



Welcome, Willkommen, Bienvenue



Northeastern University



# US Internet users would rather vote Trump

Computers are monitoring the US presidential election

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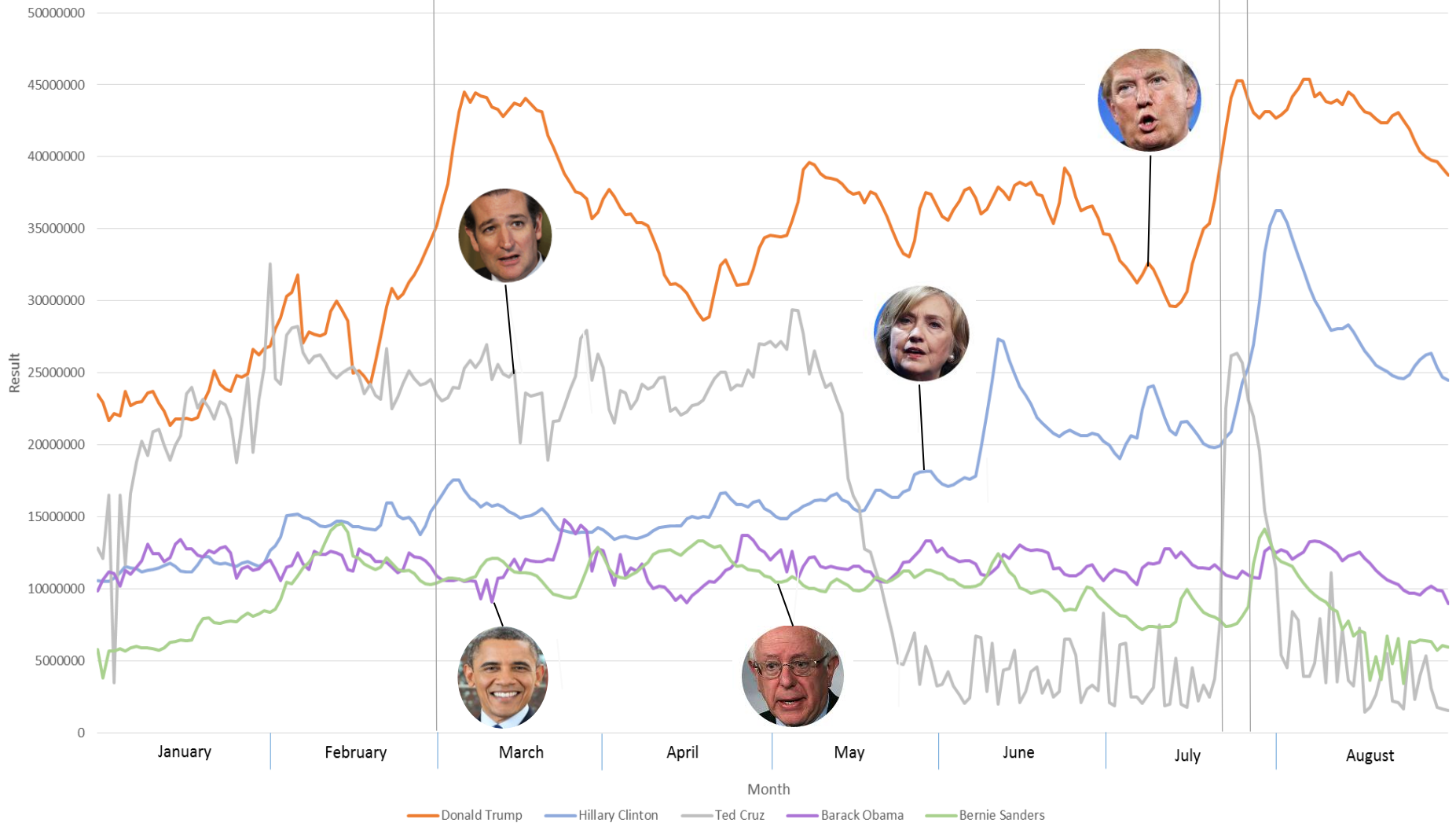
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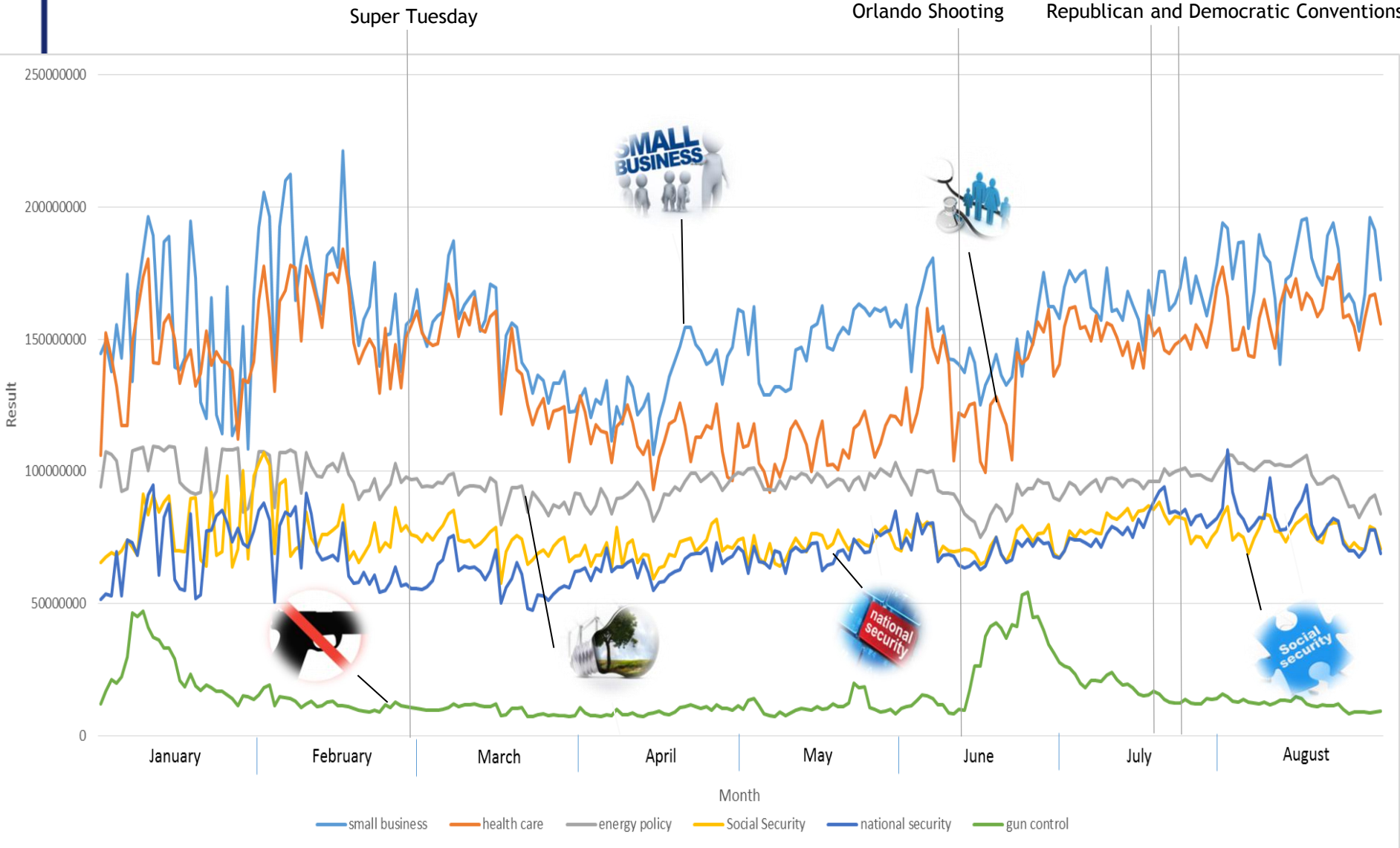
# Candidates - USA - Jan / Aug 2016

Super Tuesday

Republican and Democratic Conventions



# US main topics Jan-Aug 2016



# The campaign websites

About Act Issues Shop More En Español



If you're with her, chip in to support Hillary now.

Chip in today

\$5 \$15 \$25 \$100

We put Hillary Clinton and Donald Trump's economic plans side by side...

The vintage photos behind President Clinton's story of falling in love...

112 reasons (and counting!) Hillary Clinton should be our next...

8 things you need to know about Tim Kaine, your next vice president

Donate

TRUMP PENCE

POSITIONS GET INVOLVED MEDIA SHOP CONTRIBUTE

America is Back  
I am Your Voice

\$10 \$25 \$50 \$100

Contribute

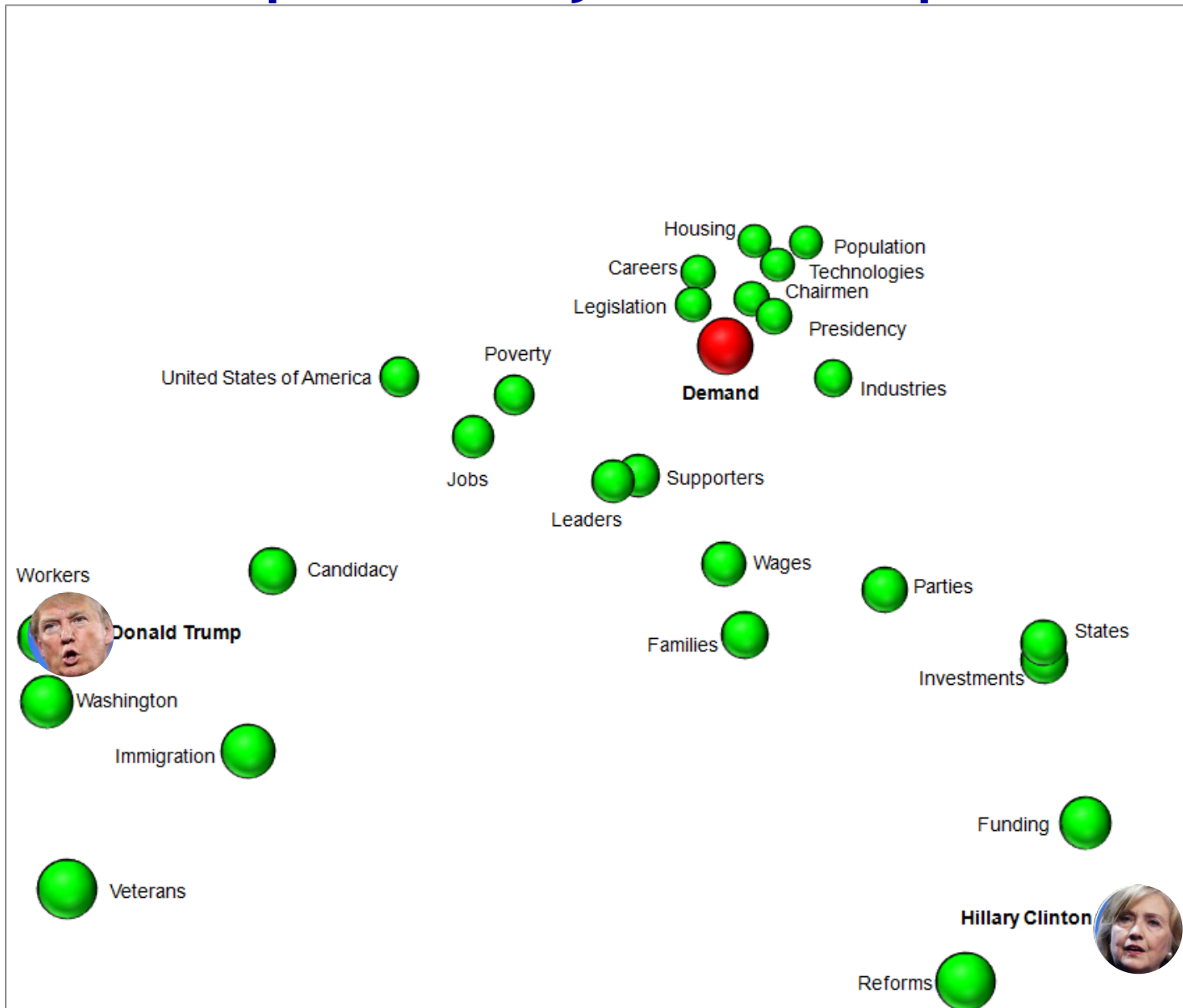
It's a very exciting time for America. Your voices represent a bright new future for our great nation full of more opportunities for everyone, not just a select few. Together, we have created a movement that continues to gain momentum. Together, we are making history. Together, we are bringing back the American Dream. The time is now. Together, we WILL Make America Great Again!

Be the first to know

Sign up to receive the most up-to-date Team Trump news, announcements and event information.

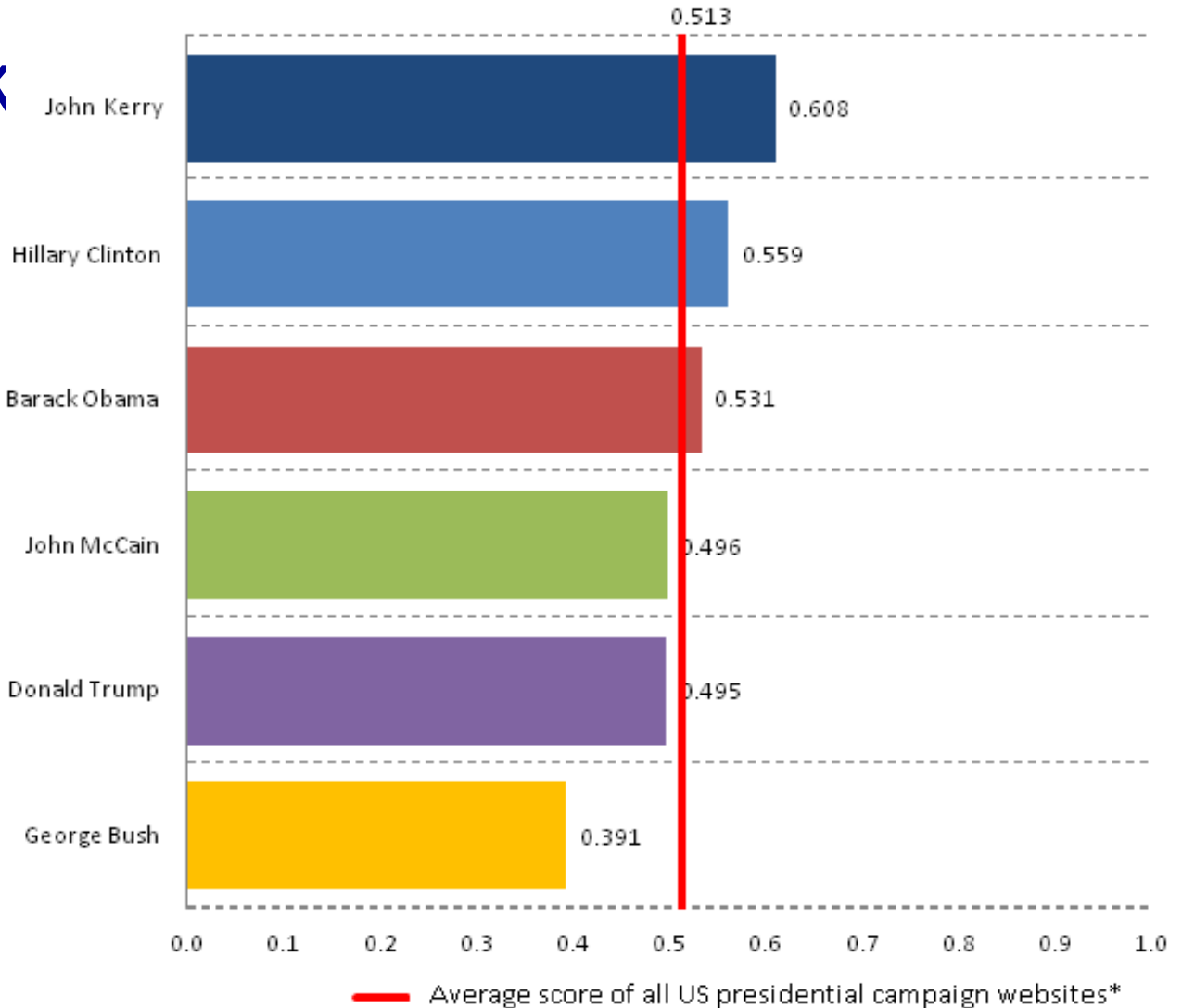
Email Address\* Zip Code I'm In

# Thematic proximity of Trump / Clinton



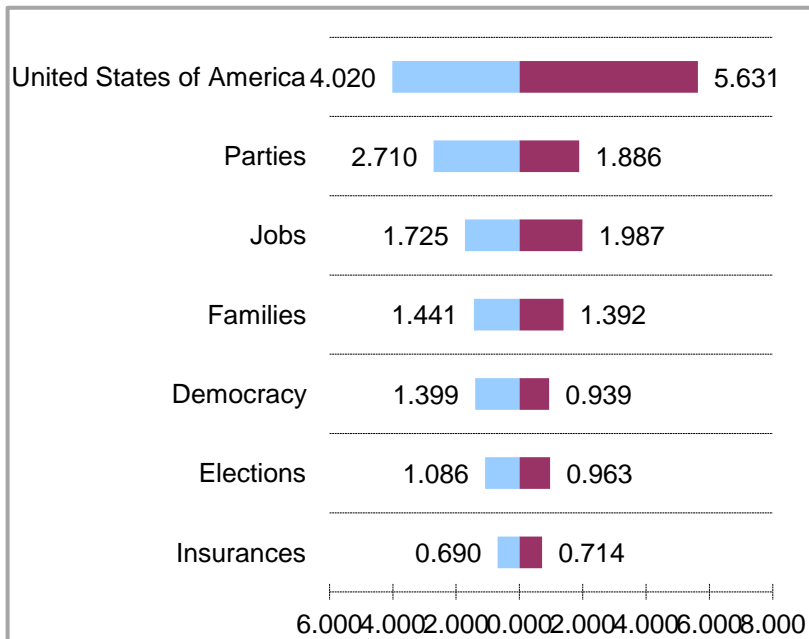
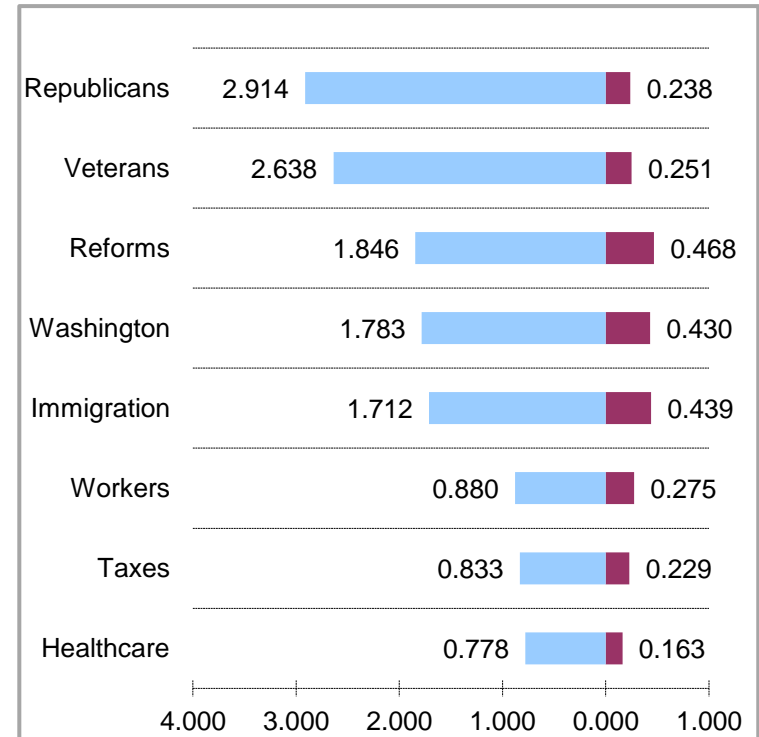
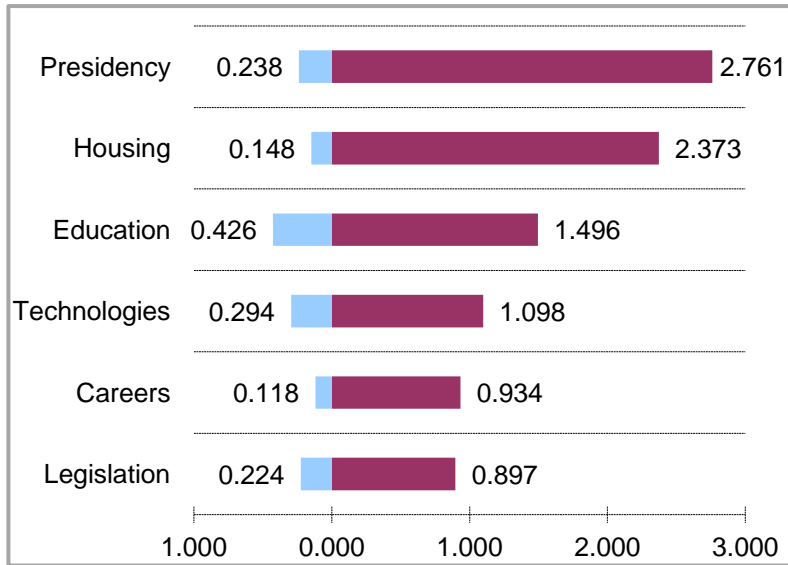
# Campaign benchmark & Proximity to demand

How closely do the campaign websites meet the user's search requests?  
(Scale from 0 to 1)



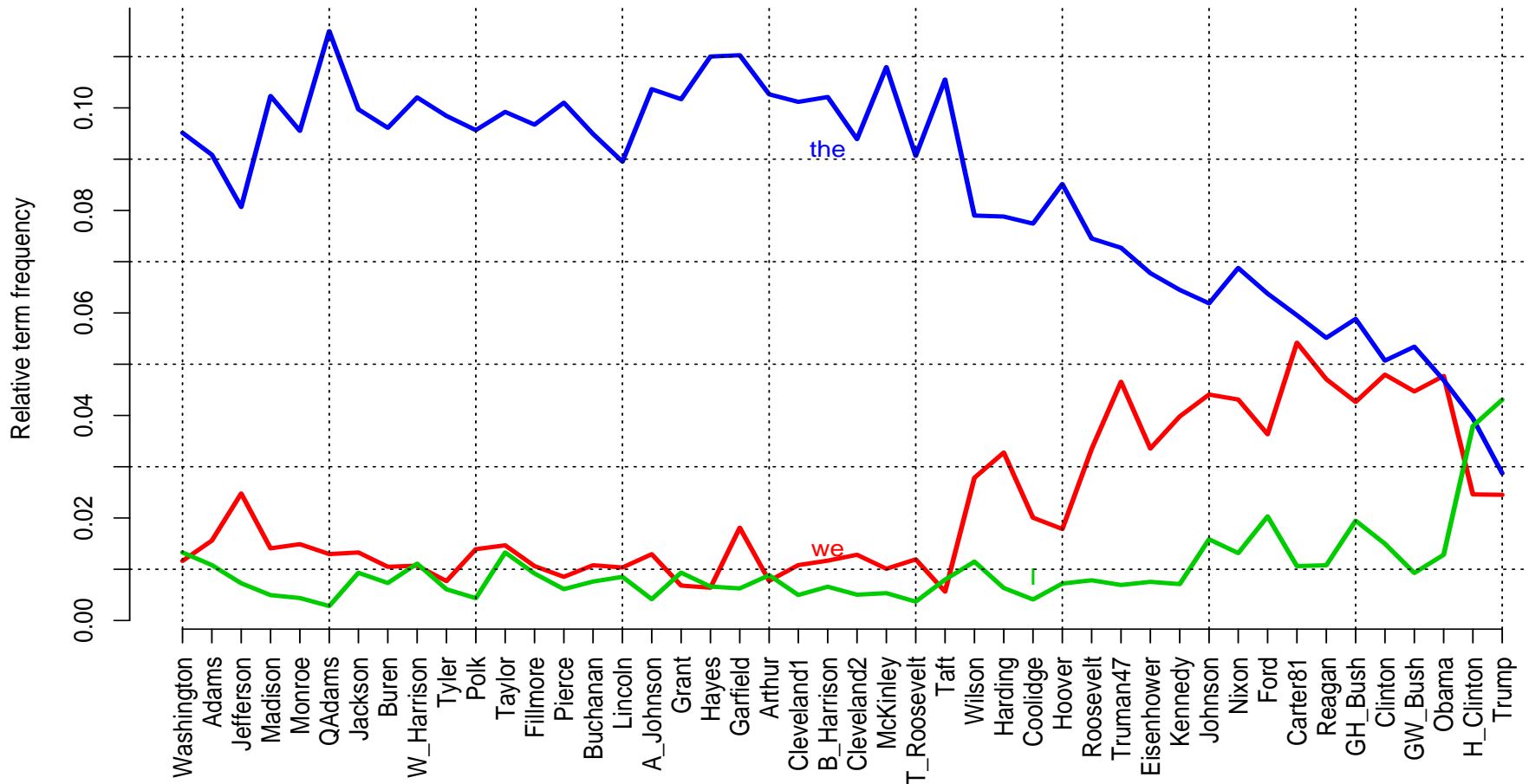


# Supply & Demand of Main Topics



# Evolution of Pronouns & Articles

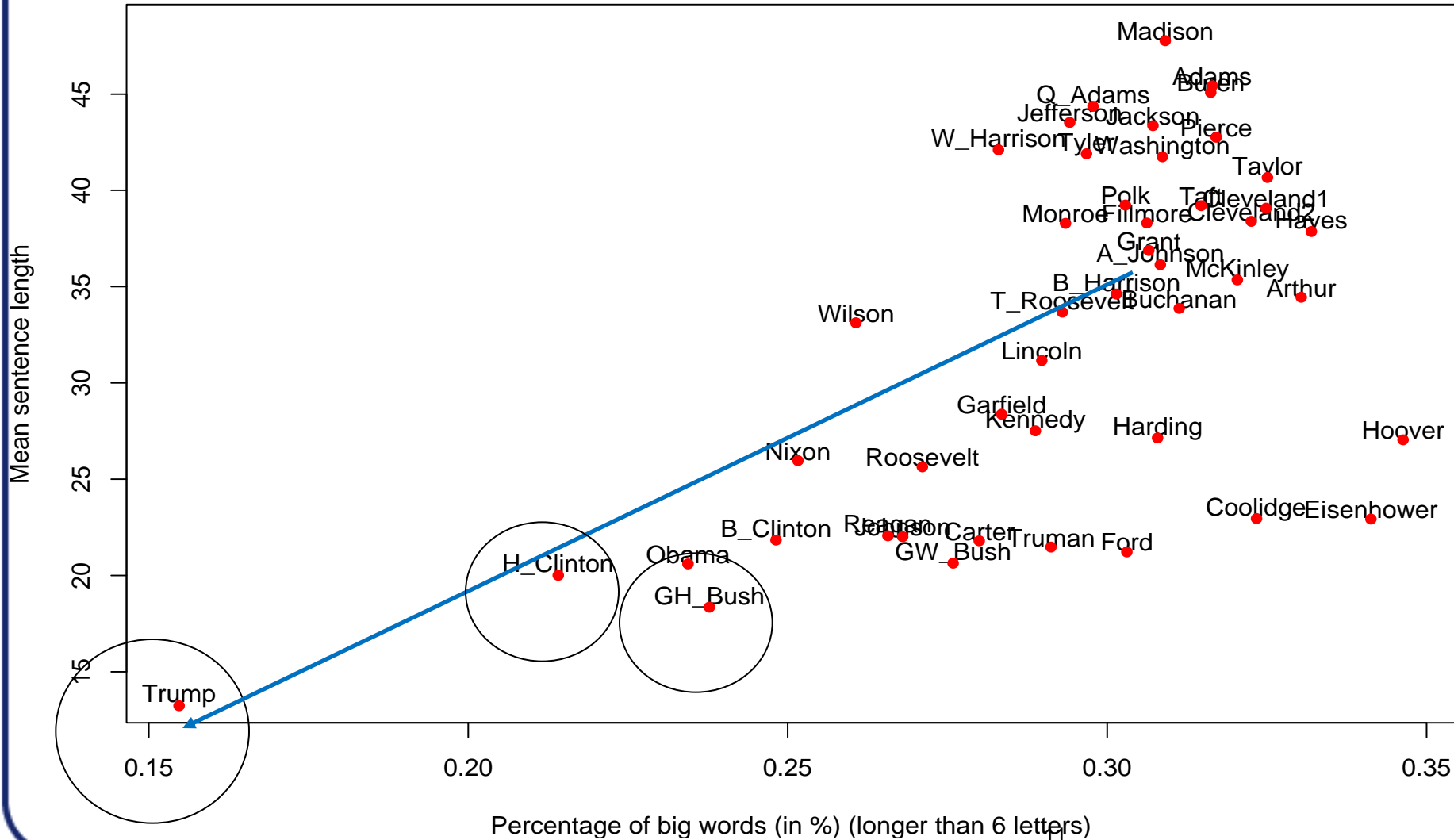
Evolution of the frequency of some functional words in presidential & electoral speeches



Pennebaker, J.W. (2011). The Secret Life of Pronouns. What our Words say about us. New York: Bloomsbury Press.

# Compare to ...

Comparison of Mean sentence length vs.  
Percentage of big words (in %) (longer than 6 letters)



# Lexical & Semantic Clusters

Groups of words with similar meaning.

Perception of the people

Feminity	Cognitive Complexity	Presidentiability
H. Clinton <b>9.4</b>	D. Trump 8.6	H. Clinton <b>- 6.5</b>
D. Trump 0.6	H. Clinton 7.2	D. Trump <b>- 8.3</b>
G.W. Bush <b>+7.6</b>	W. Wilson 6.4	G. Washington 2.5
A. Lincoln <b>- 2.8</b>	H. Bush <b>-5.1</b>	B. Obama <b>- 5.5</b>

Slatcher, R.B., Chung, C.K., Pennebaker, J.W., & Stone, L.D. (2007). Winning Words: Individual Differences in Linguistic Style among US Presidential and Vice Presidential Candidates. *Journal of Research in Personality*, 41, 63-75.

# Specific Sentences

**H. Clinton, July 13th, 2015**

“We can't create enough jobs and new businesses without more growth, and we can't build strong families and support our consumer economy without more fairness.”

**D. Trump, March 10th, 2016**

“They don't like seeing bad trade deals, they don't like seeing higher taxes, they don't like seeing a loss of their jobs where our jobs have just been devastated.”

# The UMUSE project team

Dr. Nada Naji



Prof. Jacques  
Savoy



Mikael  
Gasparyan



Dr. Christoph Glauser



Jürg Beutler Ing.



Joel Keller

# The UMUSE project link

Short outlook to **UMUSE** and [www.ArgYou.com](http://www.ArgYou.com)

The link for graphics and media information:

<http://ifaa.ch/de/Medien-informationen>

<http://ifaa.ch/en/Media-information>

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# Thanks, Merci, Danke