



# Social Reaction to Donald Trump's Veteran Comments

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9/3-9/11 Report

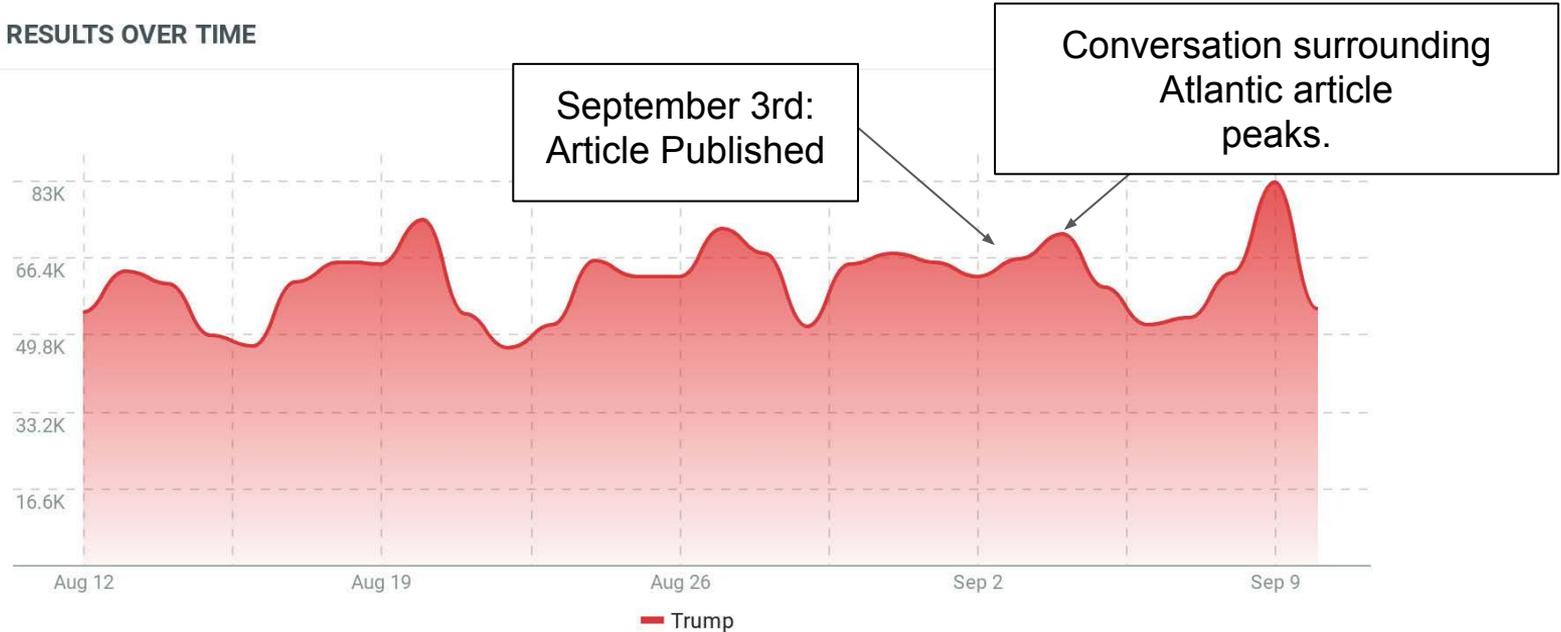
Research by Christina McDonnell

On September 3rd, 2020 The Alanantic published an article which claimed that Donald Trump referred to American soldiers who have died during service as “suckers” and “losers”. This report will follow the social media response to this breaking news.

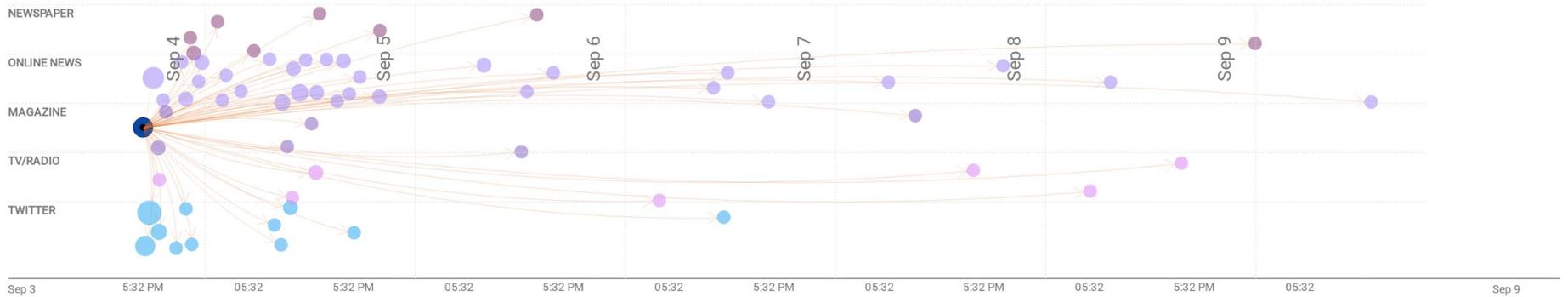
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# Initial Article Reaction

RESULTS OVER TIME



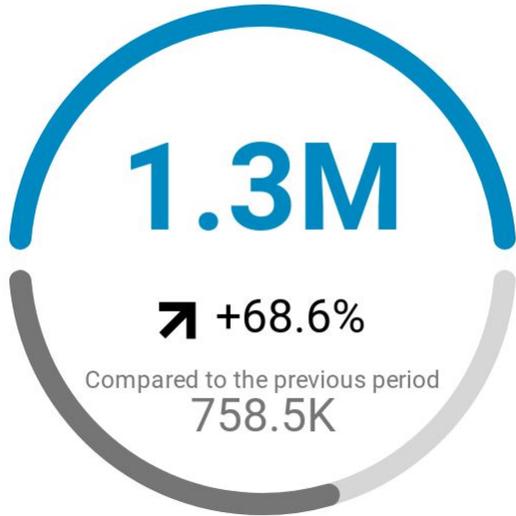
# Virality Map of Atlantic Article



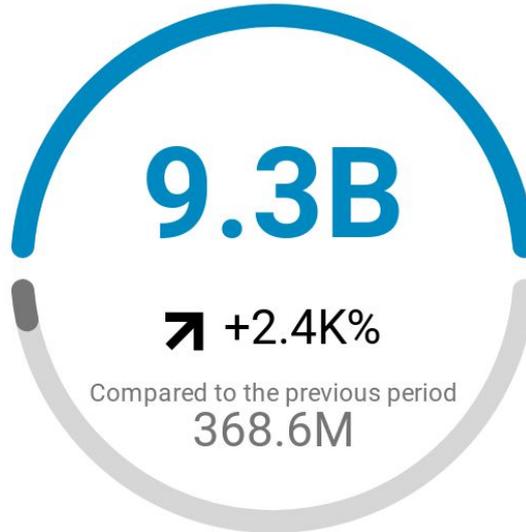
The news in this article spread rapidly across media types and remained in the news cycle for multiple days.

# Mentions of Trump's Comments

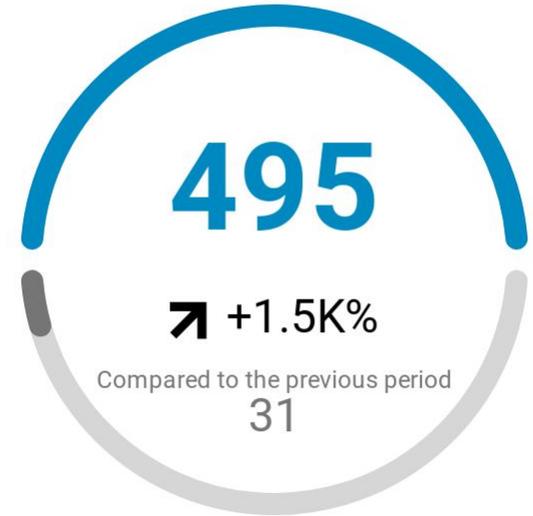
## Engagement



## Potential Reach



## Mentions



# Top Post in Last 30 days by Engagement

1.8M RESULTS



[Trump: Americans Who Died in War Are 'Losers' and...](#)

6.9M

Trump's understanding of concepts such as patriotism, service, and sacrifice have ... North Vietnamese. "He's not a war hero," Trump said in 2015 while running for the Republican...

aram | created a post | Magazine | 09/03/20 5:32 PM



[Trump nominated for Nobel Peace Prize by Norwegia...](#)

1.6M

President Trump: Israel and the UAE have agreed to finalize a historic peace agreement President Trump announces a ... further, praised Trump for withdrawing a large number of ...

jon decker fox news | created a post | TV/Radio | 09/08/20 3:38 PM



[More than two dozen children rescued in Georgia sex ...](#)

2.4M

...\$8.8 million Buckhead estate of Coca-Cola's former CEO 1,000+ RSVP for President Trump boat parades on Georgia lakes The suspects are now behind bars as state prosecutors...

tony thomas, wsb-tv updated | created a post | Online News | 08/27/20 6:03 PM



[Postal workers are sounding the alarm as mail sortin...](#)

1.6M

...not just business as usual at the United States Postal Service. While President Trump is publicly saying he plans to block funding for the USPS so that Democrats can't achieve their...

summer meza | created a post | Online News | 08/13/20 4:32 PM



[Pelosi fights back: 'The salon owes me an apology fo...](#)

1.8M

" She added: "The fact that they did this, and she came in, it's like a slap in the face." Meanwhile, President Trump weighed in, blasting the speaker for "constantly lecturing everyon..."

@BrookeSingman | created a post | TV/Radio | 09/02/20 4:21 PM



[Postal workers are sounding the alarm as mail sortin...](#)

1.5M

...not just business as usual at the United States Postal Service. While President Trump is publicly saying he plans to block funding for the USPS so that Democrats can't achieve their...

summer meza | created a post | Online News | 08/13/20 4:32 PM



[Trump encourages North Carolina residents to vote L...](#)

1.7M

...respond directly to questions about Trump's earlier comments. Trump made similar claims about mail-in ballots during his... At a rally in Colorado just days before he was elected...

lauren egan | created a post | TV/Radio | 09/02/20 6:28 PM



[Senate leaves until September without coronavirus rel...](#)

1.3M

...Facebook - The choice: Biden-Harris vs. Trump-Pence Trump grabs 'third rail' of politics with payroll tax pause On The... Max Rose (D-N.Y.), a freshman Democrat in a district T...

greg nash | created a post | Online News | 08/13/20 3:16 PM



[Trump announces 'Historic Peace Agreement' between...](#)

1.6M

...top headlines for August 13 President Trump on Thursday announced what he called a "Historic Peace Agreement" between ... friends, Israel and the United Arab Emirates" Trump...

@BrookeSingman | created a post | TV/Radio | 08/13/20 11:01 AM



[Fauci says there is 'no reason' Americans can't vote in...](#)

1.2M

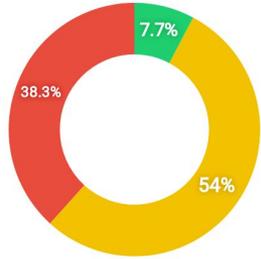
" Fauci's comments come amid the mail-in voting battle — with President Trump and Republicans for months warning that the ... voting laws in response to the pandemic. Trump, du...

@BrookeSingman | created a post | TV/Radio | 08/14/20 9:58 AM



9/2

### Share of Sentiment



- ↘ 2.7% Positive
- ↘ 2.3% Neutral
- ↘ 9.9% Negative

### Net Sentiment

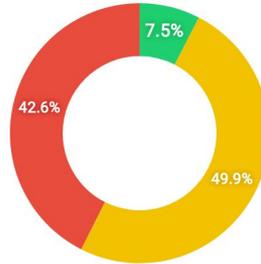
**-66.4%**

↗ 3%

Compared to the previous period

9/3

### Share of Sentiment



- ↗ 2.9% Positive
- ↘ 2.4% Neutral
- ↗ 17.4% Negative

### Net Sentiment

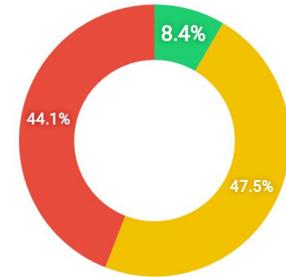
**-69.9%**

↘ 5.3%

Compared to the previous period

9/4

### Share of Sentiment



- ↗ 20.2% Positive
- ↗ 2.3% Neutral
- ↗ 11.3% Negative

### Net Sentiment

**-67.9%**

↗ 2.9%

Compared to the previous period

The day the Atlantic article was posted Donald Trump saw a decrease in sentiment but within a day his sentiment had rebounded.

# Overall Insights

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- Since the publishing of the Atlantic article on September 3rd there has been conversation across all types of media, however this conversation has not significantly impacted Donald Trump's net sentiment.
  - Trump saw a spike in conversation surrounding his comments following the publishing of the article.
  - Over the past 30 days the top article by engagement was the Atlantic article.
  - Terms like surrounding topics like "military", "losers", and "veterans" are all top themes surrounding Trump over the past week.
  - Although there was a slight dip in Trump's net sentiment directly following the release of the article it rebounded by the next day.