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.
Convocation Regarding Racism Over the Past 30 Days

Graceland Vandalized with “Black Lives Matter.”

Kamala Harris speaks to Jacob Black and states she is “Proud of Him.”

Donald Trump states “Stand back and stand by” when asked about white supremacy group the Proud Boys.

Report from the Guardian claims that pro-Trump activist planned to incite violence at BLM protests.
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
- Mentions: 43.7K (+129.4% compared to the previous period 19.1K)
- Engagement: 27.3M (+66.3% compared to the previous period 16.4M)
- Potential Reach: 1.1T (+129.2% compared to the previous period 497.2B)

Joe Biden
- Mentions: 20.4K (+148.4% compared to the previous period 8.2K)
- Engagement: 14.7M (+74.9% compared to the previous period 8.4M)
- Potential Reach: 339.2B (+109.9% compared to the previous period 161.6B)
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

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.
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

- **Mentions**
  - 35.2K
  - -0.4%
  - Compared to the previous period: 35.3K

- **Engagement**
  - 24.3M
  - -35.3%
  - Compared to the previous period: 37.6M

- **Potential Reach**
  - 918.8B
  - -2.4%
  - Compared to the previous period: 941.3B

30 Days

- **Mentions**
  - 163.4K
  - +4.6%
  - Compared to the previous period: 156.2K

- **Engagement**
  - 176.5M
  - -15.9%
  - Compared to the previous period: 210M

- **Potential Reach**
  - 4.1T
  - +7.9%
  - Compared to the previous period: 3.8T
Xenophobia 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.
Donald Trump controls almost all the conversation surrounding Xenophobia. Joe Biden is not even a major theme when people mention anything about Xenophobia.
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

RBG dies

Key term: feminist

Busy news day; Trump makes dig at Meghan Markle

Key terms: misogynist(ic)

Day after debate. Sexism related terms are low, most mentions follow ‘proud boys.’

Biden and Democrats condemn Trump’s rush to fill RBG seat

23K Results
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.
Sexism Sentiment for Donald Trump and Joe Biden

7 Days

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

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.
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.