



Culture War

9/3-10/2



Research by Rosalie Garcia, Christina McDonnell, and Ryan Young

Topics

- Racism
- Xenophobia
- Sexism



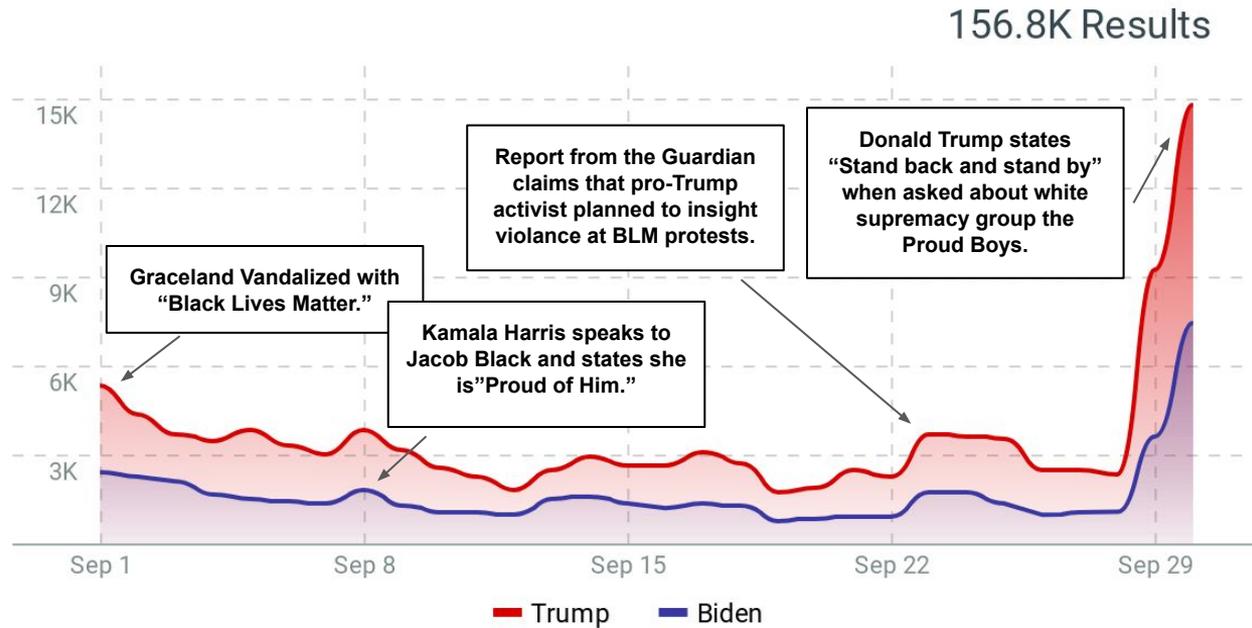
Racism

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

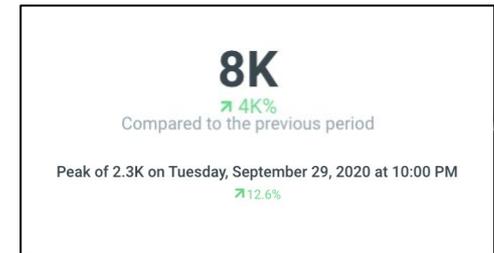
RESULTS OVER TIME

by Topics



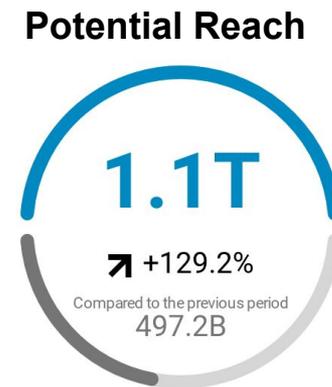
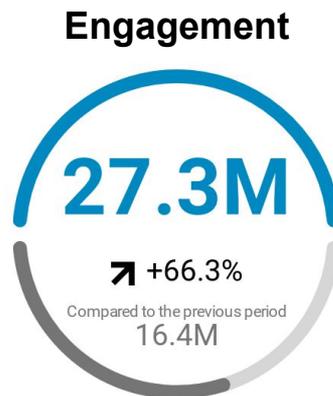
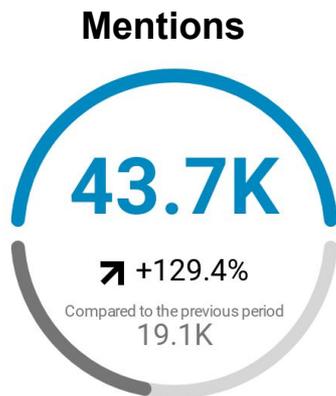
Spike in Conversation Surrounding the Proud Boys Following Donald Trump's Comments when asked to Condemn White Supremacy

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

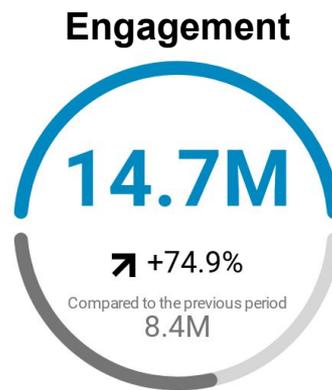
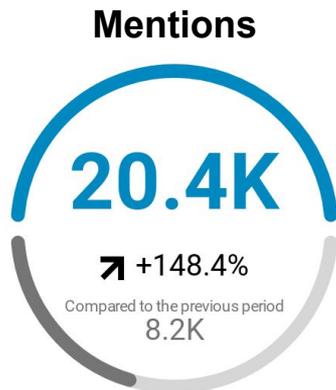


Conversation Regarding Racism associated with Each Candidate (7 Day period)

Donald Trump

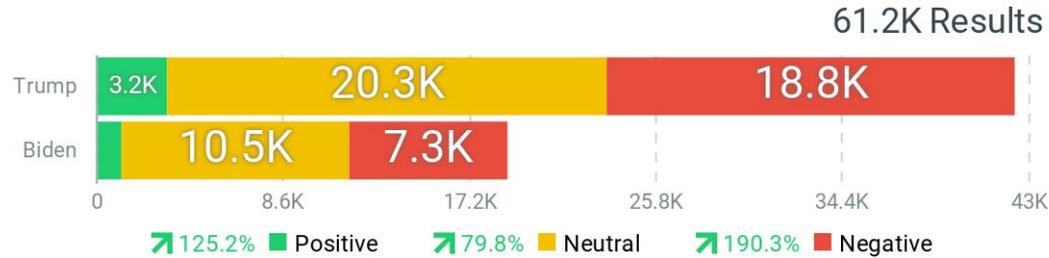


Joe Biden

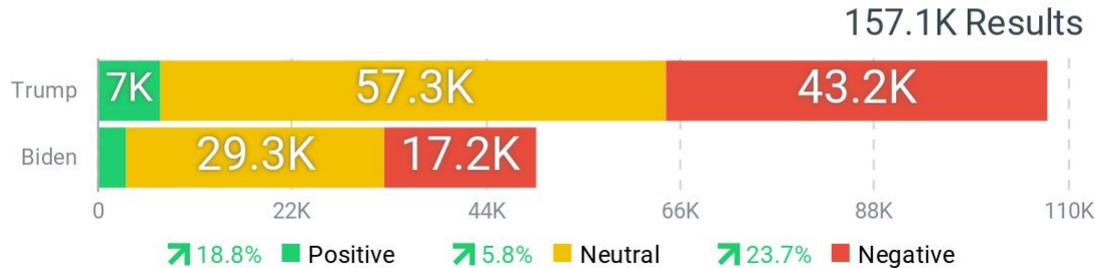


Racism Sentiment for Donald Trump and Joe Biden

7 Days



30 Days



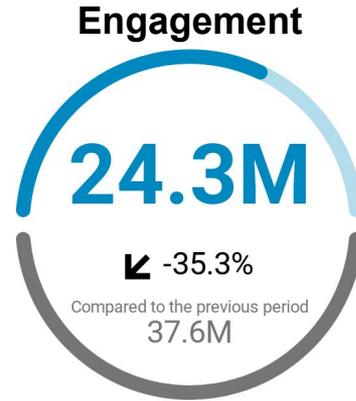
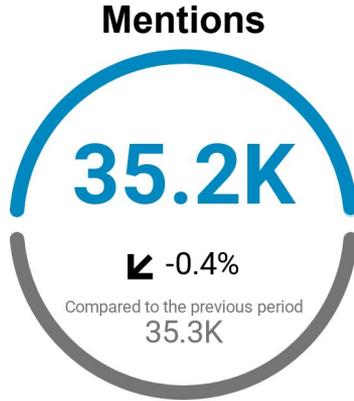
Over a 7 day period and a 30 day period Donald Trump has 18.8K and 43.2K negative mentions compared to Biden having only 7.3K and 17.2K negative mentions.

Xenophobia

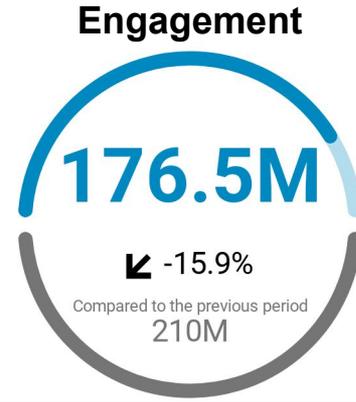
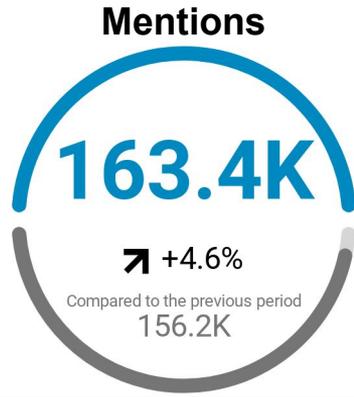
All data collected in this section of the report is viewed through the lens of content containing xenophobic comments pertaining to Donald Trump or Joe Biden.

Total Volume for Donald Trump and Joe Biden

7 Days



30 Days



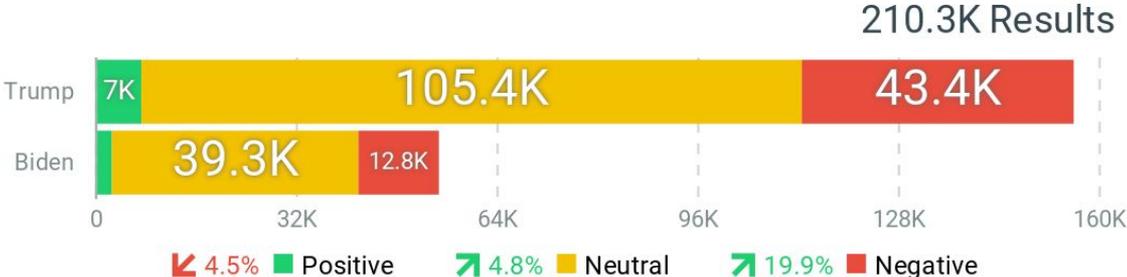
Xonophobia Sentiment for Donald Trump and Joe Biden

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

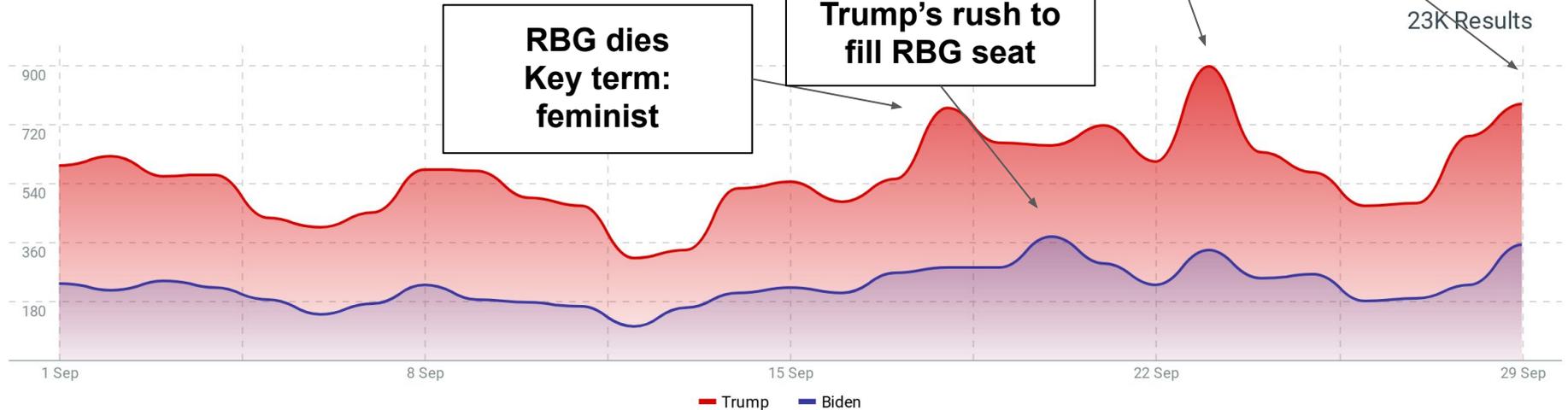
All data collected in this section of the report is viewed through the lens of content containing sexist comments pertaining to Donald Trump or Joe Biden.

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

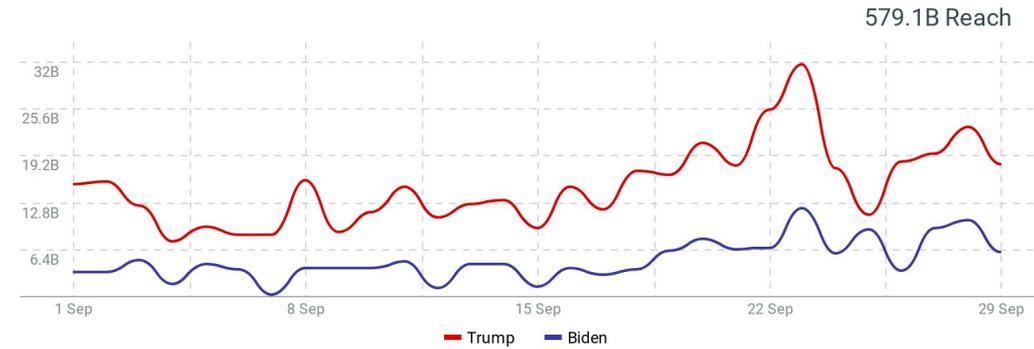
by Topics



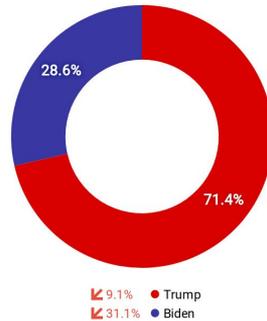
Reach and Engagement

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.

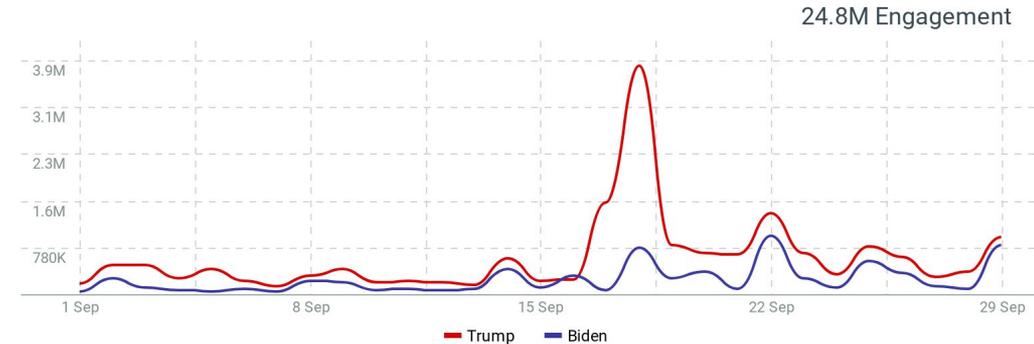
REACH OVER TIME



SHARE OF TOPICS



ENGAGEMENT OVER TIME

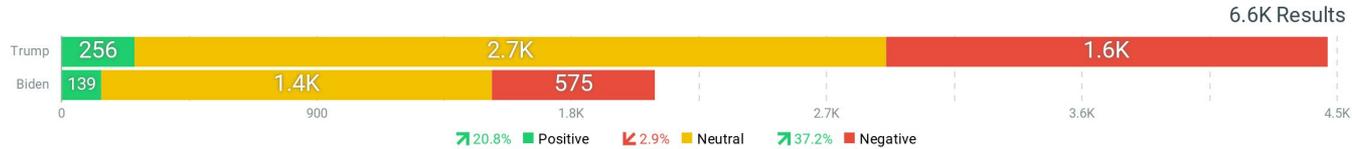


Sexism Sentiment for Donald Trump and Joe Biden

7 Days

SENTIMENT

by Topics

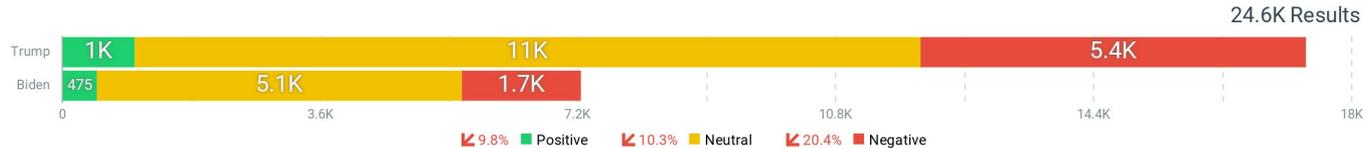


Over a 7 day period and a 30 day period Donald Trump has 1.6 K and 5.4 K negative mentions compared to Biden having only 575 and 1.7K negative mentions.

30 Days

SENTIMENT

by Topics



Overall Insights

- 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