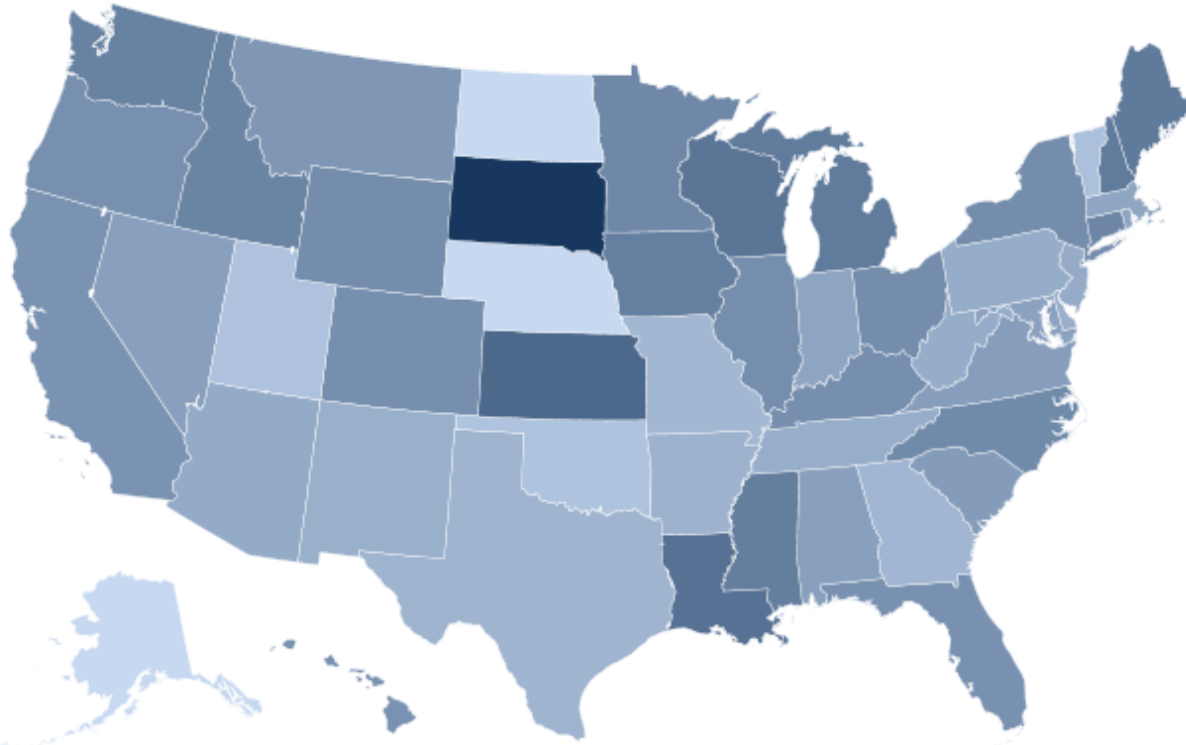




# **SOCIAL INTELLIGENCE ANALYSIS: OVERWHELMINGLY NEGATIVE RESPONSE TO PRESIDENT TRUMP'S STATEMENTS AFTER JULY 16 SUMMIT WITH RUSSIAN PRESIDENT**

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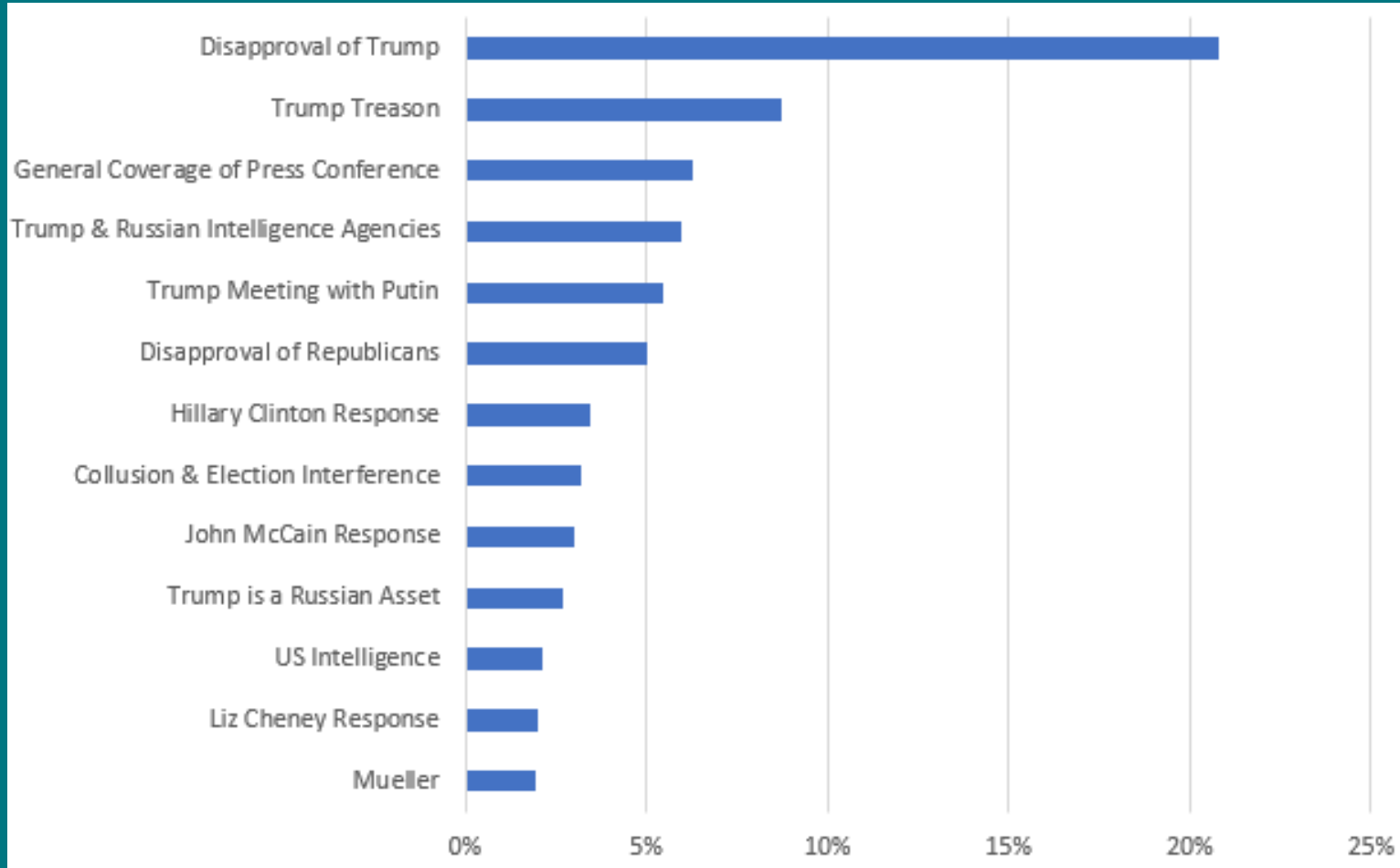
# ***Net*** Trump Support Negative in Every Single State



***National Average***  
***-0.59***

\*Based on an analysis of the first 600,000 Twitter mentions in the U.S., of Donald Trump and Vladimir Putin during/after their press conference following the July 16, 2018, Helsinki summit.

# Trump-Putin Summit: U.S.-based Themes of Conversations on Twitter



Left-Leaning Subreddit			Right-Leaning Subreddit	
r/politics	r/liberal	r/progressive	r/Conservative	r/The_Donald
-0.53	-0.5	-0.625	-0.51	-0.32
donald trump	supreme court	law enforcement	president trump	president trump
united states	trump supreme	trump agenda	united states	donald trump
trump putin	court pick	supreme court	trump putin	trump putin
trump supporters	voting trump	trump supreme	foreign policy	anti trump
president trump	count senators	court pick	supreme court	fake news
press conference	evolving count	voting trump	donald trump	trump supporters
traitor trump	senators voting	count senators	press conference	press conference
hillary clinton	trump obama	evolving count	us election	pro trump
trump campaign	working class	senators voting	russia accountable	deep state
vladimir putin	law enforcement	trump russia	joe walsh	hillary clinton
trump would	trump agenda	trump campaign	conspiracy theory	trump train
intelligence agencies	trump russia	2016 election	accountable anything	trump baby
white house	trump campaign	trump actually	liberal media	putin trump
fox news	2016 election	dnc server	collude russia	meeting putin
special counsel	trump actually	conference putin	hillary clinton	united states
witch hunt	dnc server	putin could	intelligence agencies	george soros
trump traitor	conference putin	russia would	anti trump	love trump
trump tower	putin could	putin everything	anything trump	baby trump
putin trump	russia would	gives us	hold russia	derangement syndrome
president putin	putin everything	news conference	countries responsible	witch hunt

**Net Sentiment  
Toward Trump  
On 5 Major  
Subreddits**

**On Reddit,  
disappointment  
with Trump  
spans the entire  
political  
spectrum**

# Methodology

Ipsos analyzed the first approximately 600,000 tweets from across the United States mentioning President Donald J. Trump and Russian President Vladimir V. Putin during, and for approximately four hours after, their joint press conference following their July 16, 2018, summit in Helsinki, Finland. Ipsos also examined approximately 10,000 Reddit comments posted at the same time across five popular sub-Reddits spanning the political spectrum: r/politics, r/liberal, r/progressive, r/conservative, and r/The\_Donald.

The analysis was conducted utilizing Ipsos social intelligence analytics, including proprietary machine learning algorithms applied to social media.

TFIDF (term frequency-inverse document frequency) was utilized to vectorize social media mentions in text analytics and topic modelling. It is a numerical statistic, which reflects the weight (importance) of words to a document. In order to identify groups of users with similar interests, Ipsos Public Affairs utilized the clustering algorithm non-negative matrix factorization (NMF). When applied to text, this technique identifies terms and phrases that pattern together across texts.



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