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Northeastern University

US Internet users would rather vote Trump

Computers are monitoring the US presidential election

Northeastern University, Boston, Nada Naji
University of Neuchâtel, Jacques Savoy, Mikael Gasparyan
IFAAR, Institute for Applied Argumentation Research, Christoph Glauser, Joel Keller

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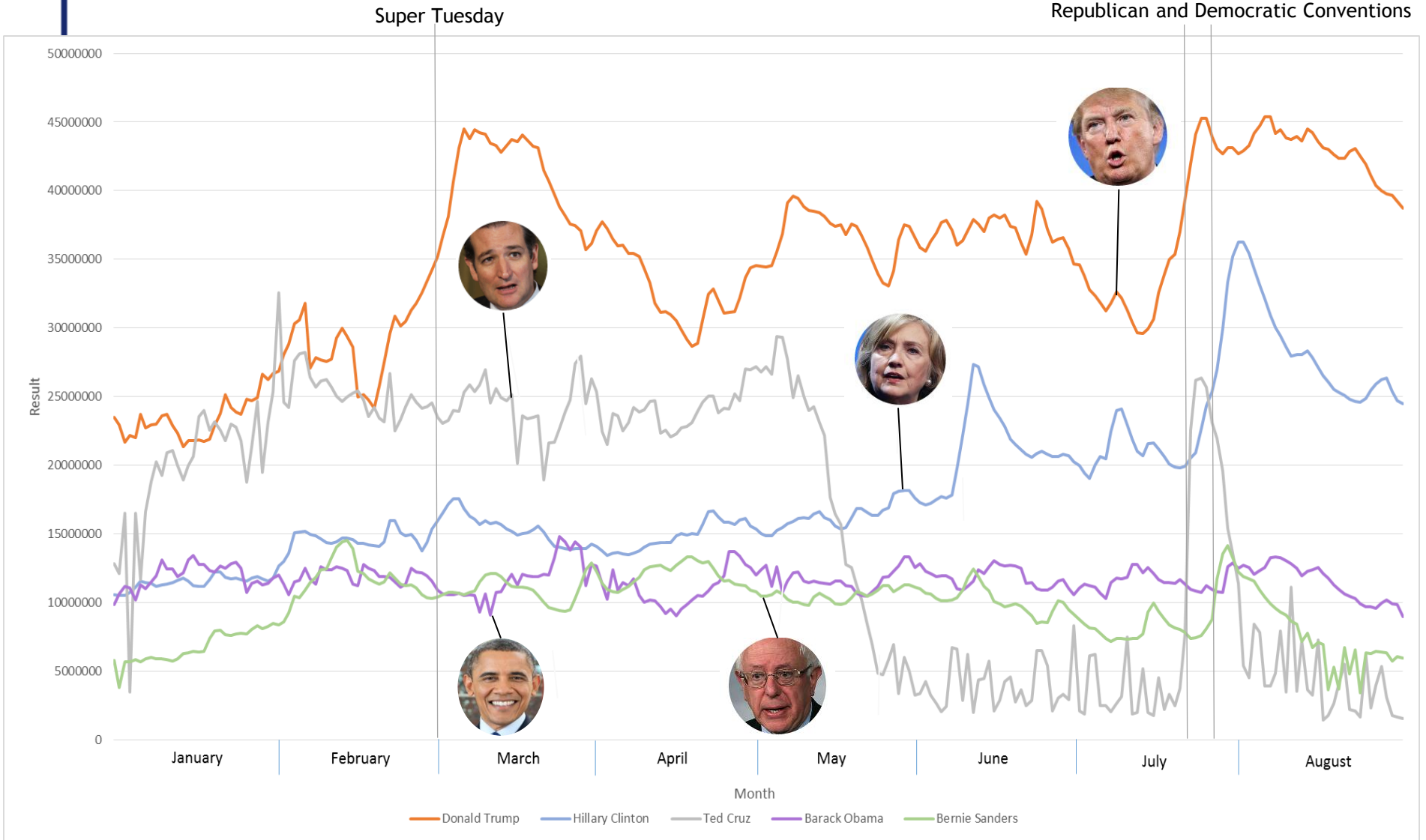
Candidates - USA – Jan / Aug 2016



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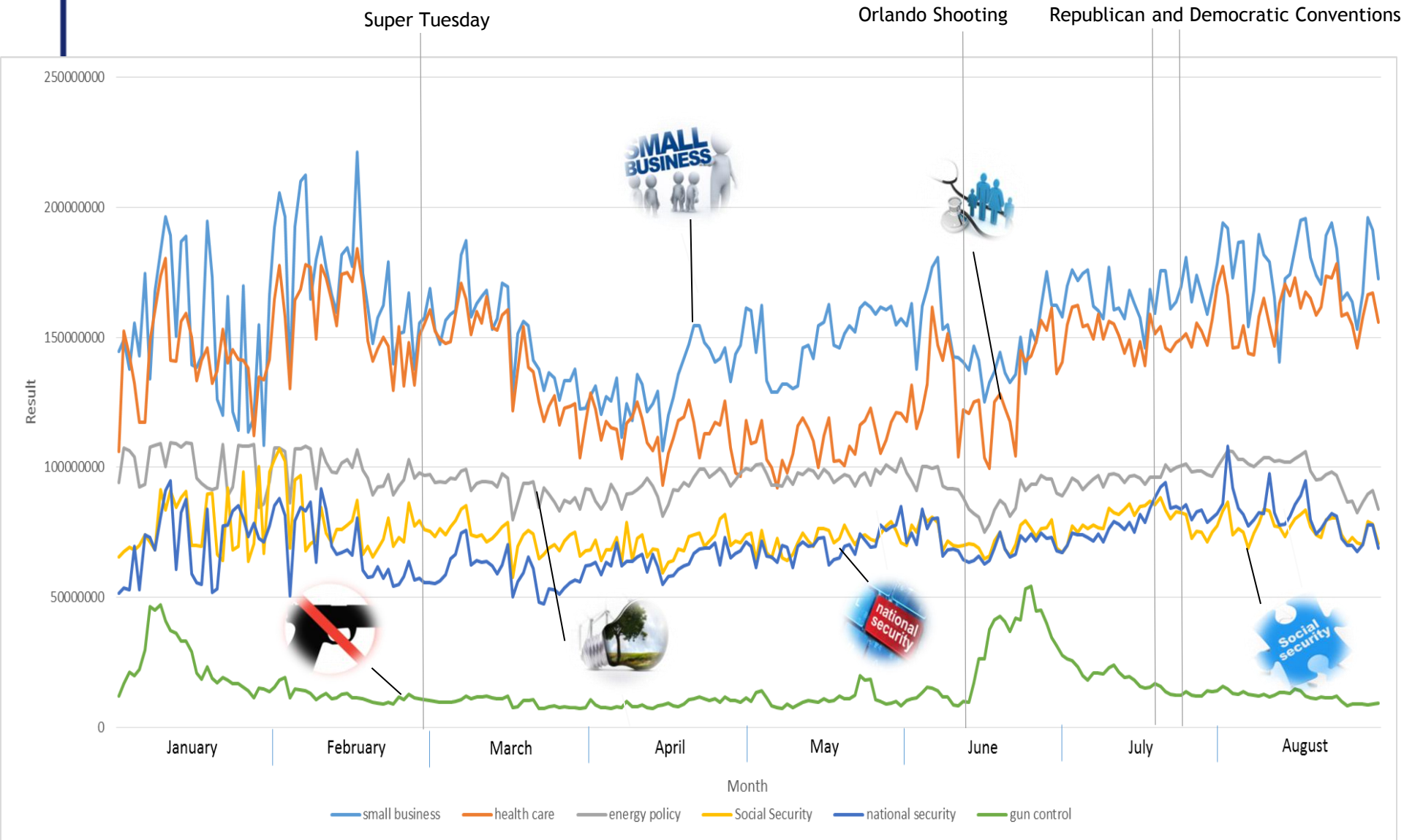
US main topics Jan-Aug 2016



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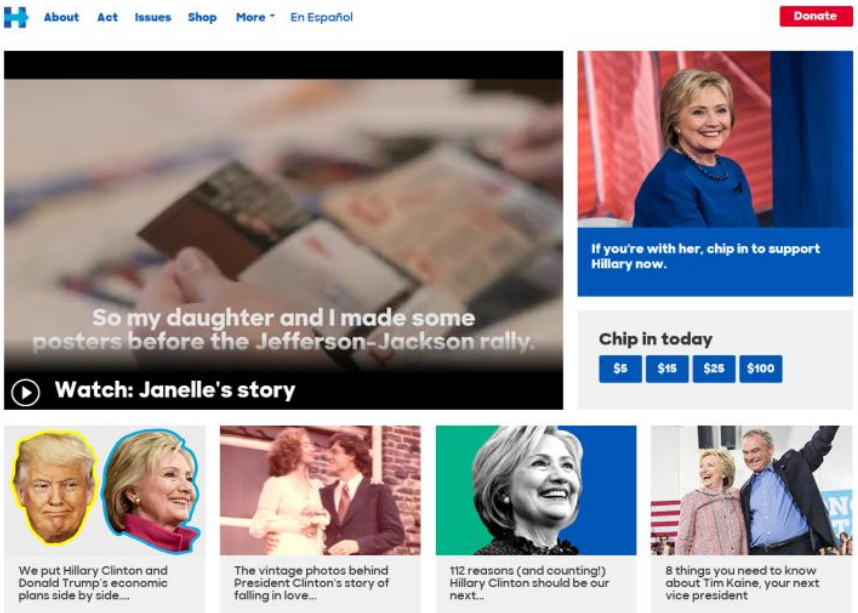
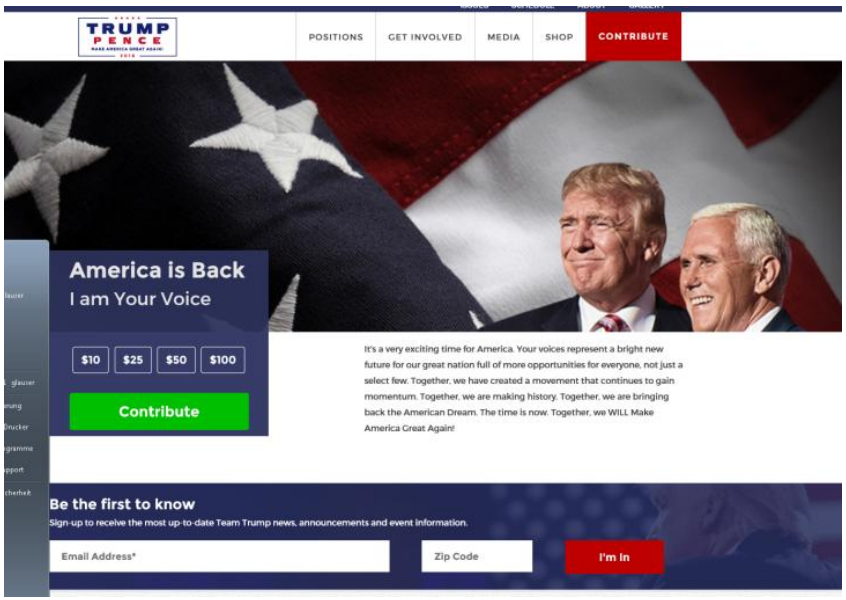
The campaign websites





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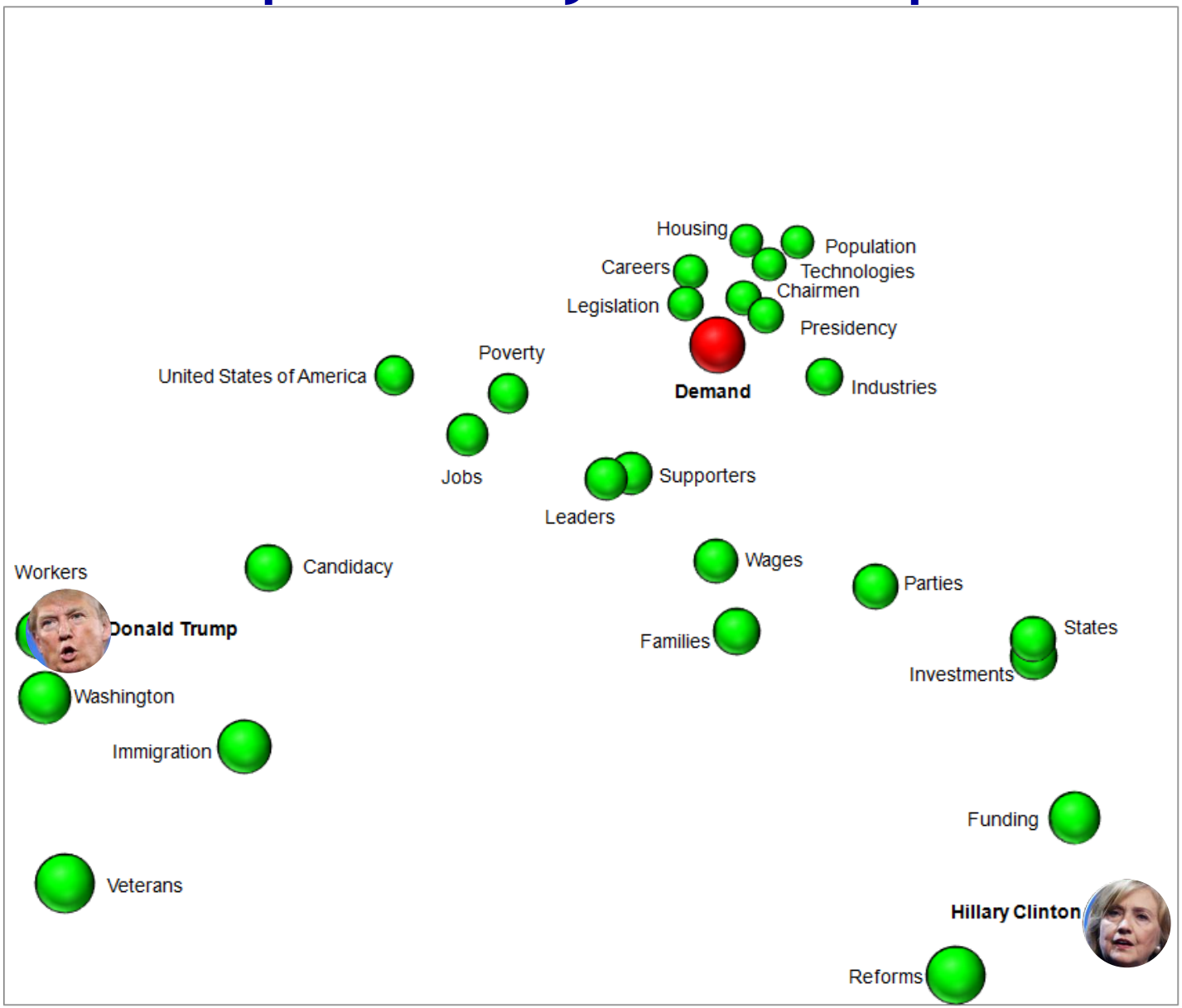
Thematic proximity of Trump / Clinton



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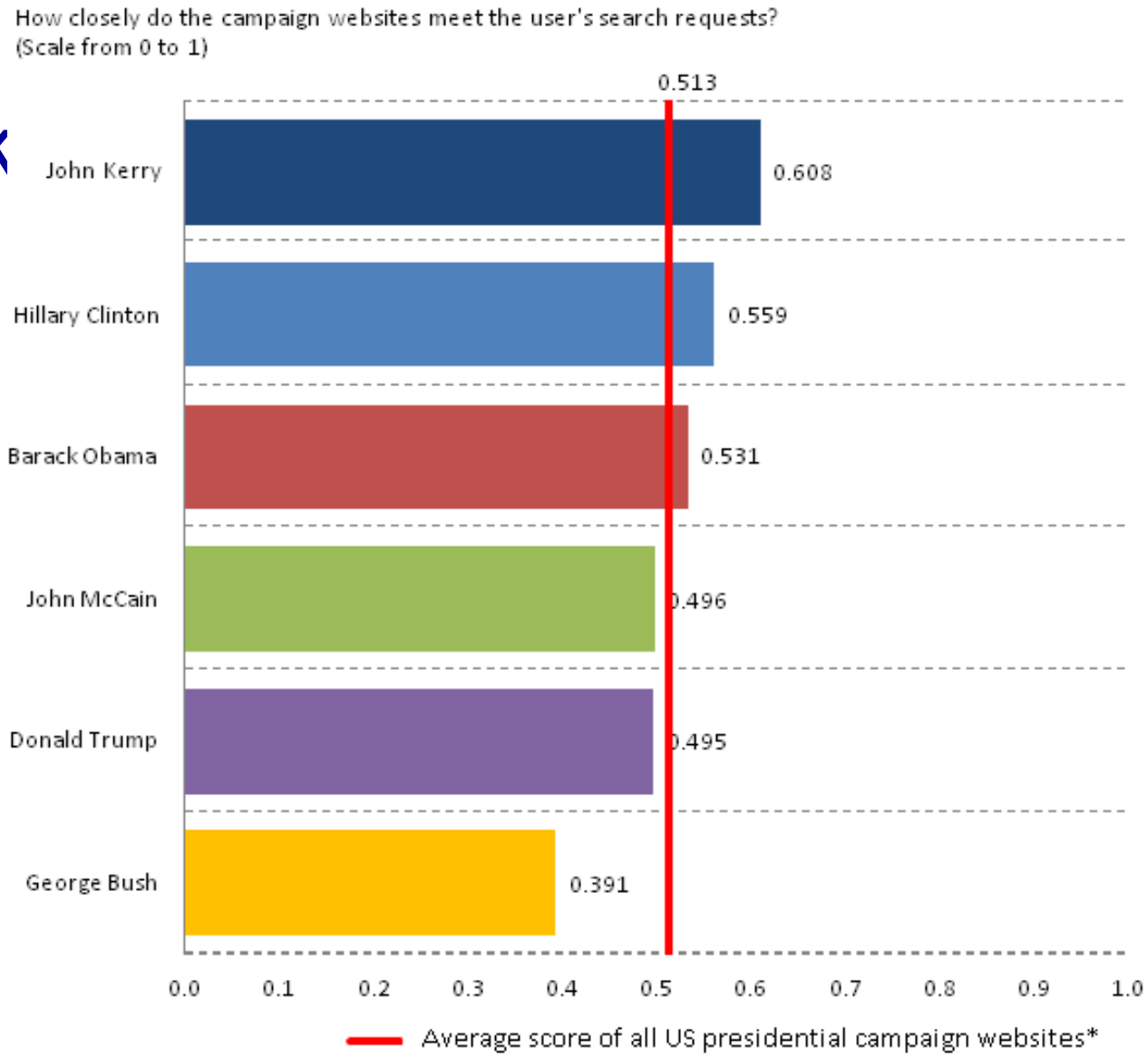
Campaign benchmark & Proximity to demand



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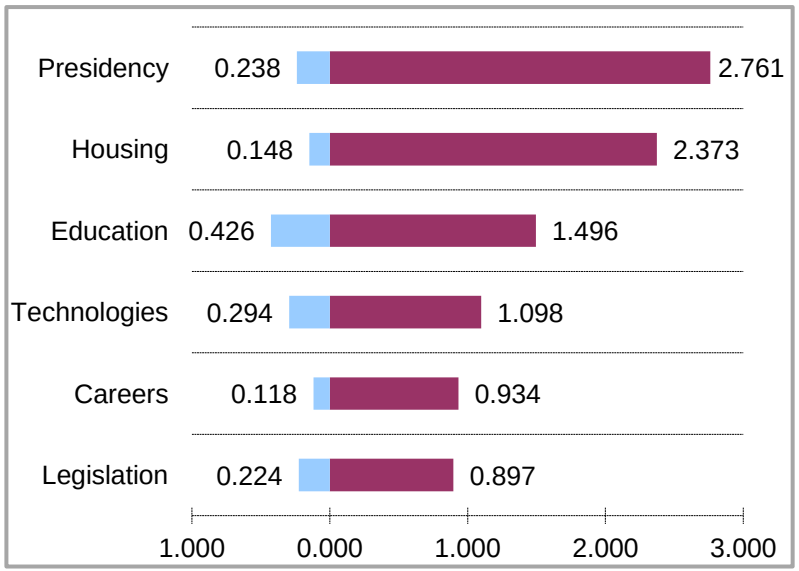
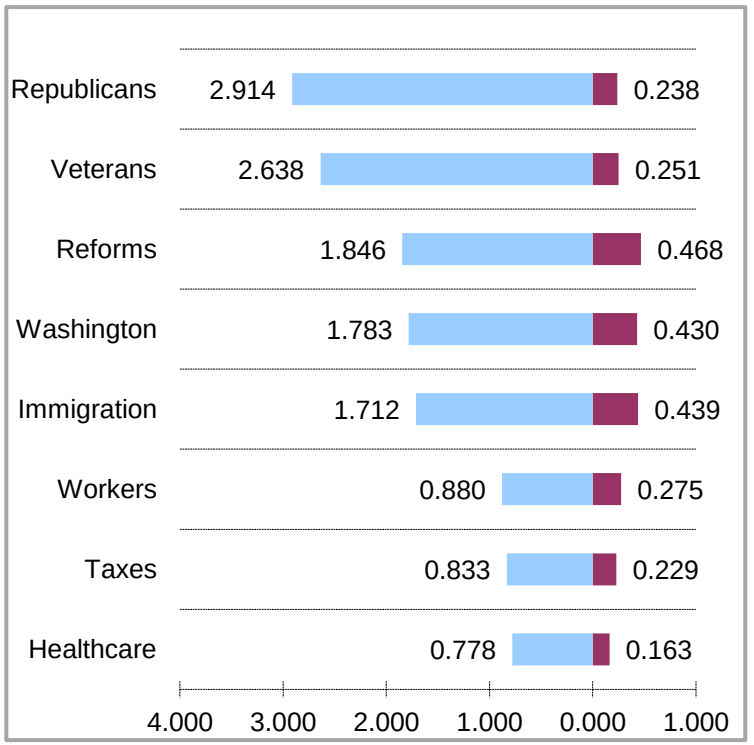
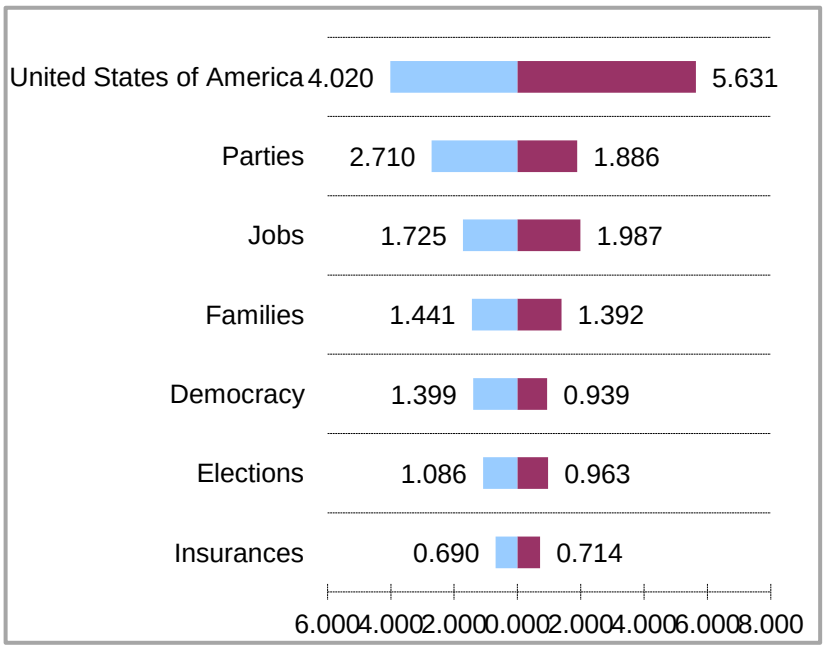
Supply & Demand of Main Topics







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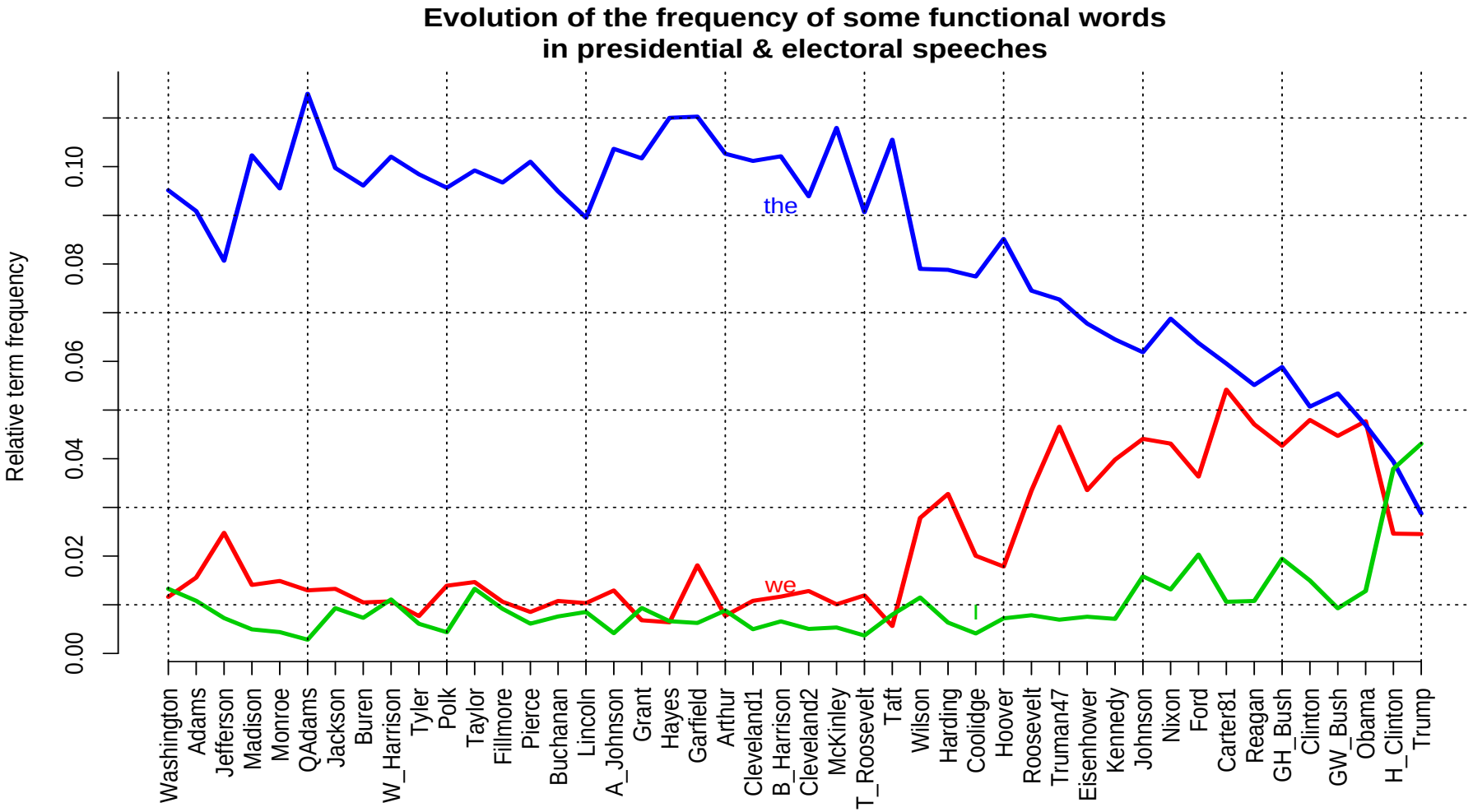
Evolution of Pronouns & Articles



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

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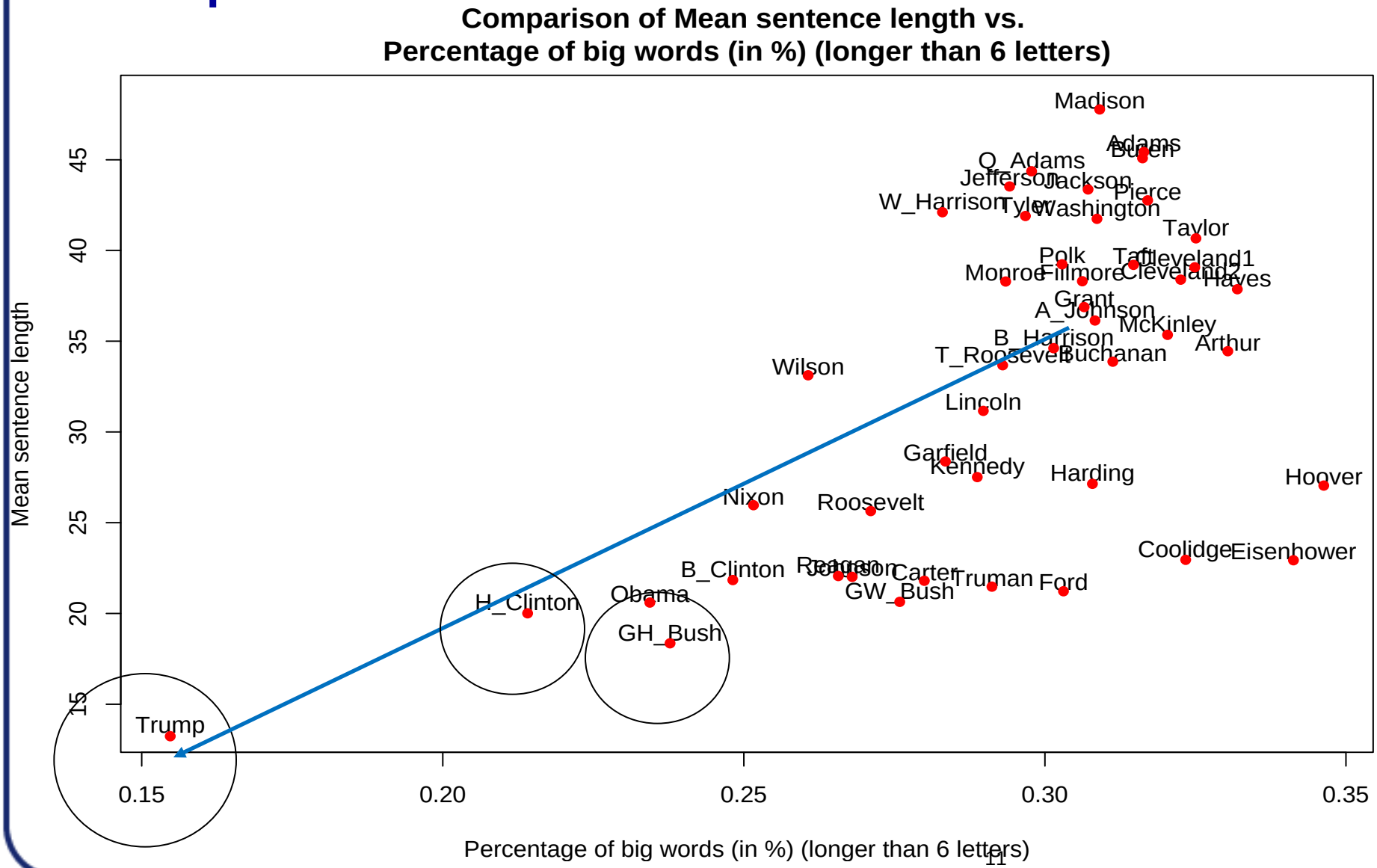
Compare to …



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Lexical & Semantic Clusters

Groups of words with similar meaning.

Perception of the people

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

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.”

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The UMUSE project team

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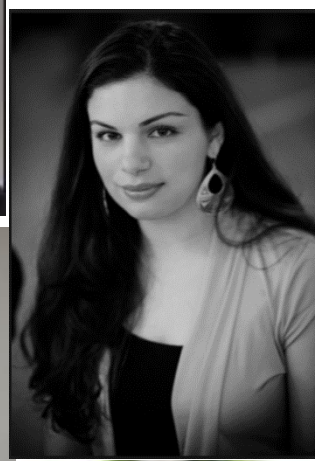

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The UMUSE project link

Short outlook to UMUSE and 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