



What Voters Tweet About on Election Day

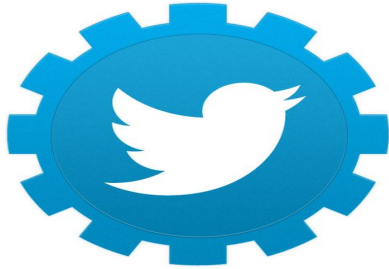
By Skyler Lehto

Background

- 113 million voted in 2018 midterms
- 24% of US adults use Twitter
- Est. ~5-6 million tweets about voting on 11/6/18
- What did they have to say?



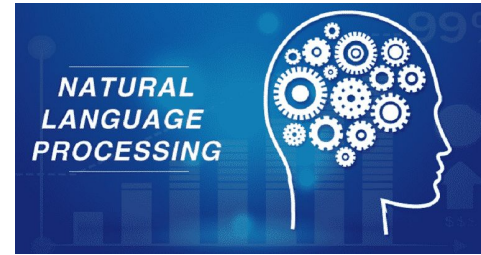
Data Collection and Preprocessing



**Scraped 18,000
election-day tweets
using Twitter API**



**Stored tweets as
documents in MongoDB**



**Used NLP techniques to
clean text data in tweets**

Data Analysis and Visualization

- Created document-term matrix from tweets
- Used NMF to identify top five topics

	aaa	aaaah	abandon	abandoning	abdullahi	abhorrent	abiding	abilene	ability	able	...
vote red vote red damn florida i live here vote red	0	0	0	0	0	0	0	0	0	0	...
what were thinking when someone eligible tells us theyre refusing to go vote	0	0	0	0	0	0	0	0	0	0	...
kids are allowed to vote that must be illegal	0	0	0	0	0	0	0	0	0	0	...
wake up get up get out there go vote	0	0	0	0	0	0	0	0	0	0	...



What Did Voters Tweet About?



1st topic: **Republican**

Topic 1

vote, right, like, republican, yall, time, im, red, did, just

2nd topic: **GOTV**

Topic 2

today, make, sure, red, voted, polls, voice, important, heard, remember

3rd topic: **Can't complain**

Topic 3

dont, forget, want, know, like, let, youre, care, just, complain

4th topic: **Election is today**

Topic 4

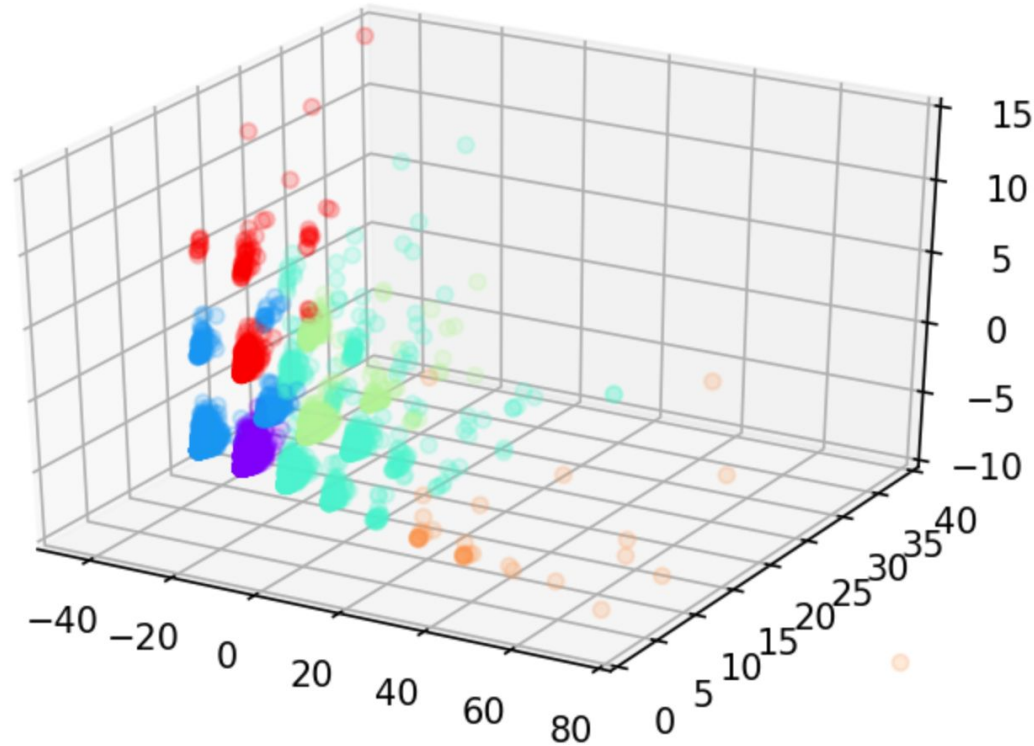
day, election, make, polls, polling, happy, todays, youre, open, sure

5th topic: **I voted!**

Topic 5

people, voting, just, im, right, voted, like, time, know, make

Voters' Tweets, Visualized





Conclusions

- Short documents can only tell so much
- Limited by what Tweeters divulge

VOTE

