Tweets from the Bully Pulpit: President Trump's Twitter Habits and Popularity

By Josh Pavek
Bully Pulpit

- “Excellent platform for speaking out on issues.”
- Going Public (Kemel, 1986)
- Dealmaker (Neustadt, 1990)
Twitter and the new political landscape

- Harder to influence collectively (Silverstein & Lampman, 2014)
- General trend towards simpler messaging overall (Mirrof, 2009)
- Television is still the most used traditional media, internet is second. (Mitchel et. al., 2016)
Trumps Twitter Habits

- Trump Loves Twitter
- Posts very Frequently
- Posts often controversial
Twitter and Political Results

- Total number of tweets doesn’t equal a large following.
- Total number of tweets alone doesn’t translate into political action. (Conway, Kenski, & Change, 2013)
- Very individualistic results (Spiering & Jacobs, 2013).
Hypothesis

If Trump tweets more, his approval should remain the same.
Possibly increases among republicans and decreases among democrats.
Data collection

- Unit of Analysis: Days
- Tweets per day found through TrumpTwitterArchive and Twitter counter
- Approval percentages were gathered from FiveThirtyEight
- Weekly variables gathered from Gallup polling.
Relationship between Trump's tweets and his approval percentage
Standardized Relationship Between Approval and Tweets
Tweets in Relation to Partisan Approval Standardized

- Charlottesville protests and President Trump's response
- Trump's trip to Asia and declaring November as National Native American Month
- Hurricane Harvey, Arpaio pardon, and Trans military ban
- Renewed calls for travel ban and Trump's response to the NFL
- Republican pass tax bills in both House and Senate

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- Week 1
- Week 2
- Week 3
- Week 4
- Week 5
- Week 6
- Week 7
- Week 8
- Week 9
- Week 10
- Week 11
- Week 12
- Week 13
- Week 14
- Week 15
- Week 16
- Week 17
- Week 18
- Week 19
- Week 20
- Week 21
- Week 22

- Tweets STD
- Rep Approval STD
- Dem Approval STD
**Correlation Coefficient**

<table>
<thead>
<tr>
<th>Pearson’s Correlation</th>
<th>Tweets per week standardized (Significance)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrat’s Approval</td>
<td>-.102 (.651)</td>
</tr>
<tr>
<td>Republican Approval</td>
<td>.039 (.734)</td>
</tr>
<tr>
<td>Bipartisan Approval</td>
<td>.485 (.022)</td>
</tr>
</tbody>
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*Table made using Standardized weekly data set*
Conclusions

- There is a slight relationship, but its unknown how long Trump’s tweets take to effect approval.
- Trump’s tweets have a slightly larger impact on Democrats than they do Republicans.


