

# Donald J. Trump's Twitter Engagement During the 2016 Presidential Election Campaign: A Content Analysis of Popularity Indicators

*Amy Jones, Communication Arts Department*

## Overview



The purpose of this study was to examine a sizable amount of Donald J. Trump's tweets during the 2016 Presidential Election Campaign. The sample size was 200 tweets during the last month of the campaign. Tweets were categorized according to their content and the number of likes, retweets, and replies were noted for each tweet. The categories I selected were as follows: photo (included or not included), link (included or not included), vote, Barack Obama, Hillary Clinton, Obamacare, Trump rallies, drain the swamp, immigration, foreign policy, terrorism, Make America Great Again, and polls & debates.

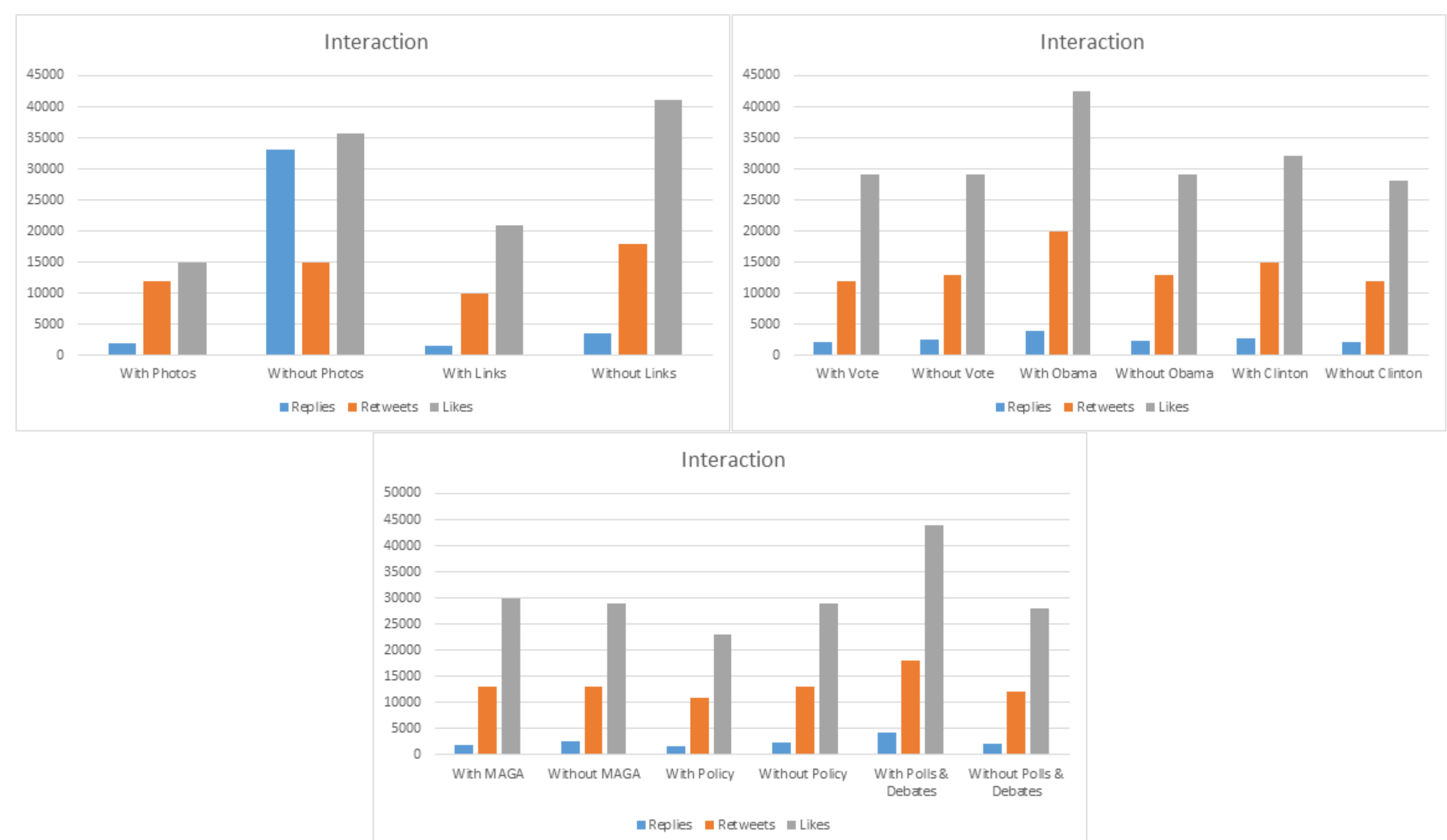
## Impact

This research can be used to foster more successful social media political campaigns.



## Key Findings

There was more interaction in likes, retweets, and replies on the tweets without photos attached. In contrast, there was more interaction in likes, retweets, and replies on tweets that did include links. Tweets about Trump rallies did not perform well. Tweets about Barack Obama, Hillary Clinton, and polls & debates performed well.



## Explanation

The political atmosphere and social media itself are evolving rapidly.



## Acknowledgements

Research assistance and advisement from Dr. Pavica Sheldon, Department Chair of Communication Arts Department