

Tweets from the Bully Pulpit: President Trumps Twitter Habits and Popularity

By Josh Pavek

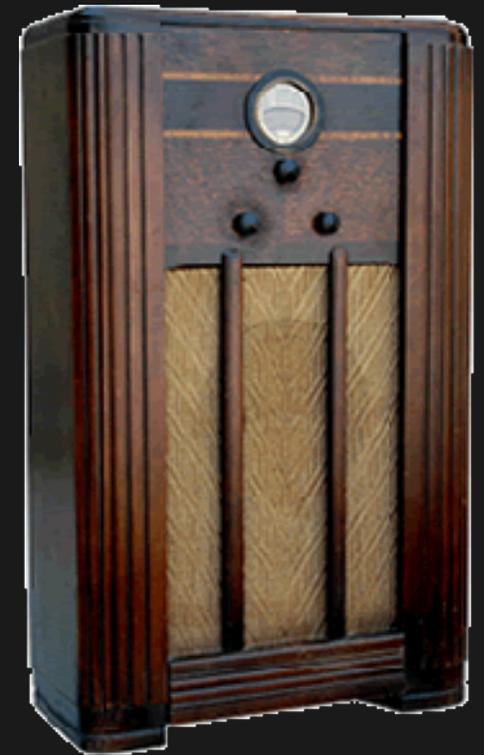
Bully Pulpit

- “Excellent platform for speaking out on issues.”
- Going Public (Kernel, 1986)
- Dealmaker (Neustadt, 1990)



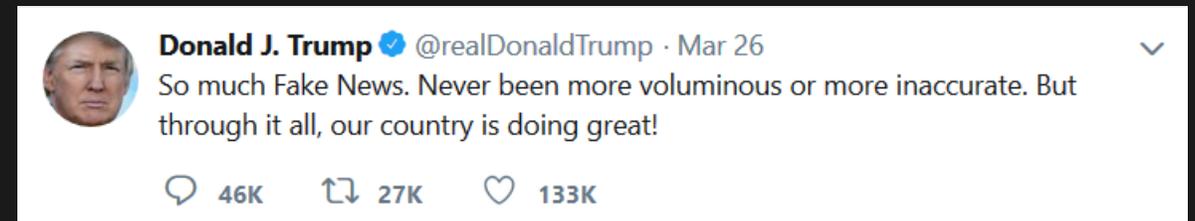
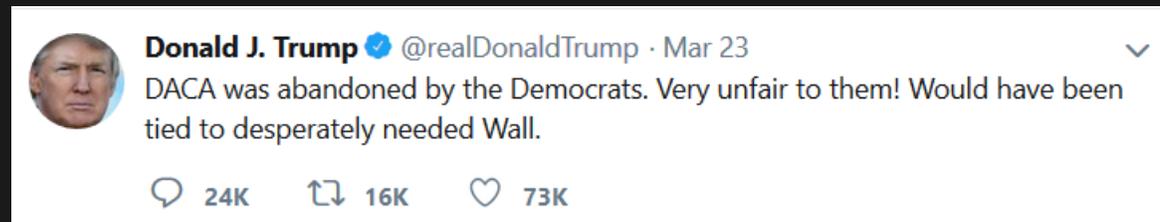
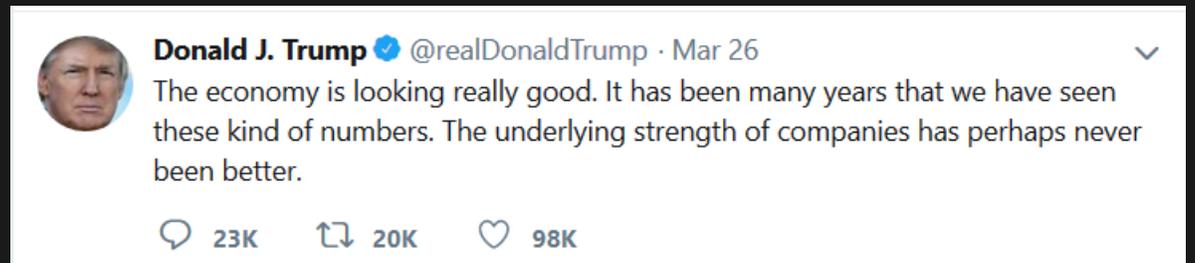
Twitter and the new political landscape

- 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

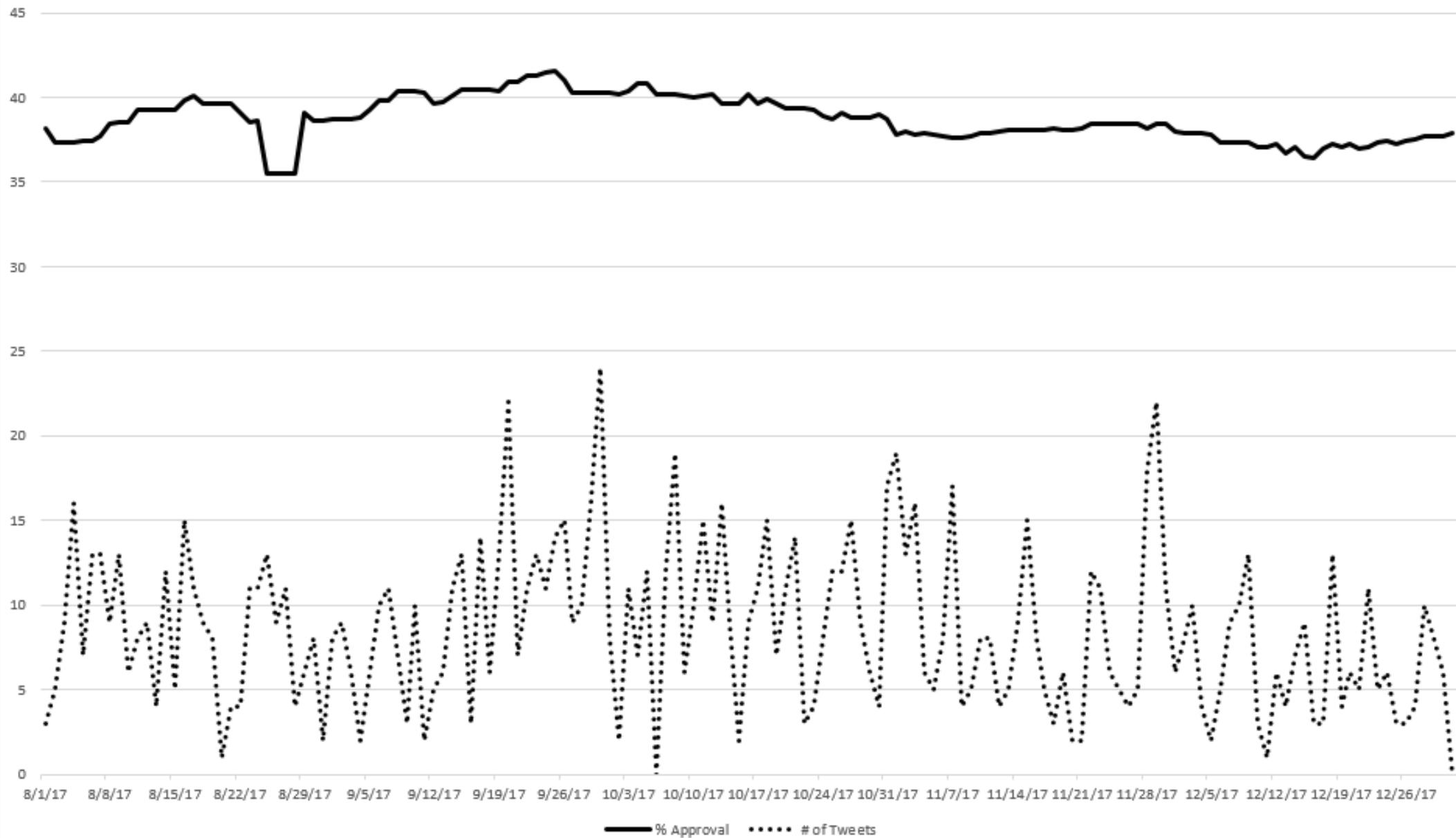
If Trump tweets more, his approval should remain the same.

Possibly increases among republicans and decreases among democrats.

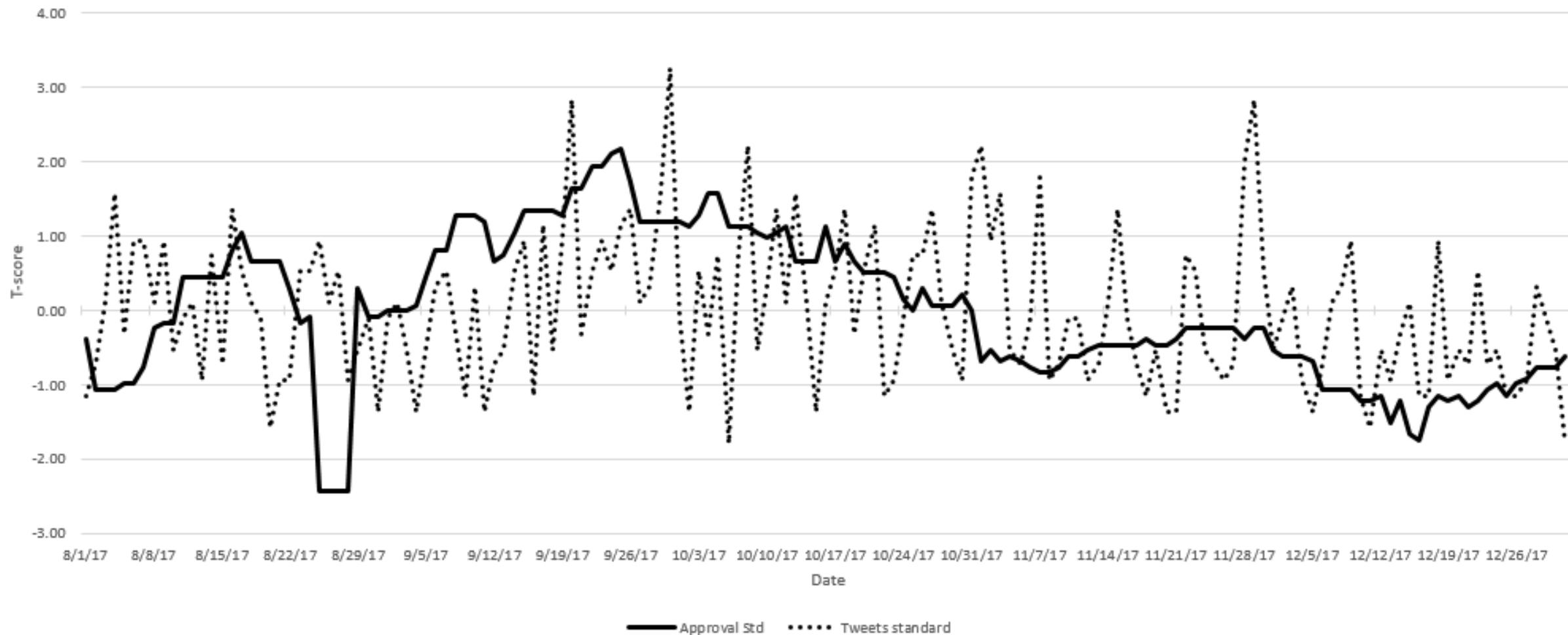
Data collection

- 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.

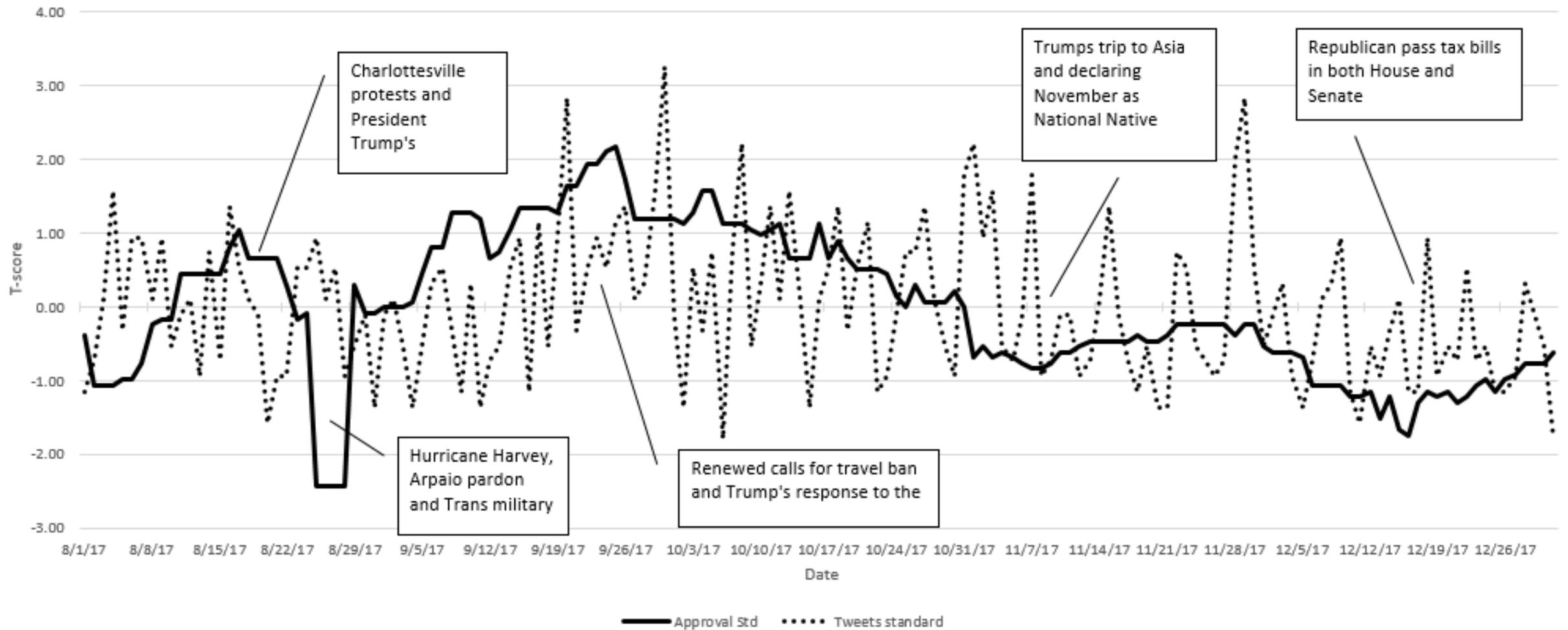
Relationship between Trump's tweets and his approval percentage



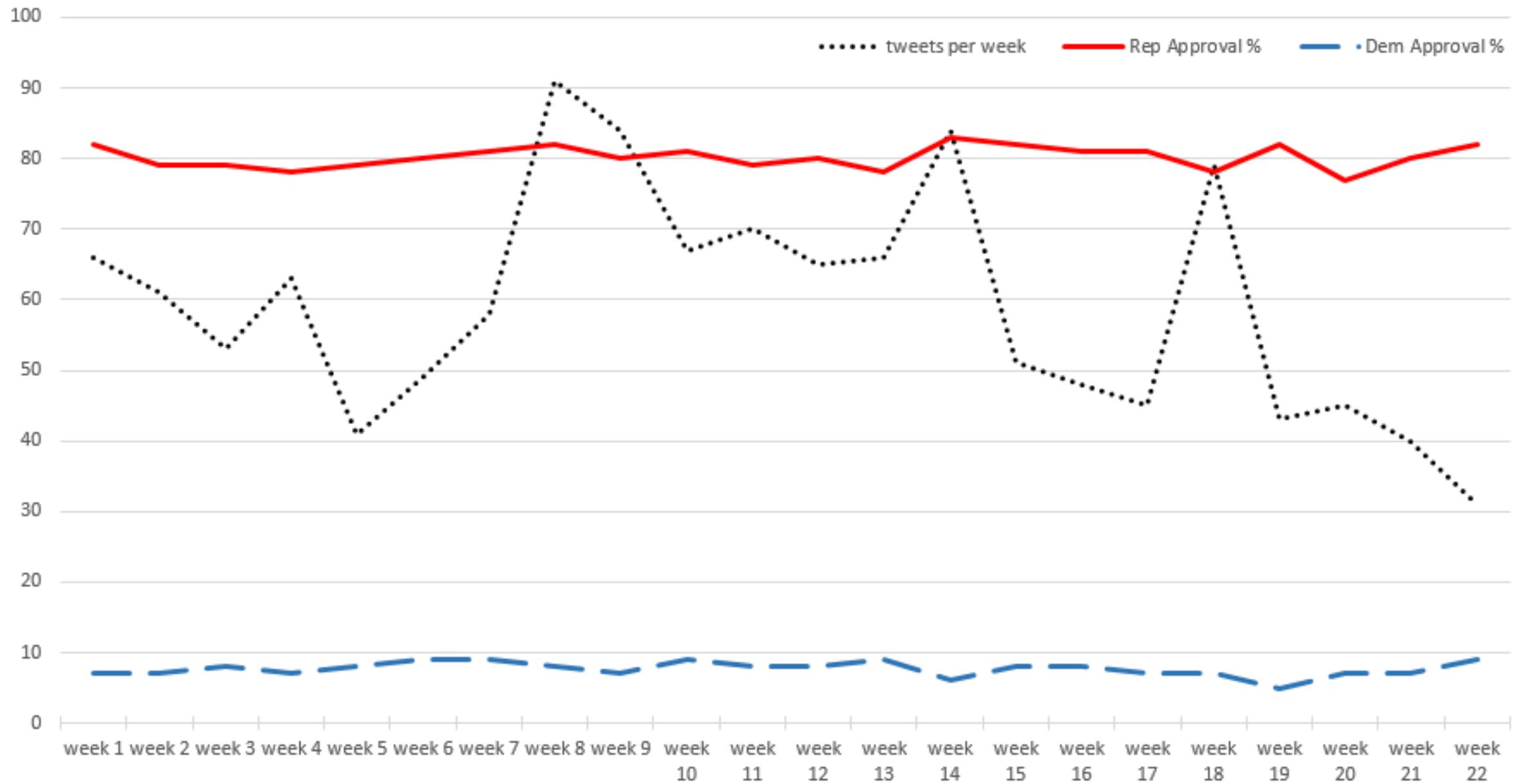
Standardized Relationship Between Approval and Tweets



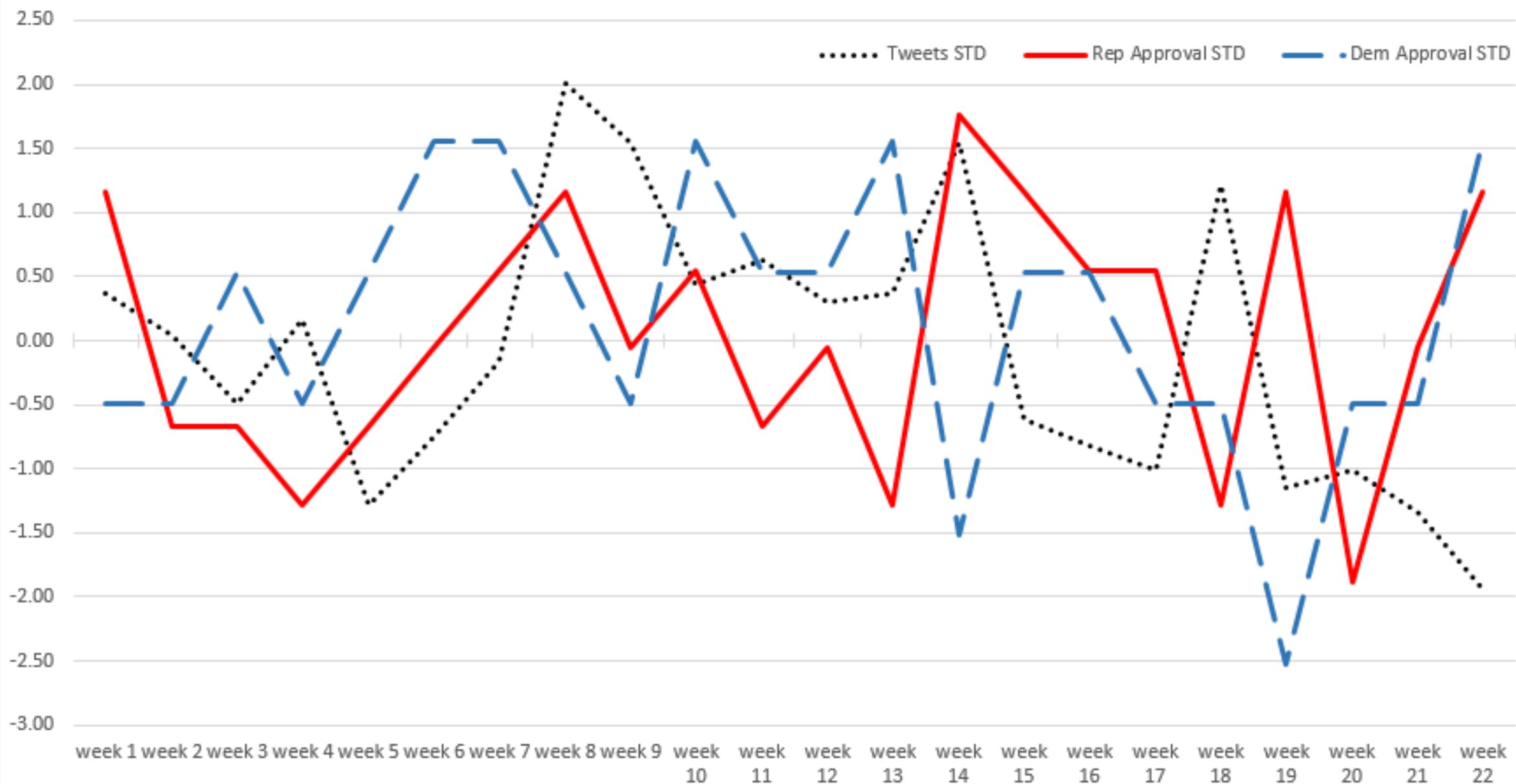
Standardized Relationship Between Approval and Tweets



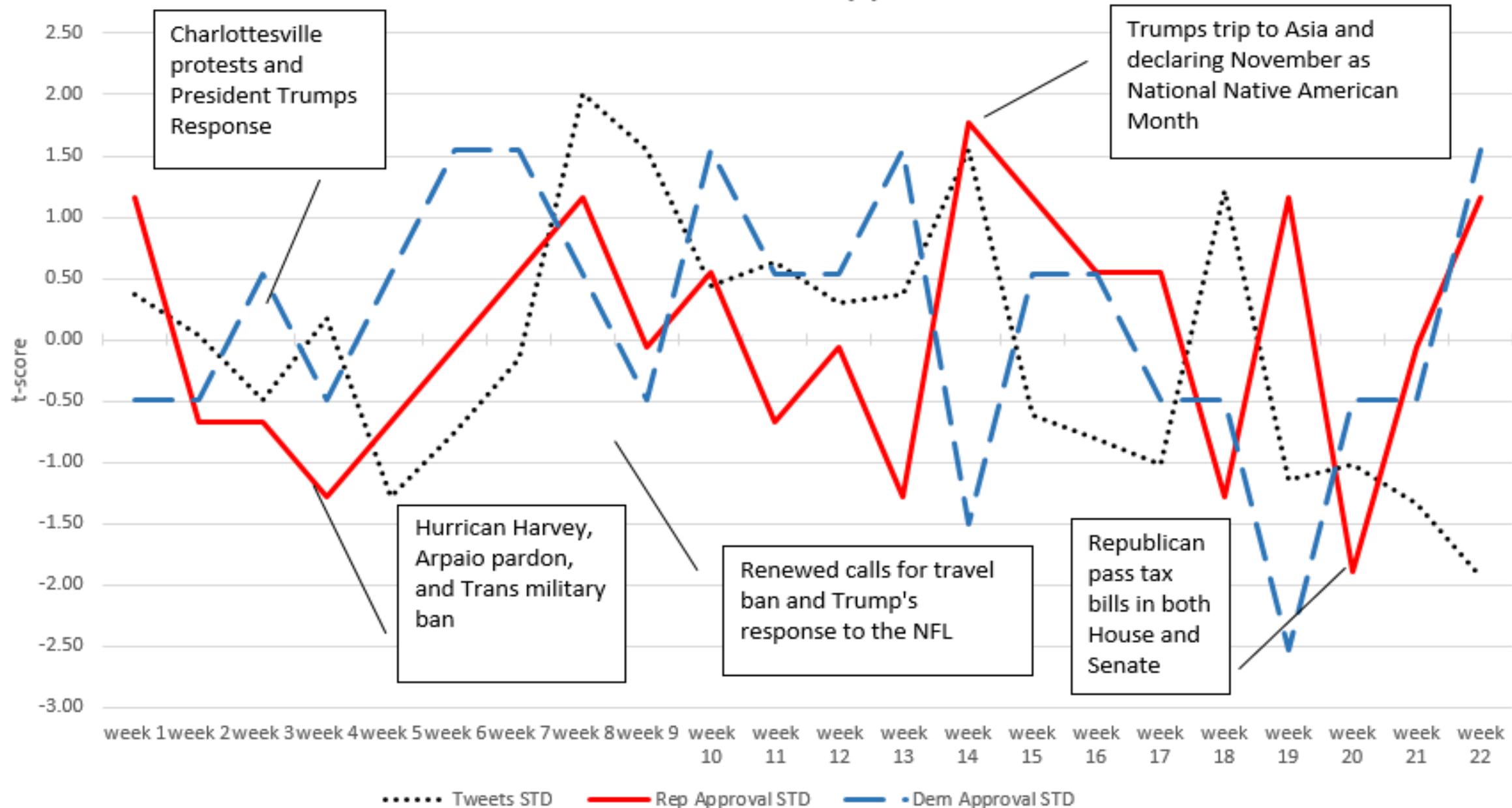
Partisan Approval in Relation to Tweets



Tweets in Relation to Partisan Approval Standardized



Tweets in Relation to Partisan Approval Standardized



Correlation Coefficient

Pearson's Correlation	Tweets per week standardized (Significance)
Democrat's Approval	-.102 (.651)
Republican Approval	.039 (.734)
Bipartisan Approval	.485 (.022)

*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.

References

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