frequency

  - Key message

- **Histogram** – detailed overview of most used words + exact number of repetitions.

- **Both Tools** – well suited to get an overview of complex speeches

REFERENCES

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- **Picture Germany flag:** *https://de.wikipedia.org/wiki/Flagge_Deutschlands* (Access: 01.07.2018)

- **Picture US flag:** *http://www.clker.com/clipart-waving-us-flag.html* (Access: 28.06.2018)

- **Portraits Clinton:** https://en.wikipedia.org/wiki/Hillary_Clinton (Access: 28.06.2018)

- **Portrait Trump:** https://en.wikipedia.org/wiki/File:Donald_Trump_official_portrait.jpg (Access: 28.06.2018)

- **Speech Donald Trump:** *http://time.com/3923128/donald-trump-announcement-speech/* (Access: 28.06.2018)

- **Speech Hillary Clinton:** *https://edition.cnn.com/2016/11/09/politics/hillary-clinton-concession-speech/index.html* (Access: 28.06.2018)

THANK YOU FOR YOUR ATTENTION!

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https://github.com/natiiih/systemsimulation_priebe.git