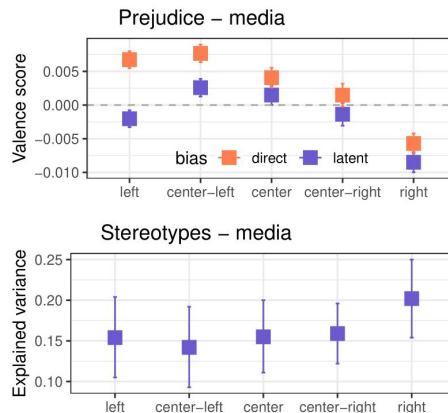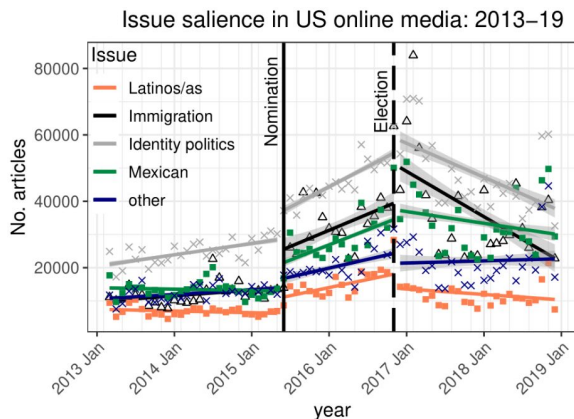# The Media During the Rise of Trump: Identity Politics, Immigration, "Mexican'" Demonization and Hate-Crime

Orestis Papakyriakopoulos[1], Ethan Zuckerman[2]

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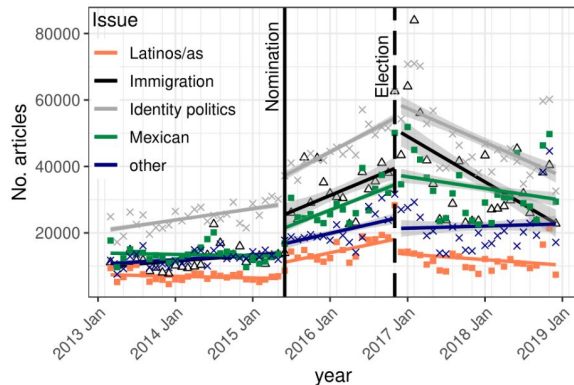
Issue salience in US online media: 2013–19

Prejudice – media

Stereotypes – media

Predicted: **Hate Crime Ratio**

	Estimate	Std. Error
Inequality index	-6.4e-04	6.4e-04
International immigration	3.2e-04	7.5e-04
Domestic immigration	4.3e-04	3.8e-04
White population	**1.1e-05***	4.7e-05
News$_{ID}$	**8e-10***	3.7e-10
valence$_{minorities}$	**-2.5e-07****	6.00e-08
Balanced Panel	n = 50, T = 5, N = 250	**F = 4.1****

- Analyzing over 54 million articles from U.S. media between 2013 and 2019 we locate a media narrative shift related to three issues that Trump focused on during his 2016 presidential campaign: immigration, Latin people, and identity politics.

- We develop word embedding techniques to measure prejudice and stereotypes in text. We locate an increase in biased speech that parallels Trump's rise to power, and a clear partisan pattern to this bias.

- Comparing articles related to Latinos/as, African Americans, Asian Americans, and Jewish Americans, we show that the most biased representations are found when the media uses the term "Mexicans," which Trump used as a blanket term for a diverse Latin population.

- We find that the media's focus on the new narratives and the intensity of biased representations are statistically associated with hate-crime incidents at the US state level. These results illustrate how media amenability to politicians' agenda-building can result in the discrimination of social groups, as well as how problematic media reporting is linked to real-world harms.
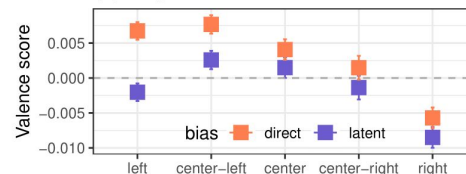
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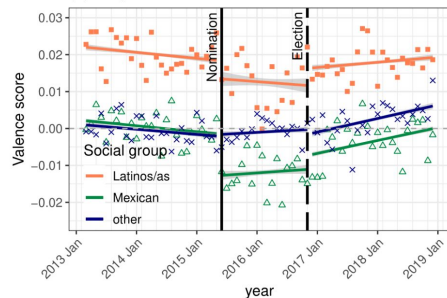Orestis Papakyriakopoulos, Ethan Zuckerman
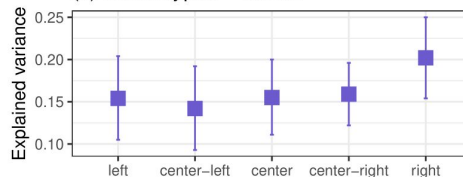
(a) Issue salience in US online media: 2013–19

(a) Prejudice – media

(b) Prejudice in US online media: 2013–19

(c) Stereotypes – media

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