Read, Seen or Heard

A Text-Analytic Approach to Campaign Dynamics

Gallup, Michigan, Georgetown Working Group: Frank Newport, Lisa Singh, Stuart Soroka, Michael Traugott, Andrew Dugan

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Background

There is a good deal of research capturing trends in government/candidate approval, and vote intentions.

We are often able to connect these trends to campaign events, and/or shifts in media content.

We are rarely able to directly capture the information that voters remember.

Background

Whereas most data sources focus on the effects of campaign information, i.e., vote intentions,

or the provision of campaign information, i.e., media coverage,

we capture the reception of information, i.e., what respondents recall having read, seen or heard about the candidates.

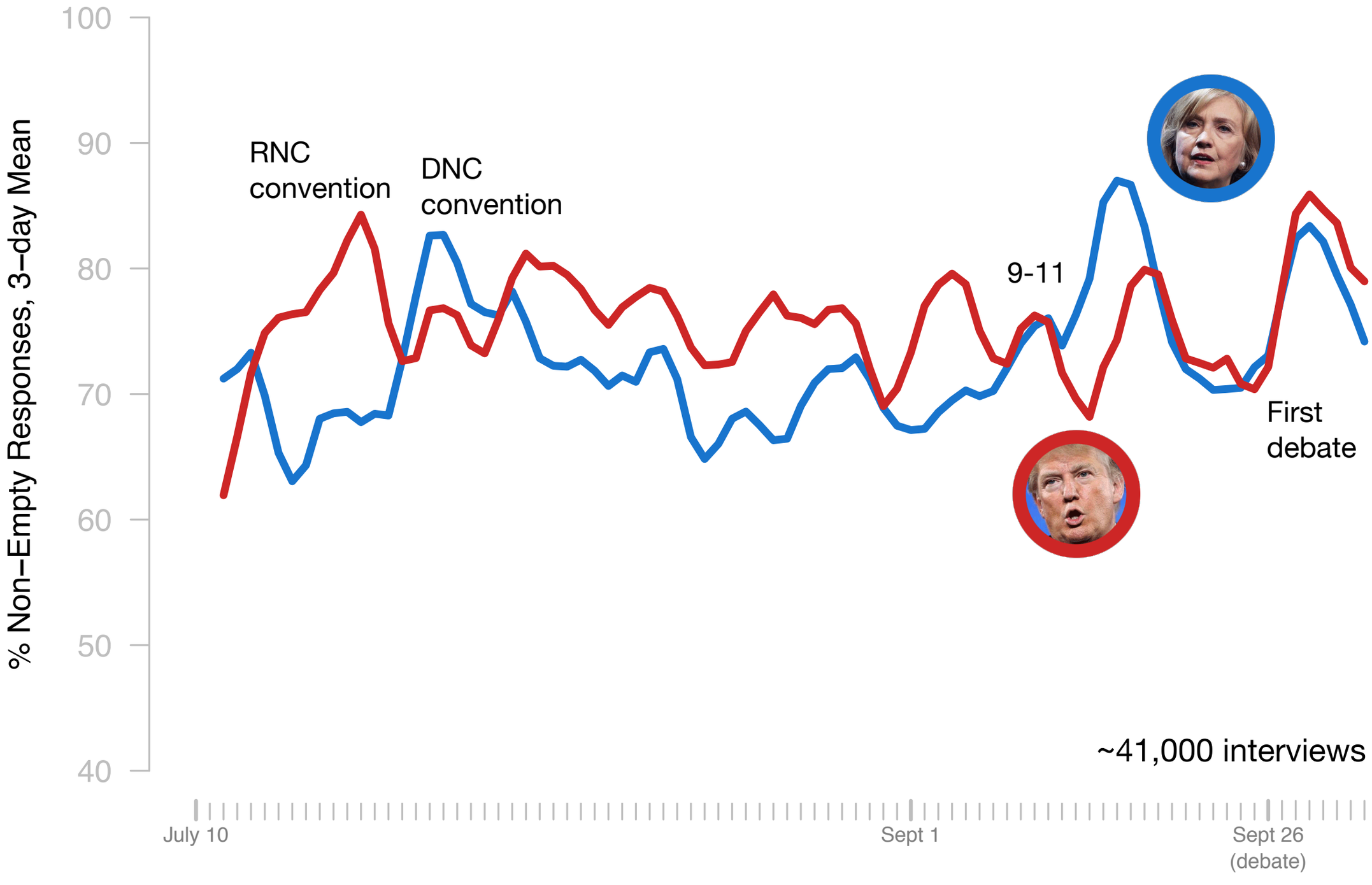
Data

The Gallup U.S. Daily* interviews roughly 500 people by per night, and asks what respondents have read, seen or heard about Hillary Clinton / Donald Trump in the past several days.

Verbatim responses are recorded by interviewers.

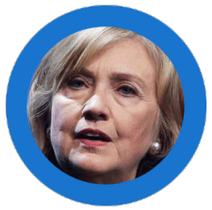
* The Gallup U.S. Daily interviews adults aged 18 and older living in all 50 states and the District of Columbia using a dual-frame design, which includes both landline and cellphone numbers. Gallup samples landline and cellphone numbers using random-digit-dial methods.

% Having Read, Seen and Heard Something about Clinton or Trump



Rolling 3-day (lagged) averages, unweighted.

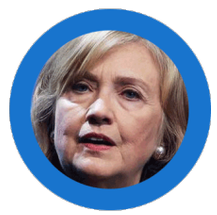
Words Distinguishing Read, Seen and Heard about Clinton and Trump



untrustworthy
facebook department
mostly congress
ads done campaigning children corruption
deleted classified private found questions
criminal ella investigation timkaine time
response saw jail her trail berniesanders problems
play she got scandal released dishonest supporters
memorial information
regarding foundation liar server bengazi
corrupt debate fbi crook
secretary
truth benghazi health issues charges
interview dnc money
billclinton
economy makeamericagreat situation still
state well fun
mikepence trying baby flood
putin trip went building border
war mouth immigration statement
idiot wants black born
gold negative mexico made church soldier
khan calling build russia speech isis people man flip
meeting making family obama wall country racist plan remarks
foundervisitsaid going tax like rally
changed president policy wife media muslim paid twitter mind
illegal changing amendment talking parents
bigot manager louisiana second stupid detroit doesnt
missuniverse african american
tedcruz make america paulryan women heart
hack veterans military stance change get
mccain statements business
states lost rnc way starwifes take
americans arizona

Top 160 words that are most uniquely associated with responses about Clinton or Trump, font size weighted by frequency, based on all responses, July 11-Oct 3, using limited synonym recoding and lemmatization.

Weekly Trends in Read, Seen and Heard



Jul 10–16	email berniesanders fbi liar scandal
Jul 17–23	email convention liar speech going
Jul 24–30	convention email speech dnc president
Jul 31–6	email liar convention speech campaign
Aug 7–13	email liar tax foundation scandal
Aug 14–20	email foundation liar health going
Aug 21–27	email foundation liar scandal health
Aug 28–3	email foundation liar fbi scandal
Sep 4–10	email liar scandal fbi talking
Sep 11–17	health email issues campaign liar
Sep 8–24	health debate email liar newyork
Sep 25–1	debate email liar health night
Oct 2–	debate email tax liar campaign

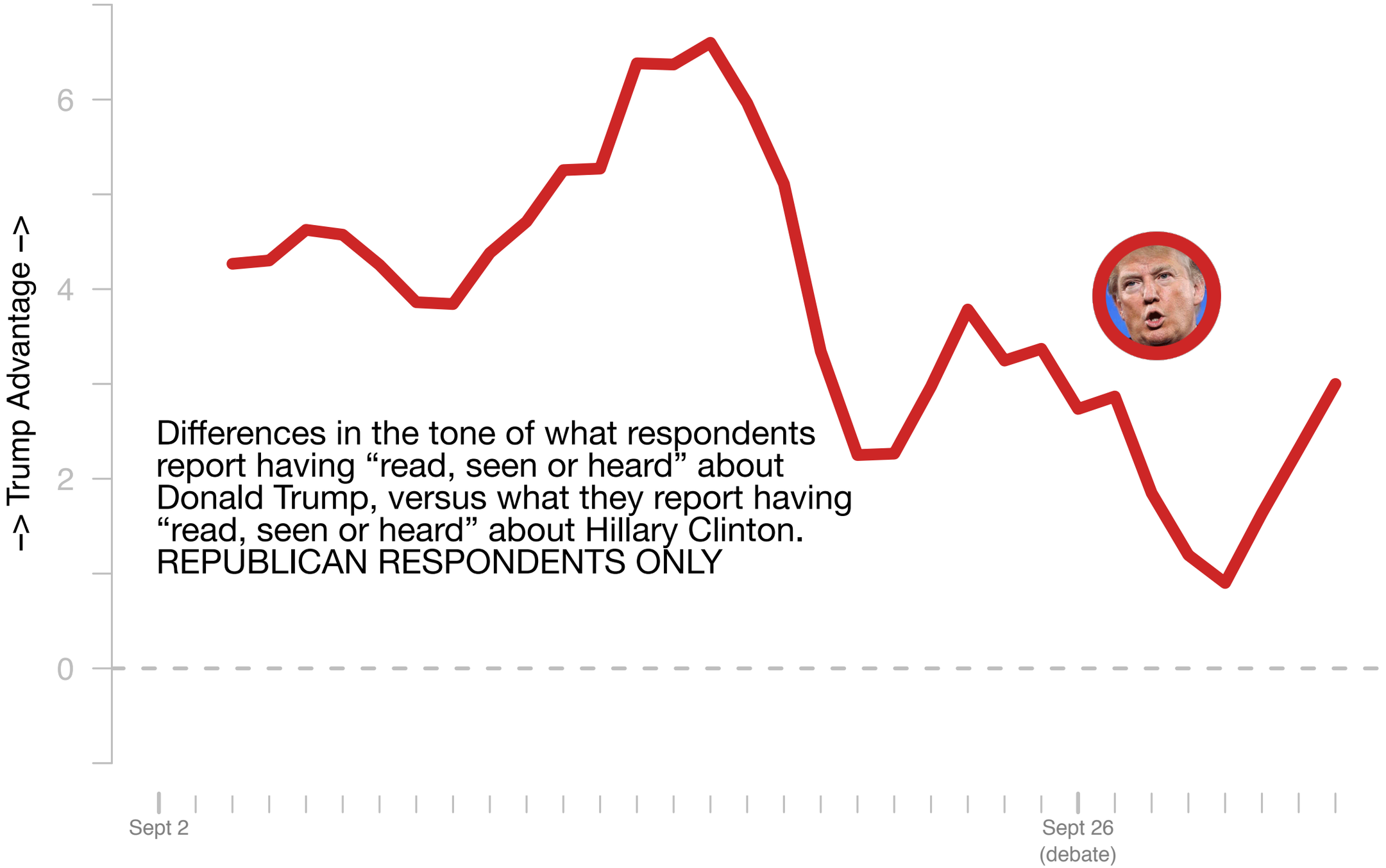
Top 5 words, font size weighted by frequency, based on all responses, July 11-Oct 3, using limited synonym recoding and lemmatization.

Weekly Trends in Read, Seen and Heard

Jul 10–16	mikepence dallas going shooting pick
Jul 17–23	convention speech wife national going
Jul 24–30	russia email convention speech going
Jul 31–6	muslim family son paulryan convention
Aug 7–13	isis amendment obama second people
Aug 14–20	campaign speech isis people louisiana
Aug 21–27	immigration campaign people louisiana trying
Aug 28–3	mexico immigration speech president going
Sep 4–10	mexico immigration speech going president
Sep 11–17	health obama born talking speech
Sep 8–24	talking debate newyork obama people
Sep 25–1	debate missuniverse women people going
Oct 2–	tax debate paid missuniverse returns

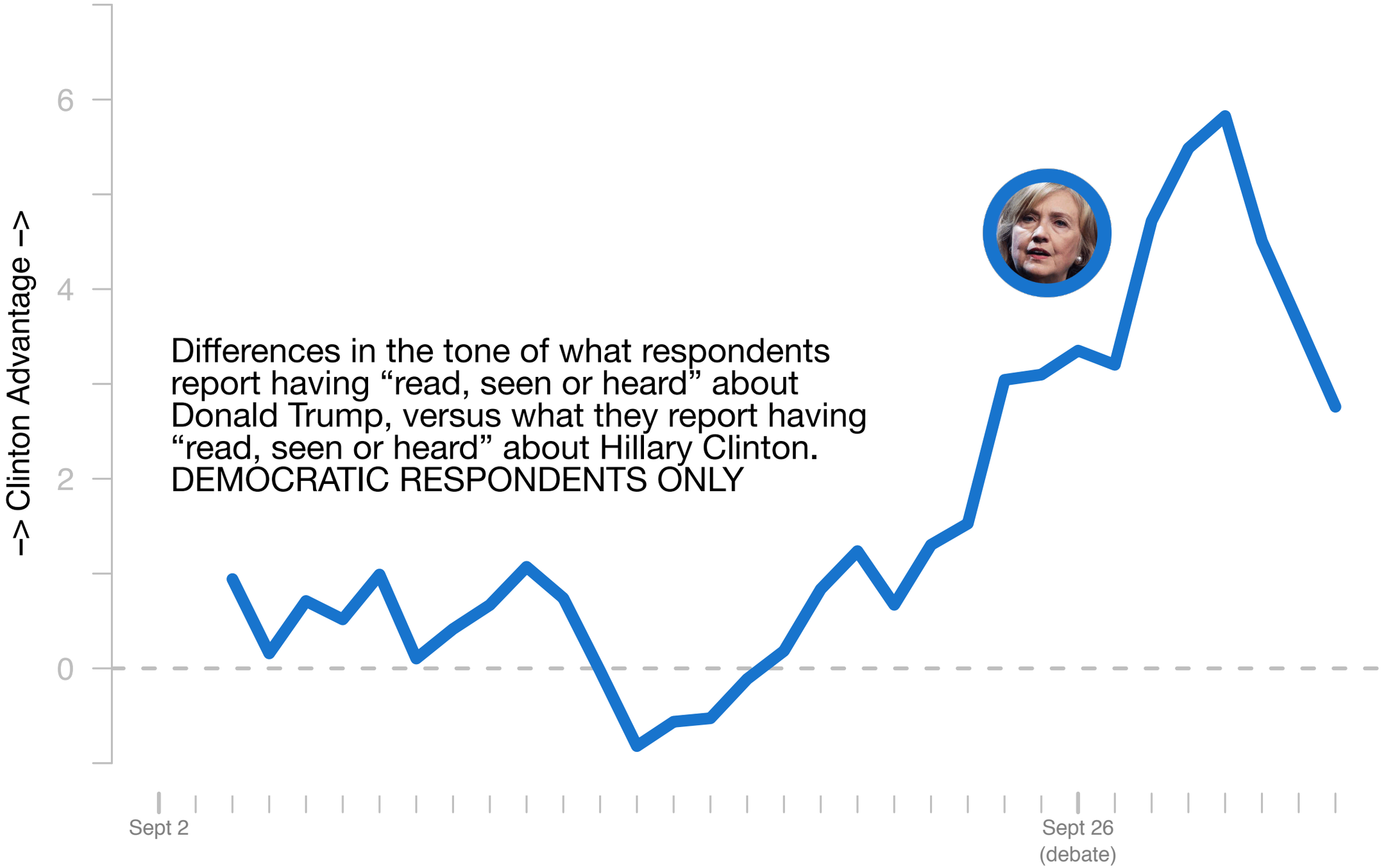
Top 5 words, font size weighted by frequency, based on all responses, July 11-Oct 3, using limited synonym recoding and lemmatization.

The Changing Tone of Read, Seen or Heard Responses



Rolling 3-day (lagged) averages, unweighted.
Tone estimated using the Lexicoder Sentiment Dictionary

The Changing Tone of Read, Seen or Heard Responses



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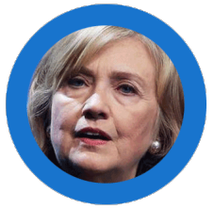
Tone estimated using the Lexicoder Sentiment Dictionary

Motivated Reasoning in Recollections of the First Debate

Based on respondents interviewed on Sept 27 and 28, 61% believe that Clinton won, while 27% believe that Trump won.* Within partisan groups:

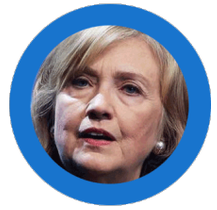


92% of Democrats believe that Clinton won the debate, and 3% believe that Trump won.

53% of Republicans believe that Trump won the debate, and 28% believe that Clinton won.

* Based on Gallup analyses (of the same survey data used here).

Words Distinguishing Democrats and Republicans' Read, Seen and Heard about Clinton, Post-Debate



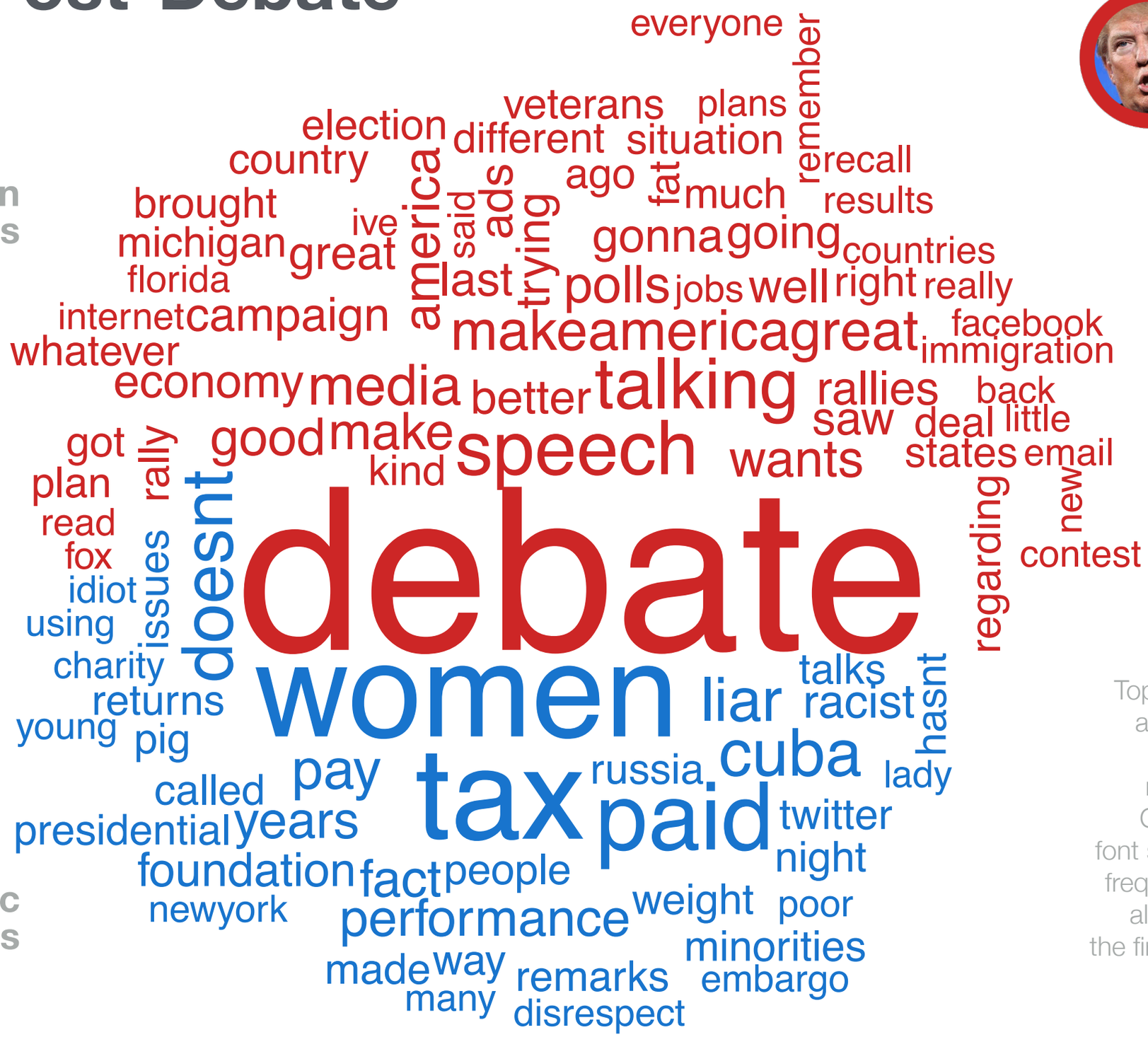
Democratic Identifiers

Republican Identifiers

Top 100 words that are most uniquely associated with responses about Clinton or Trump, font size weighted by frequency, based on all responses after the first debate, using limited synonym recoding and lemmatization.

Words Distinguishing Republicans and Democrats' Read, Seen and Heard about Trump, Post-Debate

Republican Identifiers



Democratic Identifiers

Top 100 words that are most uniquely associated with responses about Clinton or Trump, font size weighted by frequency, based on all responses after the first debate, using limited synonym recoding and lemmatization.

Summary of Findings (thus far)

Republicans' read, seen or heard responses have been more systematically positive about Trump than Democrats have been about Clinton.

Clinton's read, seen or heard responses were dominated by 'email' until Sept 11. Recalled information about Clinton has been more positive since that time.

Summary of Findings (thus far)

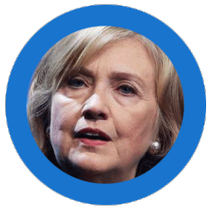
A majority of respondents believe that Clinton won the first debate. But there are real differences in what partisans report having read, seen or heard since then.

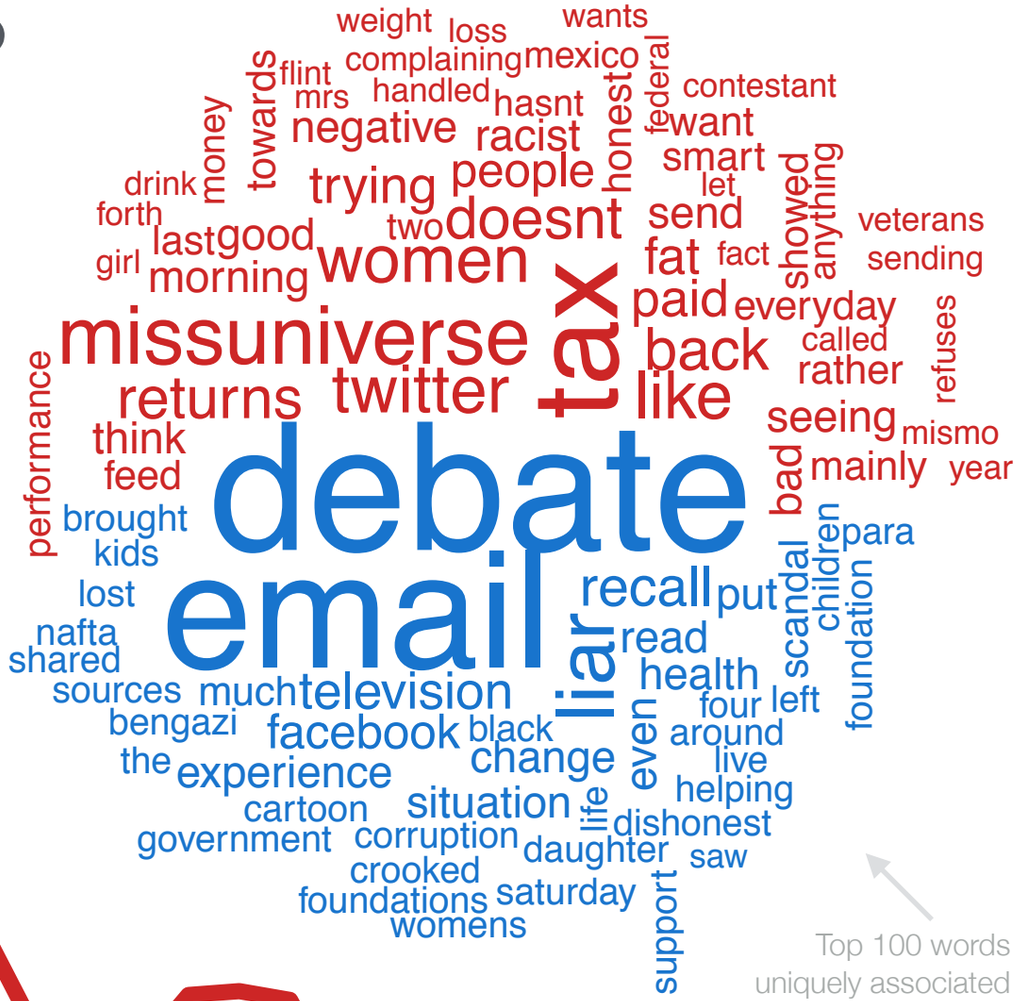
Clinton: Democrats cite her debate performance, Republicans continue to cite news on email and other scandals

Trump: Republicans cite his debate performance, while Democrats cite his complex record with women, particularly Alicia Machado.

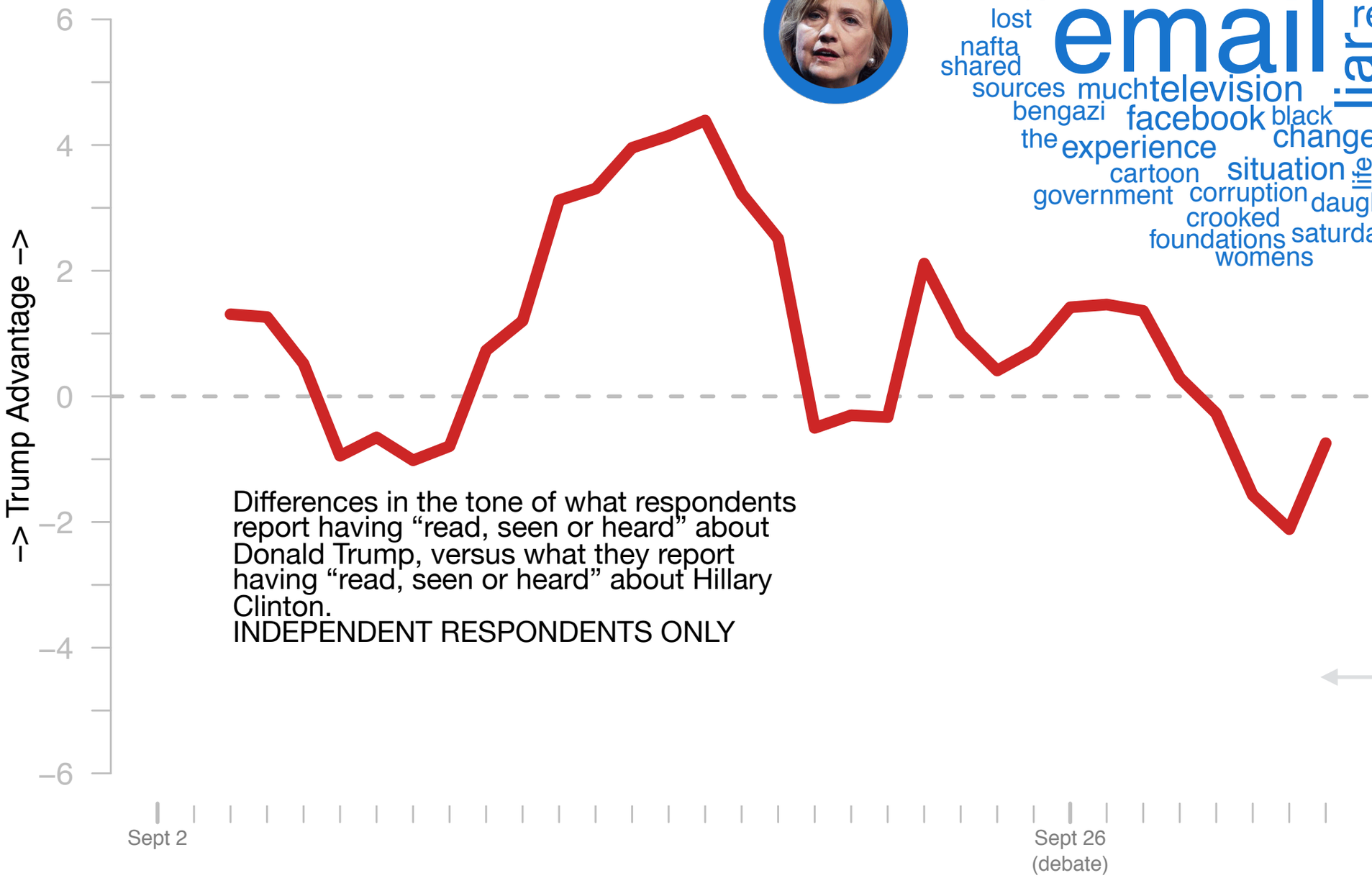
What About Independents?

Amongst Independents, 59% believe that Clinton won the debate and 30% believe that Trump won the debate.





Top 100 words uniquely associated with Clinton or Trump, amongst Independents only, font size weighted by frequency, based on all responses after the first debate, using limited synonym recoding and lemmatization.



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