



# Culture War

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9/3-10/2



Research by Rosalie Garcia, Christina McDonnell, and Ryan Young

# Topics

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- Racism
- Xenophobia
- Sexism



# Racism

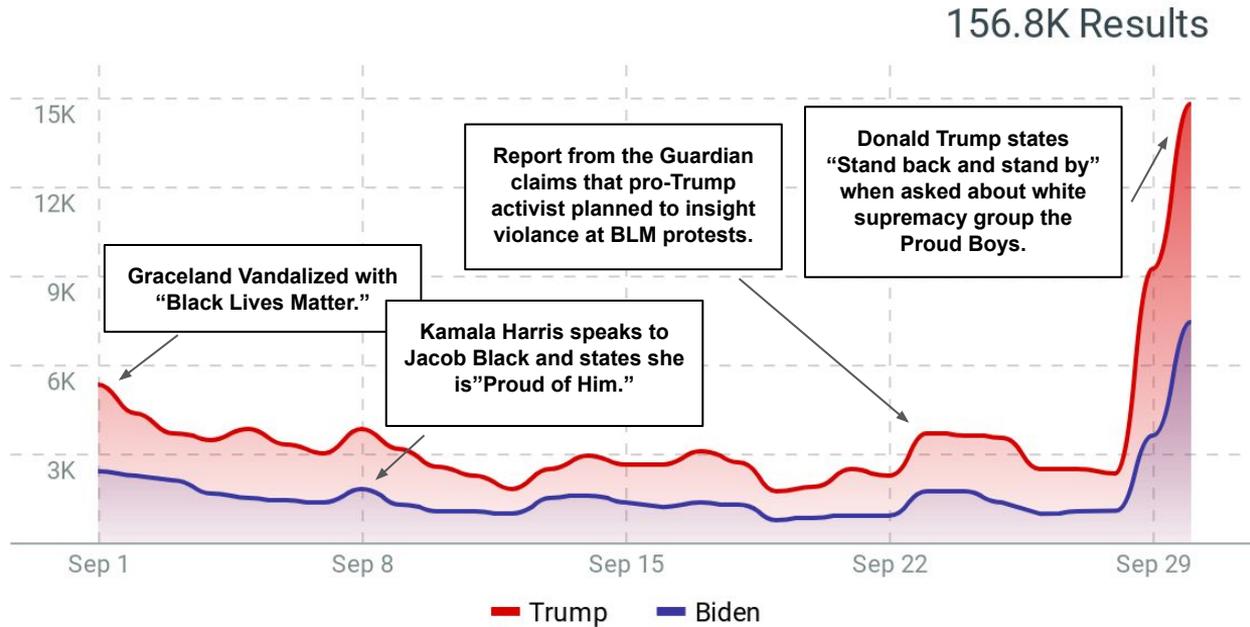
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All data collected in this section of the report is viewed through the lens of content containing racism comments pertaining to Donald Trump or Joe Biden.

# Conversation Regarding Racism Over the Past 30 Days

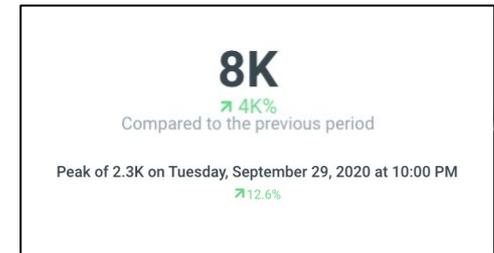
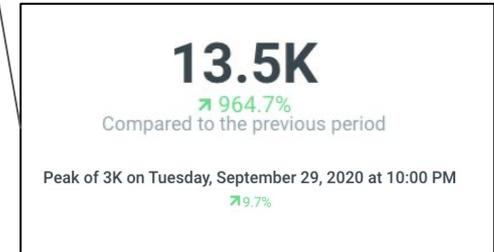
## RESULTS OVER TIME

by Topics



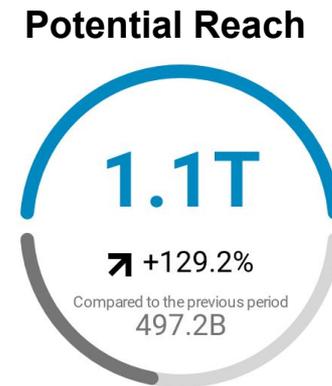
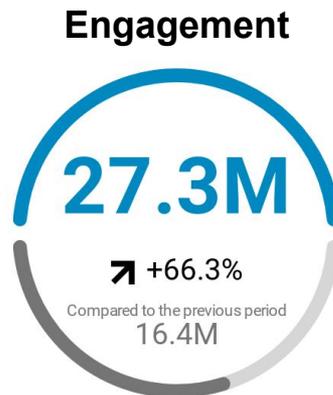
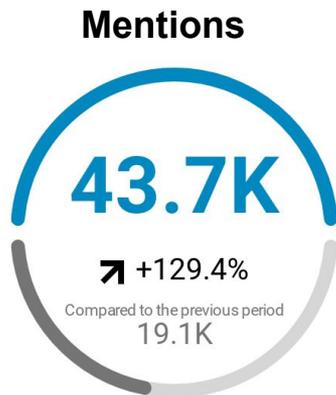
# Spike in Conversation Surrounding the Proud Boys Following Donald Trump's Comments when asked to Condemn White Supremacy

**“Proud Boys, stand back and stand by.”-Donald Trump**

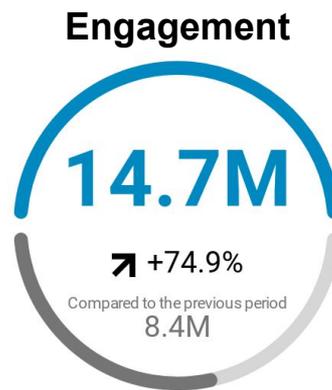
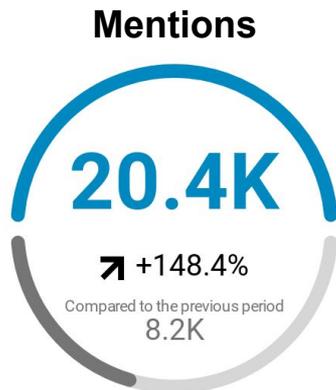


# Conversation Regarding Racism associated with Each Candidate (7 Day period)

Donald Trump

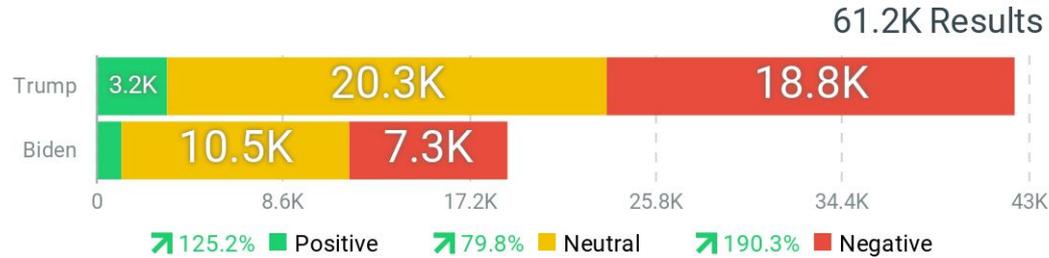


Joe Biden



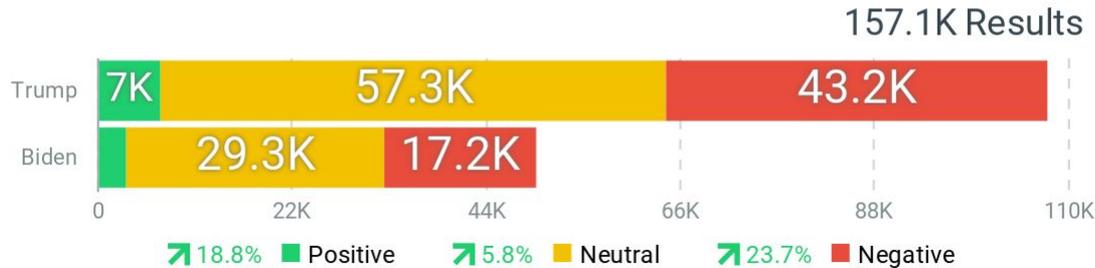
# Racism Sentiment for Donald Trump and Joe Biden

7 Days



**Over a 7 day period and a 30 day period Donald Trump has 18.8K and 43.2K negative mentions compared to Biden having only 7.3K and 17.2K negative mentions.**

30 Days



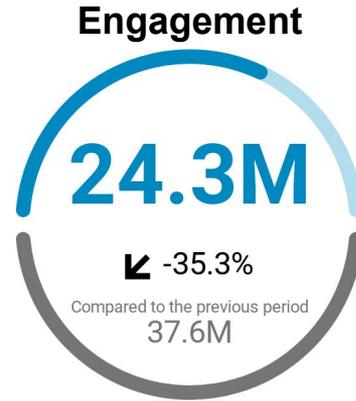
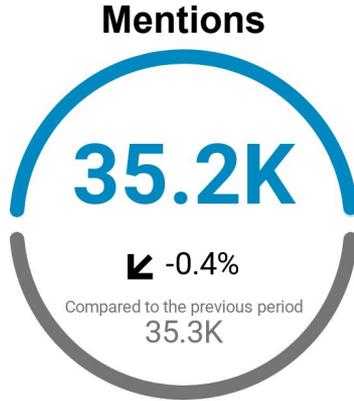
# Xenophobia

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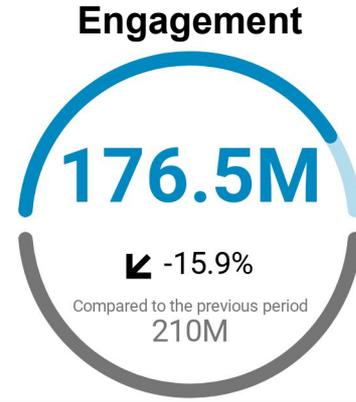
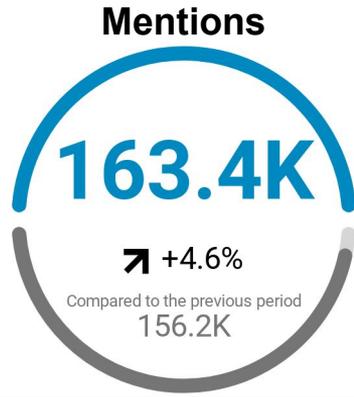
All data collected in this section of the report is viewed through the lens of content containing xenophobic comments pertaining to Donald Trump or Joe Biden.

# Total Volume for Donald Trump and Joe Biden

7 Days



30 Days



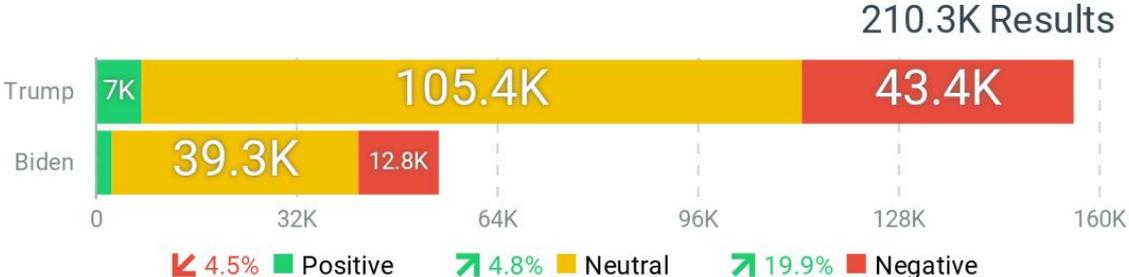
# Xonophobia Sentiment for Donald Trump and Joe Biden

7 Days



**Over a 7 day period and a 30 day period Donald Trump has 9.5K and 43.5K negative mentions compared to Biden having only 3.5K and 12.8K negative mentions.**

30 Days





# Sexism

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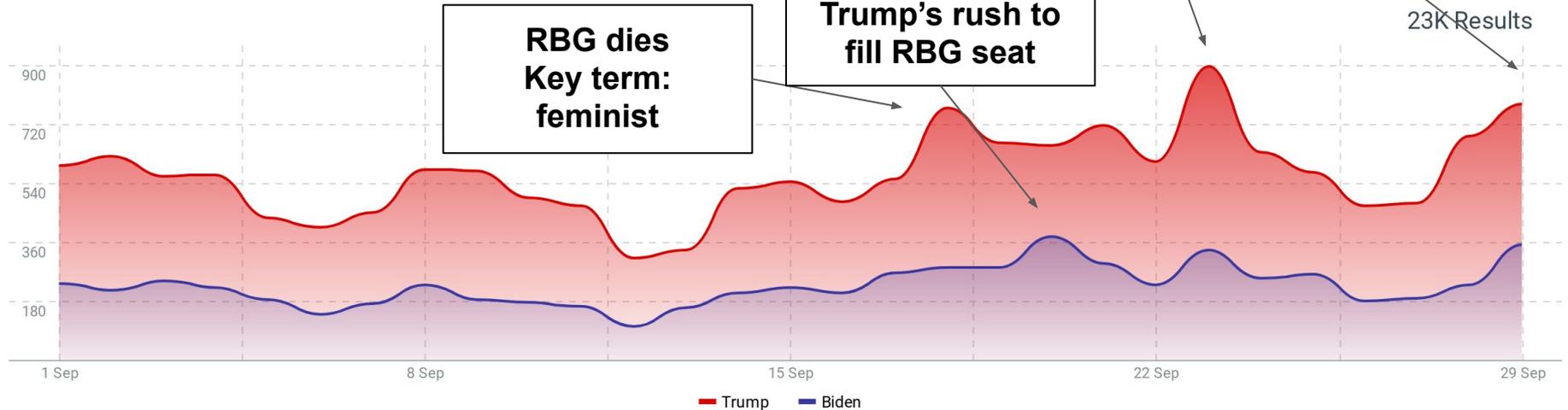
All data collected in this section of the report is viewed through the lens of content containing sexist comments pertaining to Donald Trump or Joe Biden.

# Mentions

Throughout the month of September, most criticism of Biden is around previous racist policies he's supported, while criticism of Trump focuses around racism *and* sexism. This is not to say conversation about Biden completely lacks these themes.

RESULTS OVER TIME

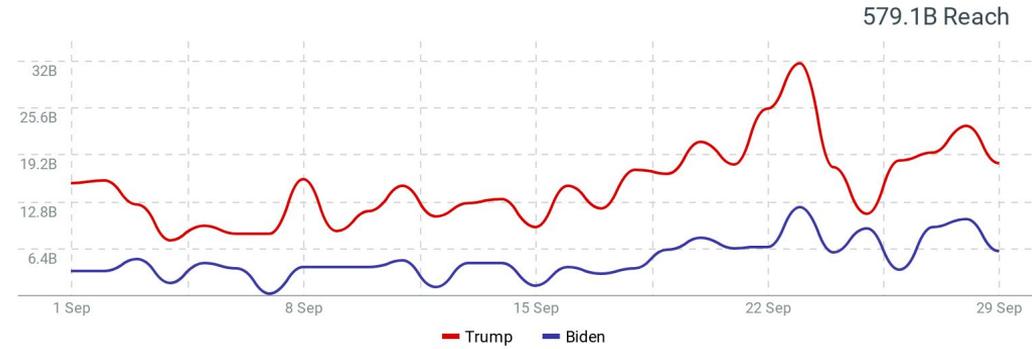
by Topics



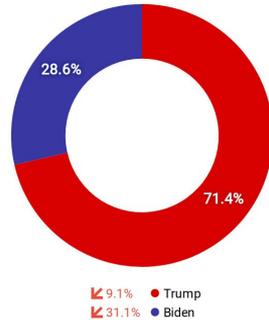
# Reach and Engagement

Most conversation surrounding Trump receives higher reach and engagement because he's such a controversial figure. Notably, the engagement of both candidates, despite the massive spike for Trump after RBG died, is nearly identical.

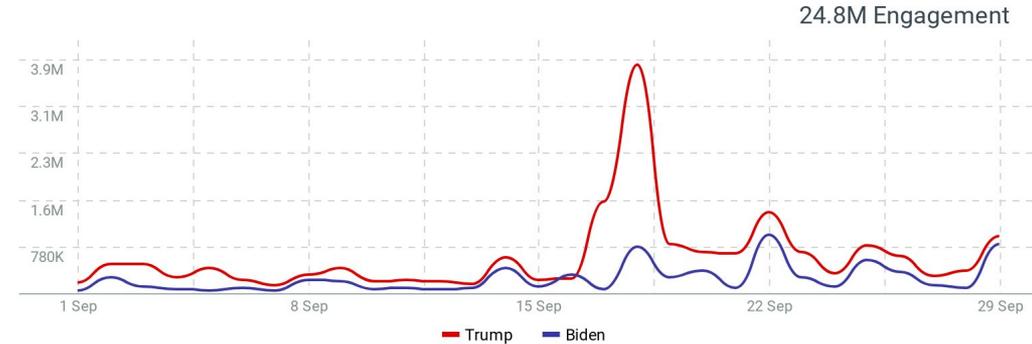
### REACH OVER TIME



### SHARE OF TOPICS



### ENGAGEMENT OVER TIME

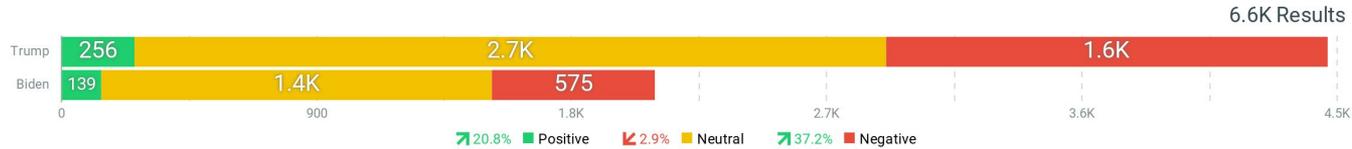


# Sexism Sentiment for Donald Trump and Joe Biden

## 7 Days

### SENTIMENT

by Topics

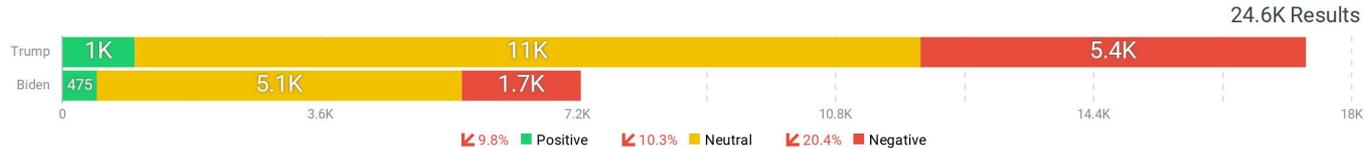


Over a 7 day period and a 30 day period Donald Trump has 1.6 K and 5.4 K negative mentions compared to Biden having only 575 and 1.7K negative mentions.

## 30 Days

### SENTIMENT

by Topics



# Overall Insights

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- Racism:
  - Conversation surrounding Racism in the United States mentions Donald Trump over 4 times as often as it mentions Joe Biden
  - Donald Trump's comments regarding the "Proud Boys" organization created a massive spike in conversation about the group and white supremacy in general
- Xenophobia:
  - Donald Trump is associated with Xenophobia at a clip of 3x the volume than Joe Biden
- Sexism
  - Overall feelings toward both candidates with the sexism filter on is overwhelmingly negative, however Trump's negative sentiment is 2x the volume of Biden