

**Picturing Immigration: A Multimodal Computational Analysis of the 2024 U.S.
Presidential Campaign**

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Immigration was one of the most salient issues in the campaign agendas of U.S. presidential candidates during the 2024 elections. The Republican candidate, Donald Trump, promoted an anti-immigration position, while democratic candidates, Joe Biden and Kamala Harris, emphasized their support for stronger border security. A vast body of research has explored candidates' framing of immigration in past elections using text data from verbal communications. Candidates in the past election leveraged the virality of visual content to appeal to voters. Nevertheless, research has focused on the textual dimension of campaign communications, leaving the visual dimension understudied.

Thus, this research paper asks: How did candidates in the 2024 presidential campaign use images to communicate their immigration positions? We use computational multimodal analysis to examine the images posted by Donald Trump, Joe Biden, and Kamala Harris on their official Instagram and TikTok accounts from November 2023 until election day, on November 5, 2024. With this image corpus, we identify 1) the frequency with which candidates visually referenced immigration, 2) the frequency with which candidates used different image formats (memes, photographs, illustrations, etc), and 3) the most relevant immigration visual frames.