Make Tweets Great (Again?)

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Data Sets

- Tweets sent to @realDonaldTrump between June 2017 and now
- Tweets using #MAGA between June 2017 and October 2017
- All in JSON
Question

How quickly does sentiment towards political operatives change, relative to their place in the social hierarchy?

As a Washington insider falls from grace, how quickly do those active in the #MAGA and @realDonaldTrump shift allegiance?

Did sentiment change towards Bannon before and after he was fired by Trump?

How does sentiment differ between @realDonaldTrump and #MAGA?

How does sentiment towards Comey change leading up to his book release?
Techniques

We use sentiment as a proxy for shifting allegiance.

We implement two methods of measuring sentiment:

- Mapping of Emojis to sentiment scores (*Novak*, 2015)
- Text-based sentiment analysis with the Python TextBlob library
Extremely preliminary results

Emojis that appear in Tweets sent to @RealDonaldTrump that contain the word ‘Bannon’
Steps

For @realDonaldTrump:

1. Using twarc as a library, Find all tweets containing the word ‘bannon’ (case insensitive) in the tweet text
2. In tweets containing ‘bannon’ find & print all emojis & count
3. In tweets containing ‘bannon’ find & print timestamp, identifier, Twitter handle, tweet content
4. Repeat for ‘Comey’

For #MAGA: Do the same just for ‘bannon’
Data Breakdown for @realDonaldTrump Tweets
Data Breakdown for #MAGA tweets
Emoji sentiment analysis - ‘Bannon’ in @RealDonaldTrump emoji tweets

Steve Bannon fired by Trump
Textblob sentiment analysis - ‘Bannon’ in @RealDonaldTrump emoji tweets

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Emoji sentiment analysis - ‘Bannon’ in #MAGA emoji tweets

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Textblob sentiment analysis - ‘Bannon’ in #MAGA emoji tweets

Steve Bannon fired by Trump

Bannon All @realDonaldTrump Tweets - Mean Sentiment from Textblob

Steve Bannon fired by Trump
Textblob sentiment analysis - ‘Bannon’ in @RealDonaldTrump emoji tweets

How are we feeling about Steve Bannon?
Emoji sentiment analysis - ‘Comey’ in @RealDonaldTrump emoji tweets

James Comey book released
Textblob sentiment analysis - ‘Comey’ in @RealDonaldTrump emoji tweets

James Comey book released
Comey All @realDonaldTrump Tweets - Mean Sentiment from Textblob

James Comey book released
Comey and Emoji - Sentiment from Textblob Rating

How are we feeling about James Comey?
Caveats & Limitations

- We don’t know the source of these sentiments (are they mad at DJT, or with him?)
- How people use emojis has changed very rapidly (emoji study was done in 2015)
- There are more positive emojis than negative emojis available
References

Gael Guibon, Magalie Ochs, Patric Bellot. From Emojis to Sentiment Analysis (2016) https://hal-amu.archives-ouvertes.fr/hal-01529708/document


Kralj Novak, Petra; Smailović, Jasmina; Sluban, Borut and Mozetič, Igor, 2015, Emoji Sentiment Ranking 1.0, Slovenian language resource repository CLARIN.SI, http://hdl.handle.net/11356/1048.


