



TEXT MINING

PRESIDENTIAL ELECTION 2016: TRUMP VS. CLINTON

System Simulation | SS 2018 | Natalie Priebe  | 14.07.2018

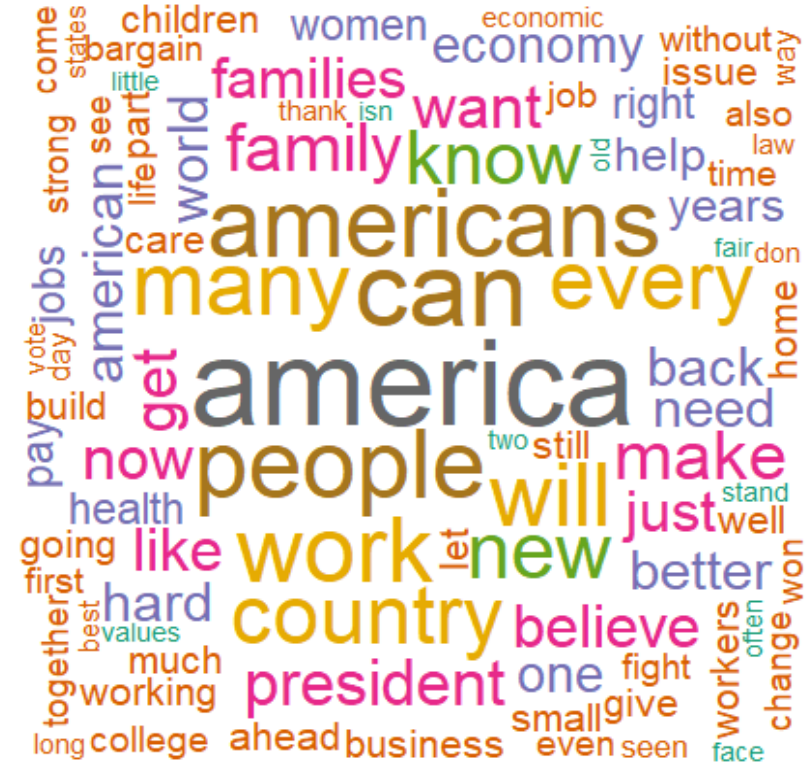
TRUMP **VS.** CLINTON



WORDCLOUDS



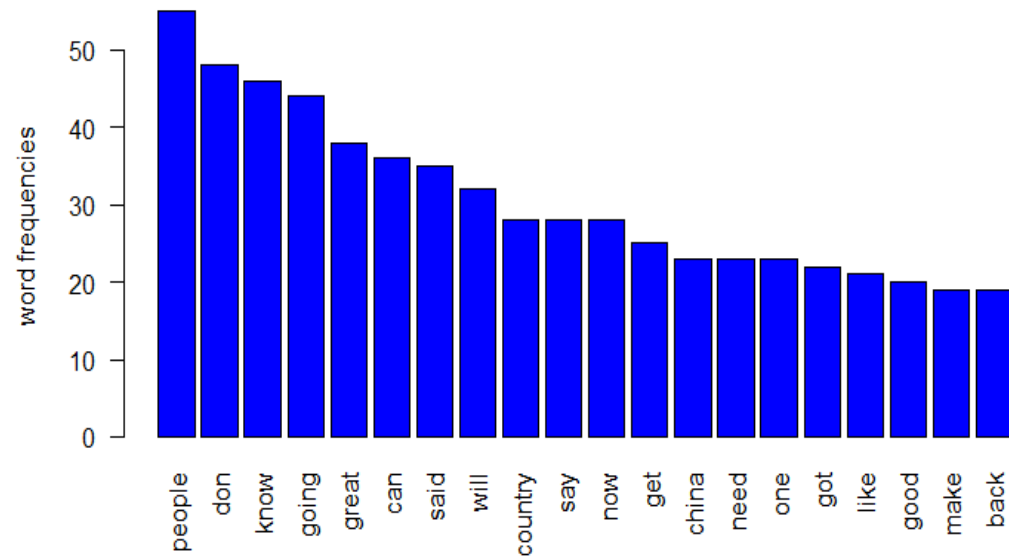
TRUMP



CLINTON

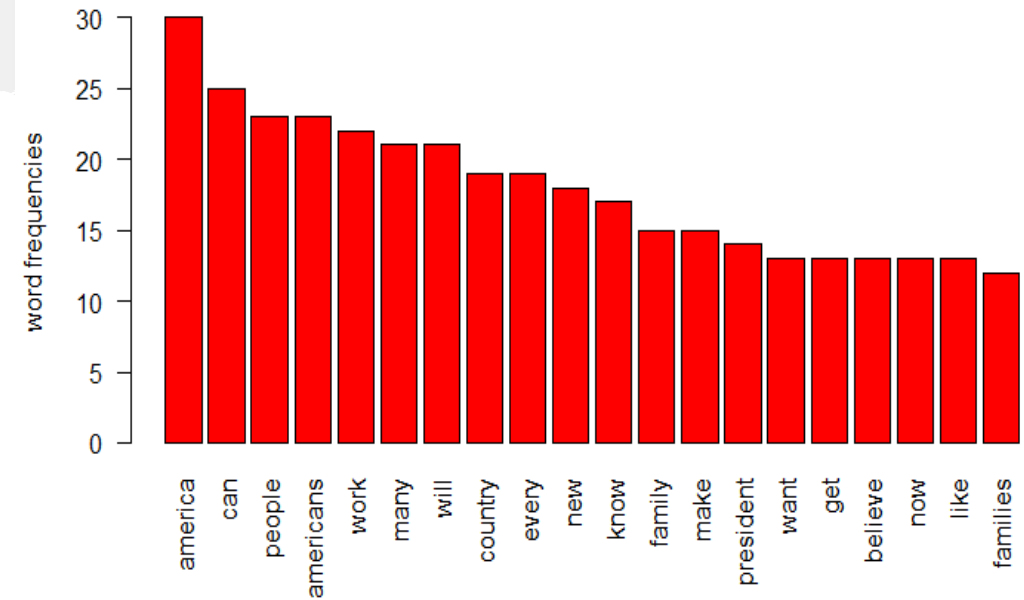
HISTOGRAMS

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
<ul style="list-style-type: none">• focus on money, military and other countries• more repetition on verbs and adjectives• fewer repetition of keywords• style: hard, strict and cool	<ul style="list-style-type: none">• focus on America, family and economy• more repetition on keywords• fewer repetition of verbs and adjectives• 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

- **Picture Clinton VS Trump:** <http://spillthatea.com/livestream-video-last-2016-presidential-debate-watch-hillary-clinton-vs-donald-trump/> (Access: 28.06.2018)
- **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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