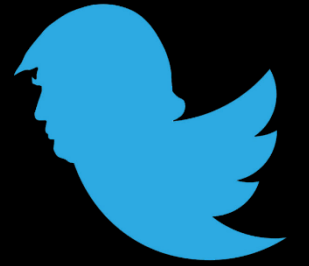




HOW DONALD TRUMP TWEETED HIS WAY TO THE REPUBLICAN NOMINATION



BY JOSHUA BRISCO. ADVISED BY DR. CINDY PETERSON.



WHY RESEARCH?

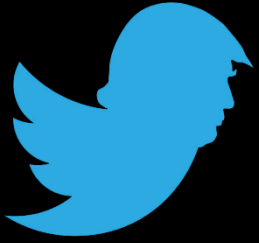
DONALD TRUMP
CHANGED POLITICS
140 CHARACTERS AT A
TIME.



WHAT'S THE METHOD?

AGENDA-SETTING THEORY

(McCOMBS AND SHAW)



AGENDA-SETTING THEORY

“THE MEDIA MAY NOT ONLY TELL US WHAT TO THINK ABOUT, THEY ALSO MAY TELL US HOW AND WHAT TO THINK ABOUT, AND PERHAPS EVEN WHAT TO DO ABOUT IT.”

MAXWELL McCOMBS (1997)



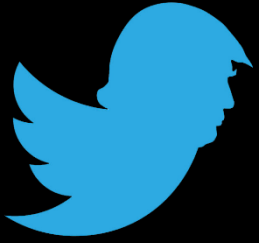
AGENDA-SETTING THEORY

- WHAT YOU THINK ABOUT
- HOW YOU THINK ABOUT IT
- WHAT YOU DO ABOUT IT



WHAT DOES AGENDA-SETTING THEORY
HAVE TO DO WITH DONALD TRUMP?

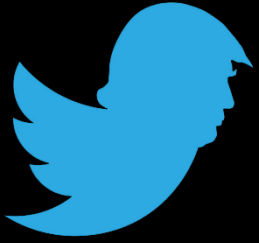
BY ATTACHING NICKNAMES AND
UNFLATTERING CHARACTERISTICS
TO HIS OPPONENTS, TRUMP MAY
HAVE IMPACTED PUBLIC PERCEPTION
OF THEM.



RESEARCH QUESTIONS

1. DID TRUMP TRY TO INFLUENCE PUBLIC OPINION?
2. DID TRUMP'S TWEETS IMPACT *WHAT PEOPLE WERE THINKING ABOUT?*
3. DID TRUMP'S TWEETS IMPACT *HOW PEOPLE THOUGHT ABOUT HIS OPPONENTS?*





THE PROCESS

1. IDENTIFY NICKNAMES GIVEN
2. LOOK FOR TWEET TRENDS
3. DETERMINE GOOGLE TRENDS
4. LOOK FOR POLLING TRENDS



“LYIN’ TED CRUZ”

Trump Twitter Archive

search through all of Trump's tweets

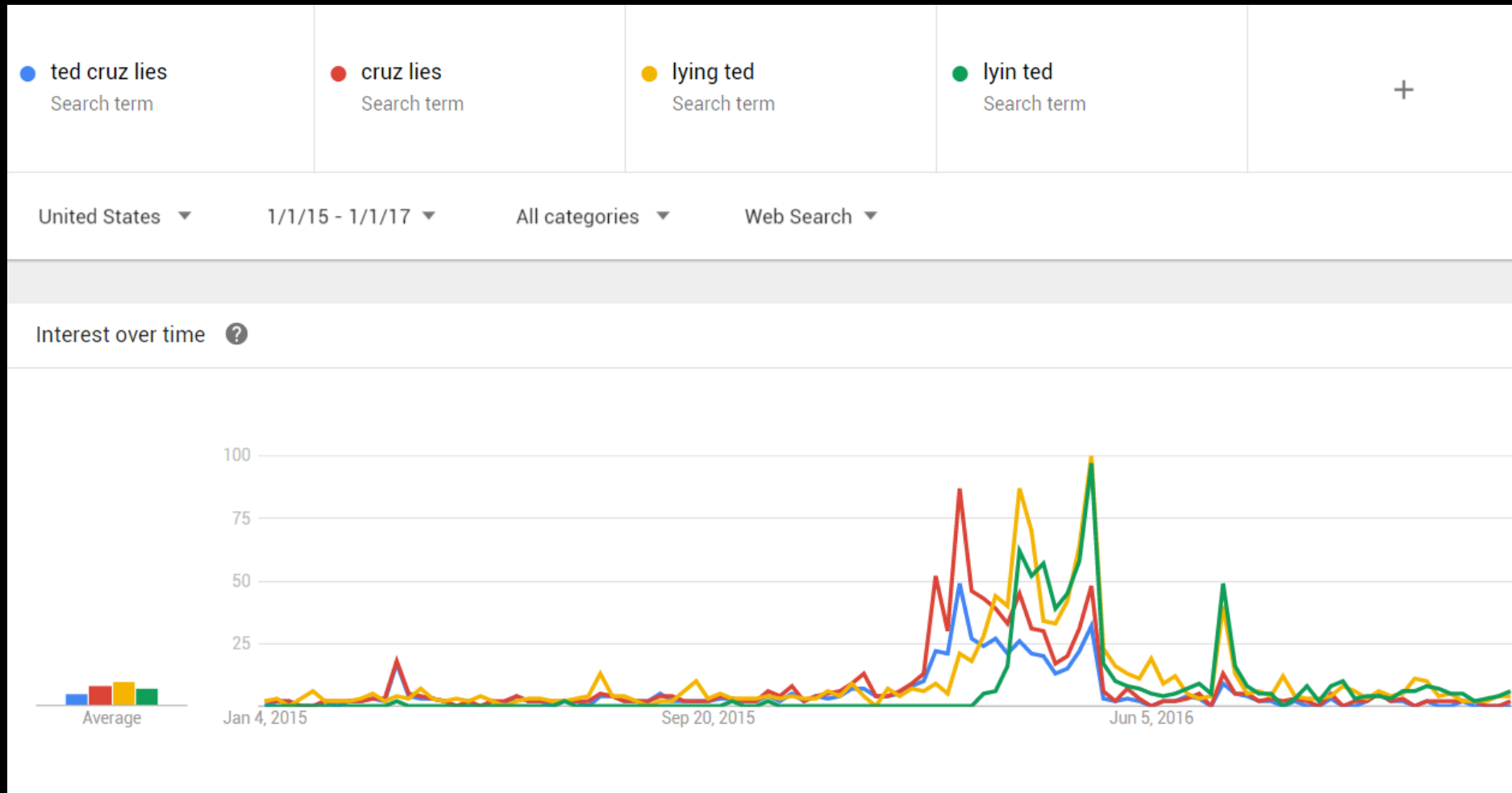
1. May 3, 2016 06:08:44 PM **Lyin' Ted** Cruz consistently said that he will, and must, win Indiana. If he doesn't he should drop out of the race-stop wasting time & money [Twitter for Android] [link](#)
2. May 3, 2016 06:02:55 PM Wow, **Lyin' Ted** Cruz really went wacko today. Made all sorts of crazy charges. Can't function under pressure - not very presidential. Sad! [Twitter for Android] [link](#)
3. Apr 28, 2016 06:31:48 AM **Lyin' Ted** Cruz, who can never beat Hillary Clinton and has NO path to victory, has chosen a V.P.candidate who failed badly in her own effort [Twitter for Android] [link](#)
4. Apr 25, 2016 06:59:06 AM Shows how weak and desperate **Lyin' Ted** is when he has to team up with a guy who openly can't stand him and is only 1 win and 38 losses. [Twitter for Android] [link](#)
5. Apr 25, 2016 06:54:21 AM **Lyin' Ted** Cruz and I for 38 Kasich are unable to beat me on their own so they have to team up (collusion) in a two on one. Shows weakness! [Twitter for Android] [link](#)
6. Apr 24, 2016 10:49:17 PM **Lyin' Ted** and Kasich are mathematically dead and totally desperate. Their donors & special interest groups are not happy with them. Sad! [Twitter for Android] [link](#)
7. Apr 24, 2016 10:39:58 PM Wow, just announced that **Lyin' Ted** and Kasich are going to collude in order to keep me from getting the Republican nomination. DESPERATION! [Twitter for Android] [link](#)
8. Apr 21, 2016 05:16:27 PM Cruz said Kasich should leave because he couldn't get to 1237. Now he can't get to 1237. Drop out **LYIN' Ted**. [Twitter for iPhone] [link](#)
9. Apr 18, 2016 05:58:00 AM **Lyin' Ted** Cruz can't win with the voters so he has to sell himself to the bosses-I am millions of VOTES ahead! Hillary would destroy him & K [Twitter for Android] [link](#)
10. Apr 17, 2016 08:38:31 AM **Lyin' Ted** Cruz can't get votes (I am millions ahead of him) so he has to get his delegates from the Republican bosses. It won't work! [Twitter for Android] [link](#)
11. Apr 17, 2016 08:34:25 AM **Lyin' Ted** Cruz will never be able to beat Hillary. Despite a rigged delegate system, I am hundreds of delegates ahead of him. [Twitter for Android] [link](#)
12. Apr 1, 2016 01:45:18 PM Does anybody like **Lyin' Ted**? <https://t.co/h78E5EgEYg> [Twitter Web Client] [link](#)
13. Mar 28, 2016 08:04:06 PM **Lyin' Ted**, I have already beaten you in all debates, and am way ahead of you in votes and delegates. You should focus on jobs & illegal imm! [Twitter for Android] [link](#)
14. Mar 27, 2016 05:16:52 PM See **Lyin' Ted**, even the @DailyBeast (no fan of mine) says this story came from Rubio, not Trump! <https://t.co/Okc8XajVnz> [Twitter for iPhone] [link](#)
15. Mar 26, 2016 02:13:48 PM **Lyin' Ted** Cruz is now trying to convince people that his problems with The National Enq.were caused by me. I had NOTHING to do with story! [Twitter for Android] [link](#)
16. Mar 24, 2016 05:31:17 PM I didn't start the fight with LyinTed Cruz over the GQ cover pic of Melania, he did. He knew the PAC was putting it out - hence, **Lyin' Ted**! [Twitter for Android] [link](#)
17. Mar 24, 2016 11:02:06 AM Endorsements for **Lyin' Ted** Cruz- <https://t.co/c3QEbxOwT> [Twitter Web Client] [link](#)
18. Mar 24, 2016 09:07:07 AM @LindseyGrahamSC and **Lyin' Ted** Cruz are two politicians who are very much alike - ALL TALK AND NO ACTION! Both talk about ISIS, do nothing! [Twitter for Android] [link](#)
19. Mar 23, 2016 03:02:29 PM I think having Jeb's endorsement hurts **Lyin' Ted**. Jeb spent more than \$150,000,000 and got nothing. I spent a fraction of that and am first! [Twitter for Android] [link](#)
20. Mar 23, 2016 09:22:51 AM **Lyin' Ted** Cruz denied that he had anything to do with the G.Q. model photo post of Melania. That's why we call him **Lyin' Ted**! [Twitter for Android] [link](#)
21. Mar 22, 2016 08:53:05 PM **Lyin' Ted** Cruz just used a picture of Melania from a G.Q. shoot in his ad. Be careful, **Lyin' Ted**, or I will spill the beans on your wife! [Twitter for Android] [link](#)
22. Mar 18, 2016 03:18:14 PM Failed presidential candidate Mitt Romney, the man who "choked" and let us all down, is now endorsing **Lyin' Ted** Cruz. This is good for me! [Twitter for Android] [link](#)
23. Mar 18, 2016 03:07:50 PM Going to Salt Lake City, Utah, for a big rally. **Lyin' Ted** Cruz should not be allowed to win there - Mormons don't like LIARS! I beat Hillary [Twitter for Android] [link](#)
24. Mar 18, 2016 11:42:29 AM **Lyin' Ted** Cruz lost all five races on Tuesday-and he was just given the jinx - a Lindsey Graham endorsement. Also backed Jeb. Lindsey got 0! [Twitter for Android] [link](#)
25. Mar 17, 2016 07:28:17 AM The reason **lyin' Ted** Cruz has lost so much of the evangelical vote is that they are very smart and just don't tolerate liars-a big problem! [Twitter for Android] [link](#)
26. Mar 17, 2016 05:17:00 AM Crazy @megynkelly supposedly had **lyin' Ted** Cruz on her show last night. Ted is desperate and his lying is getting worse. Ted can't win! [Twitter for Android] [link](#)
27. Mar 13, 2016 03:32:48 PM **LYIN' TED** <https://t.co/QDqXDGCNII> [Twitter for iPhone] [link](#)
28. Feb 27, 2016 08:08:21 AM I will be on @foxandfriends at 8:30 A.M. Will be talking about lightweight Marco Rubio and **lying Ted** Cruz! [Twitter for Android] [link](#)
29. Feb 26, 2016 11:15:06 AM **Lyin' Ted** Cruz and lightweight choker Marco Rubio teamed up last night in a last ditch effort to stop our great movement. They failed! [Twitter for iPhone] [link](#)

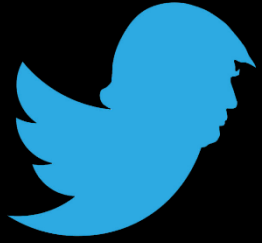
MARCH 17-MAY 3

27 TWEETS
FEATURING
“LYIN’ TED”



“LYIN’ TED CRUZ” GOOGLE TRENDS





“LITTLE MARCO RUBIO”

FEB. 28: SIX TWEETS WITH “LITTLE MARCO.” (TWO MORE ON MARCH 12)

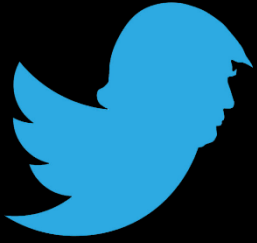


Donald J. Trump 
@realDonaldTrump

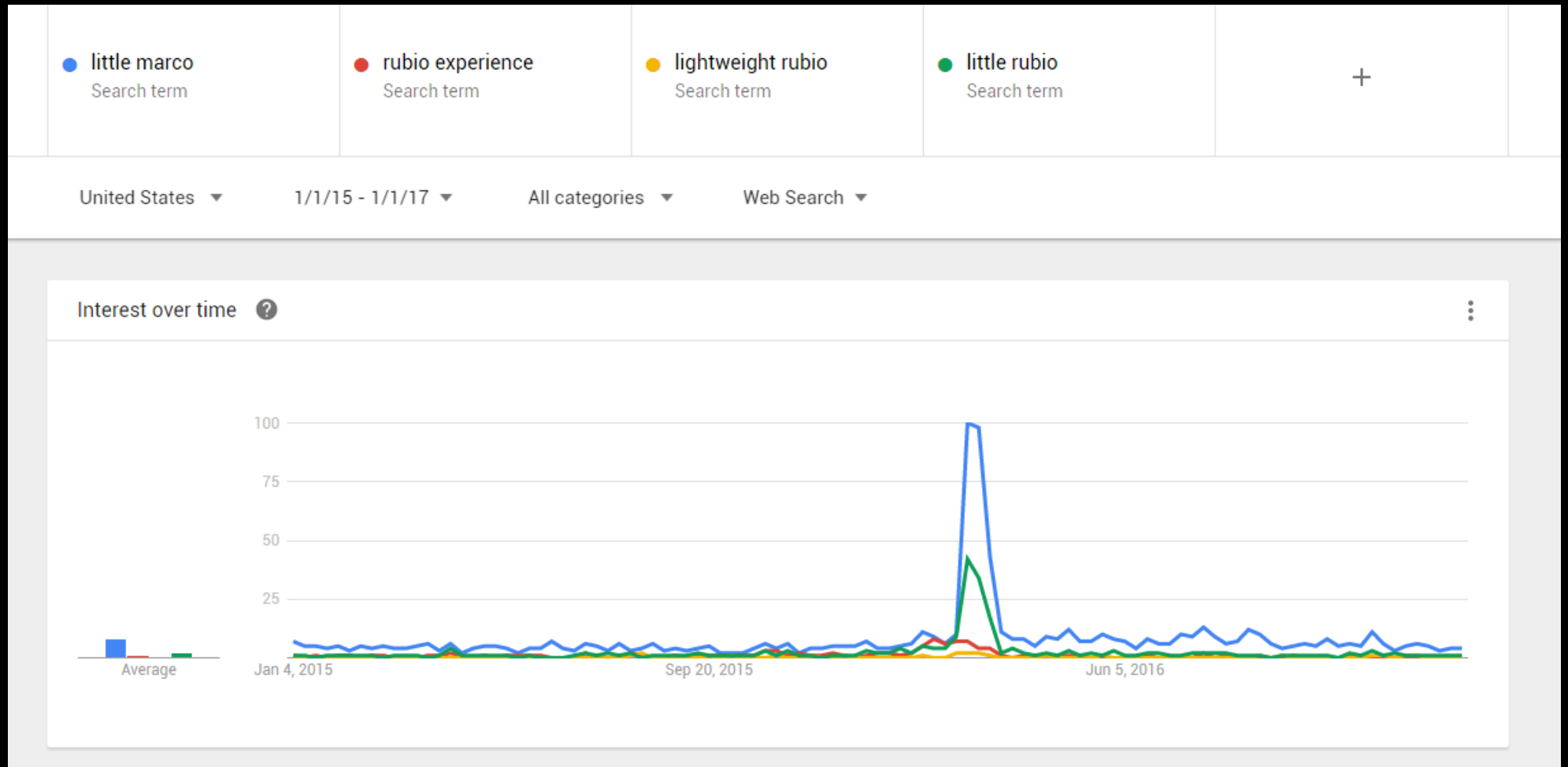
Following



Little Marco Rubio, the lightweight no show Senator from Florida is just another Washington politician.



“LITTLE MARCO RUBIO” GOOGLE TRENDS

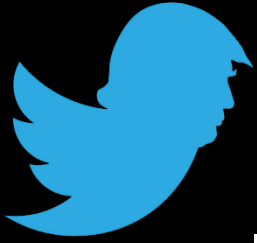




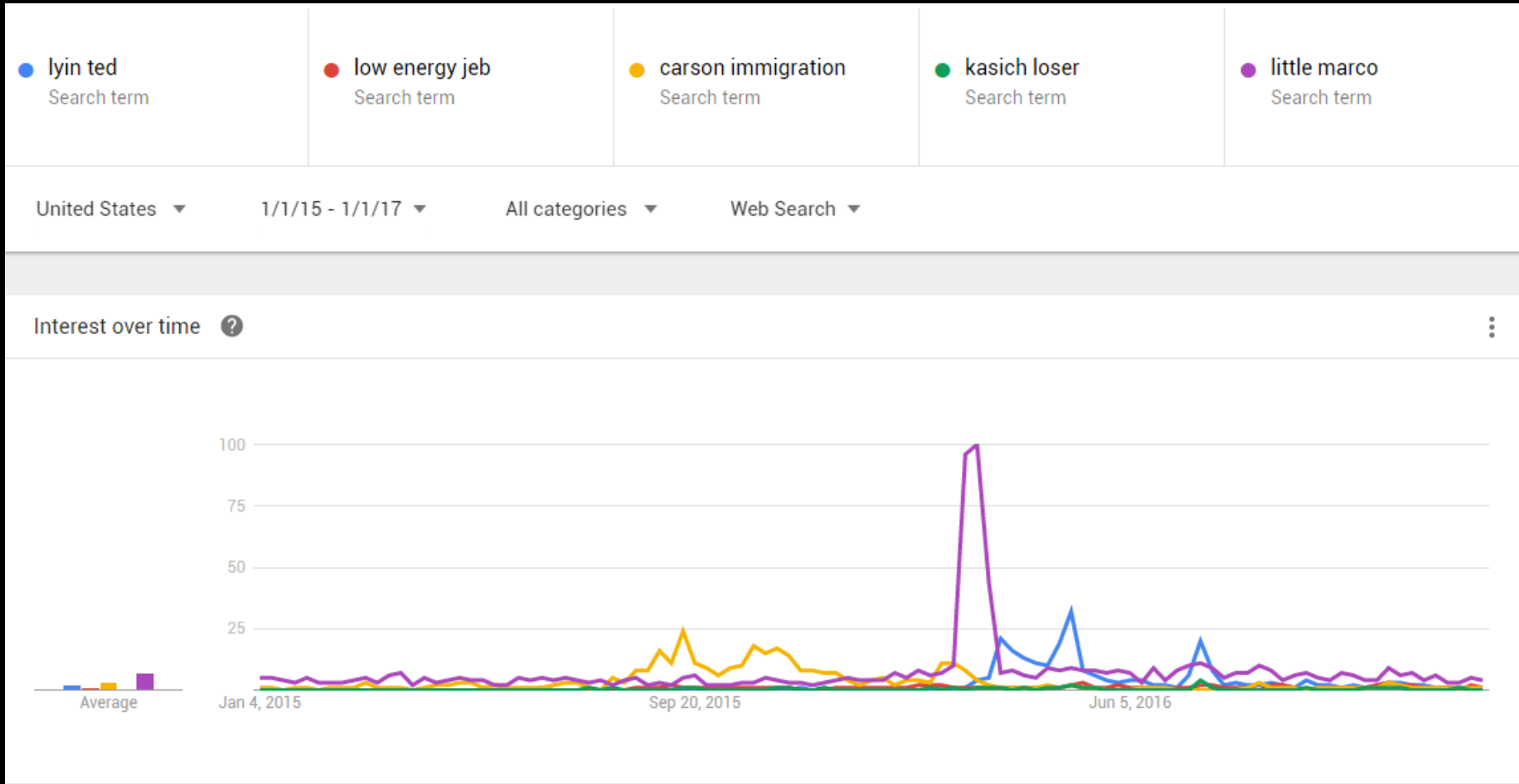
DID IT WORK?

DID DONALD TRUMP INFLUENCE
WHAT VOTERS THOUGHT ABOUT IN
RELATION TO TED CRUZ AND MARCO
RUBIO?

IT SURE LOOKS LIKE IT.



TOP REPUBLICAN TERM GOOGLE TRENDS





DID IT WORK?

DID DONALD TRUMP INFLUENCE
HOW *VOTERS THOUGHT ABOUT* TED
CRUZ AND MARCO RUBIO AS
CANDIDATES?

PROBABLY.

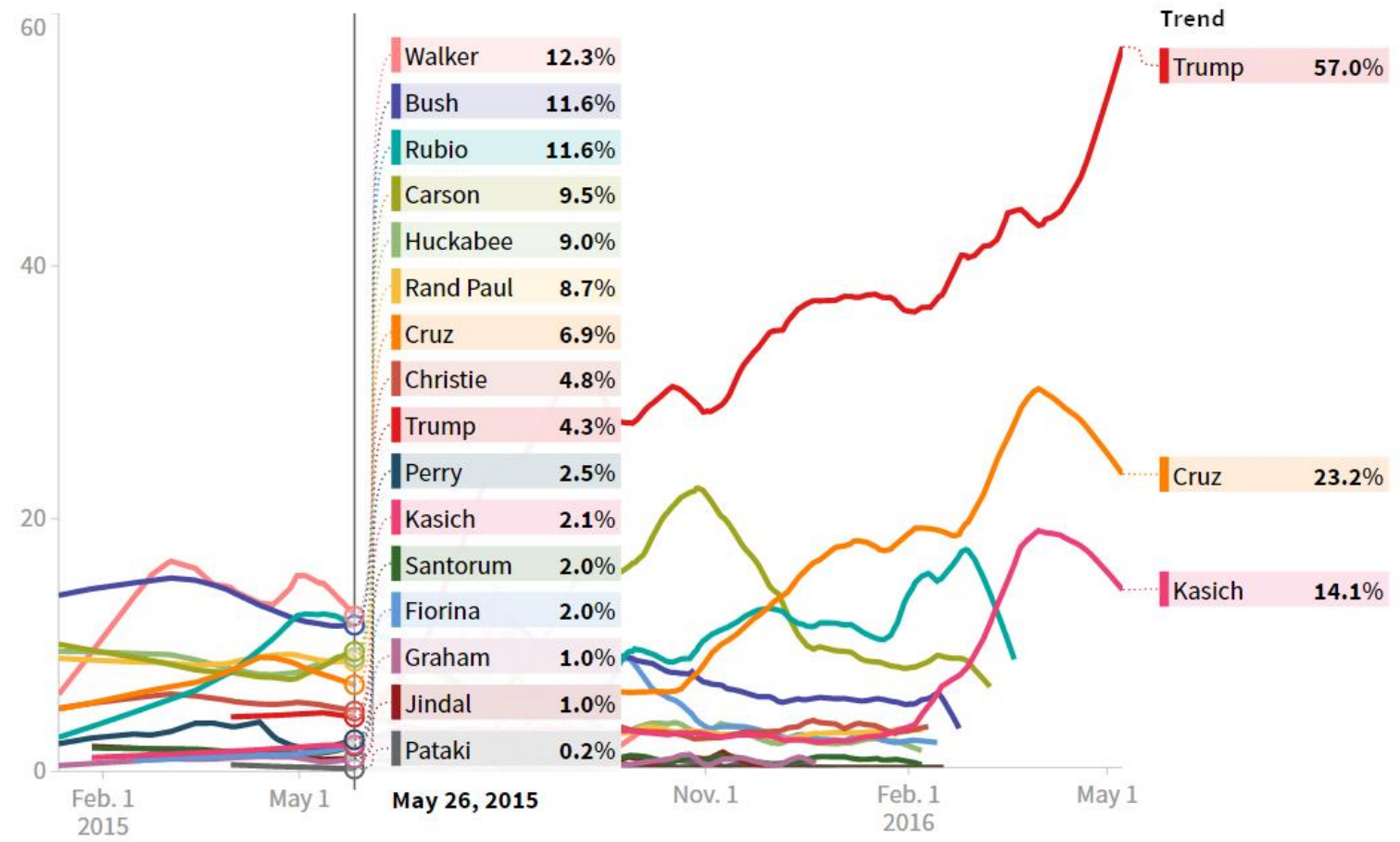


DID IT WORK?





This chart combines the latest opinion polls into ~ trendlines and is updated whenever a new poll is released.



Choices *Click a choice to show or hide it on the chart.*

<input checked="" type="checkbox"/> Trump 56.4%	<input checked="" type="checkbox"/> Cruz 23.4%	<input checked="" type="checkbox"/> Kasich 13.8%	<input checked="" type="checkbox"/> Rubio 8.9%	<input checked="" type="checkbox"/> Carson 7.1%	<input checked="" type="checkbox"/> Bush 4.5%
<input checked="" type="checkbox"/> Christie 3.1%	<input checked="" type="checkbox"/> Rand Paul 3.0%	<input checked="" type="checkbox"/> Fiorina 2.1%	<input checked="" type="checkbox"/> Huckabee 1.4%	<input checked="" type="checkbox"/> Walker 1.2%	<input checked="" type="checkbox"/> Graham 0.7%
<input checked="" type="checkbox"/> Perry 0.7%	<input checked="" type="checkbox"/> Santorum 0.5%	<input checked="" type="checkbox"/> Jindal 0.3%	<input checked="" type="checkbox"/> Gilmore 0.0%	<input checked="" type="checkbox"/> Pataki -0.0%	<input type="checkbox"/> Undecided 5.5%

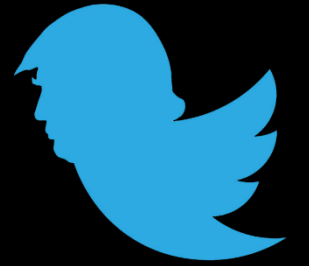


ANSWERING THE RESEARCH QUESTIONS

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