KASICH RISING
(AND OTHER HIGHLIGHTS OF THE PRESIDENTIAL DEBATE CONVERSATION)

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Words can affect elections as well as reflect pre-election trends -- to the extent words circulate society and penetrate public consciousness (e.g., 47%).

Today, whenever words travel online, they can be converted into data. We can measure words circulation: by volume, over time, across news and social media channels, as connected to other words, even (roughly) according to the sentiment (positive/negative) attached to them.

Importantly, candidates say many words and campaigns are built around messages. This project is about understanding how those words and messages “play in Peoria.”

The **PEORIA Project** follows the candidates and their campaign messages, measuring the public echoes that surface in all types of media.

The primary research question is: what’s being said about the candidates and their campaigns?
PART ONE

Presidential Debate Chatter
### CONVERSATION LEADERS

<table>
<thead>
<tr>
<th>Candidates (Descending order)</th>
<th>Total Mentions Sept. 21 – Nov. 1</th>
<th>All Current Candidates (share of voice, in %)</th>
<th>Republicans Only (share of voice, in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donald Trump</td>
<td>9,096,900</td>
<td>35.6</td>
<td>54.0</td>
</tr>
<tr>
<td>Hillary Clinton</td>
<td>4,660,264</td>
<td>18.2</td>
<td>--</td>
</tr>
<tr>
<td>Bernie Sanders</td>
<td>3,891,131</td>
<td>15.2</td>
<td>--</td>
</tr>
<tr>
<td>Ben Carson</td>
<td>1,913,895</td>
<td>7.5</td>
<td>11.4</td>
</tr>
<tr>
<td>Ted Cruz</td>
<td>1,555,251</td>
<td>6.1</td>
<td>9.2</td>
</tr>
<tr>
<td>Jeb Bush</td>
<td>1,299,325</td>
<td>5.1</td>
<td>7.7</td>
</tr>
<tr>
<td>Marco Rubio</td>
<td>917,075</td>
<td>3.6</td>
<td>5.4</td>
</tr>
<tr>
<td>John Kasich</td>
<td>409,393</td>
<td>1.6</td>
<td>2.4</td>
</tr>
<tr>
<td>Mike Huckabee</td>
<td>322,727</td>
<td>1.3</td>
<td>2.0</td>
</tr>
<tr>
<td>Chris Christie</td>
<td>327,396</td>
<td>1.3</td>
<td>1.9</td>
</tr>
<tr>
<td>Carly Fiorina</td>
<td>266,054</td>
<td>1.0</td>
<td>1.6</td>
</tr>
<tr>
<td>Rand Paul</td>
<td>263,416</td>
<td>1.0</td>
<td>1.6</td>
</tr>
<tr>
<td>Martin O’Malley</td>
<td>156,255</td>
<td>0.6</td>
<td>--</td>
</tr>
<tr>
<td>Lindsey Graham</td>
<td>142,727</td>
<td>0.6</td>
<td>0.8</td>
</tr>
<tr>
<td>Bobby Jindal</td>
<td>137,574</td>
<td>0.5</td>
<td>0.8</td>
</tr>
<tr>
<td>Rick Santorum</td>
<td>131,420</td>
<td>0.5</td>
<td>0.8</td>
</tr>
<tr>
<td>George Pataki</td>
<td>43,045</td>
<td>0.2</td>
<td>0.3</td>
</tr>
</tbody>
</table>

*Note: Limited candidates who dropped from the nomination contests (i.e., Perry, Walker, Webb, and Chafetz).*
TRUMP STILL DOMINATES

All Candidates Share of Voice (%)
September 21 - November 1, 2015
CLINTON & TRUMP?

Share of Democratic Voice (%)
September 21 - November 3, 2015

Share of Republican Voice (%)
September 21 - November 3, 2015

Note: In this and many of the following analyses, we added Biden into the Democratic field because his potential candidacy was a much discussed possibility.
DEMOCRATIC TIME SERIES

Total Mentions
Top-3 Democrats Candidates
9/21 to 11/3/2013

Note: Limited candidates who dropped from the nomination contests (i.e., Perry, Walker, Webb, and Chafee).
**DEMOCRATIC NET SENTIMENT**

![Net Sentiment of Democratic Candidates Mentions (%)](chart)

Note: Net sentiment is measured as the percentage of positive mentions minus the percentage of negative mentions (similar to “net approval” or “net favorability”). SVM-NLP does not capture sentiment all that indiscriminately. As such, sarcasm (“that’s sick”), disappointment (“that sucks”), or even descriptive facts (“drops out”) may be included in the mentions count. Net sentiment should, therefore, be seen as a directional and relational indicator rather than an absolute measure.
REPUBLICAN TIME SERIES

Total Mentions
Top 10 Republican Candidates
9/21 to 11/3/2015

Note: Limited candidates who dropped from the nomination contests (i.e., Perry, Walker, Webb, and Chafee).
**REPUBLICAN CONVERSATION**

**Total Mentions Before Debate**
*September 21 - October 27, 2015*

**Total Mentions During/After Debate**
*October 28 - November 1, 2015*

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**“Off the Chart”**

<table>
<thead>
<tr>
<th>Total Mentions</th>
<th>Total Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 21 – Oct. 27</td>
<td>Oct. 28 – Nov. 1</td>
</tr>
<tr>
<td>Donald Trump</td>
<td></td>
</tr>
<tr>
<td>8,000,865</td>
<td>1,028,915</td>
</tr>
</tbody>
</table>
REPUBLICAN NET SENTIMENT

Net Sentiment of Republican Candidates Mentions (%)

-75 -50 -25 0 25 50 75


Trump Cruz Rubio Marco Rubio Paul Ryan Kasich Donald Trump Undercard Debaters
DEMOCRATS: WHO IS TALKING ABOUT WHOM

Total Media Mentions
September 21 - November 1, 2015

<table>
<thead>
<tr>
<th>Candidates</th>
<th>Mainstream Media</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sept. 21 - Nov. 1</td>
<td>Sept. 21 - Nov. 1</td>
</tr>
<tr>
<td>Hillary Clinton</td>
<td>511,805</td>
<td>4,148,399</td>
</tr>
<tr>
<td>Bernie Sanders</td>
<td>249,741</td>
<td>3,641,490</td>
</tr>
<tr>
<td>Martin O’Malley</td>
<td>71,707</td>
<td>84,548</td>
</tr>
<tr>
<td>Jim Webb</td>
<td>54,482</td>
<td>365,885</td>
</tr>
<tr>
<td>Lincoln Chafee</td>
<td>47,796</td>
<td>185,466</td>
</tr>
<tr>
<td>Joe Biden*</td>
<td>212,240</td>
<td>526,748</td>
</tr>
</tbody>
</table>

*Joe Biden is not a candidate in this context.
DEMOCRATS: WHO IS TALKING ABOUT WHOM

Mainstream Media SOV (%)
September 21 - November 1, 2015

Social Media SOV (%)
September 21 - November 1, 2015
DEMOCRATS: WHO IS TALKING ABOUT WHOM?

Media Mentions Before Debate
September 21 - October 12, 2015

Media Mentions During/After Debate
October 13 - November 1, 2015

Total Mentions

Mainstream Media
Social Media
• Being in the undercard debate leads to substantially fewer mentions – both in mainstream and social media
• As we discussed in our last report, we’re interested in similarities and differences between mainstream and social media voices. While it is too early to understand which way the arrow goes (do the news media cause social, vice versa, or are they independent conversations) we are interested in keeping track of the differences.

• Our questions remain: Will one group identify the eventual party nominee earlier than the other? Who are the darlings in each category?

• But for note, what is clear is that The Donald dominated social media, whereas, Bush captured a large portion of the mainstream media. Interestingly, Donald Trump was covered only slightly more than Jeb Bush by mainstream media. Also, the total numbers between the two sets of media types are very different – about 11.1M of the mentions of these 12 candidates are on social media platforms (Twitter, Facebook, Videos—YouTube, Vimeo, etc., and Blogs), whereas the other 1.1M are on news media (Broadcast TV, LexisNexis, News Sites). Hence, even if the news media are being more responsible in their candidate coverage – they are getting “drown out” by the conversations happening on social media. The volume is hugely different.
REPUBLICANS: WHO IS TALKING ABOUT WHOM?

Media Mentions Before Debate
September 21 - October 27, 2015

Media Mentions During/After Debate
October 28 - November 1, 2015

“Off the Charts”

<table>
<thead>
<tr>
<th></th>
<th>Mainstream Media</th>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 21 - Oct. 27</td>
<td>435,134</td>
<td>7,835,758</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>67,552</td>
<td>960,463</td>
</tr>
</tbody>
</table>

Mainstream Media: Mainstream Media, Social Media: Social Media
• News of Biden not running garnered more mentions in a shorter period than the Benghazi hearing, but Clinton’s overall share of voice was larger this week than during either the pre- or post-debate periods. In short, the candidate who suffered “lost media oxygen” during the week was Bernie Sanders (down about 10
• Of note – only HRC and Bernie had any social activity to speak of (all others were under 500 shares/RTs).
• During the Benghazi hearing, Katy Perry was especially helpful to HRC – as was her campaign. Many of the most popular Tweets were from those who stood by and supported her.
CLINTON’S TOP 3 TWEETS DURING HEARINGS

1,687 Retweets
659 Retweets
456 Retweets
Social media activity by the candidates and their campaigns during the conservational events of the period.
Note – Echo conversion rate is the total # of website shares for the candidate’s website divided by the total number of social media mentions for the candidate. Ted Cruz continues to perform strongly on this engagement-seeking metric. Kasich and Fiorina impressed, while Clinton and Sanders underperformed given their otherwise strong digital engagement records.
The difference in scales is extraordinary (debates = social media events). These are both essentially two week periods, yet prior to the debate the most website shares HRC received were about 15K, but during and after the debate, her numbers reached over 50K. These charts show a great deal of social media activity on the part of Clinton and Sanders, which makes the low echo conversion rates that much more puzzling – but then again, understandable given the volume both are reaching (it’s hard to get more than 1% of nearly 4M people to engage).
The top retweets for both Sanders and O’Malley concerned criminal justice, raising the possibility of involvement by #blacklivesmatter.
Mike Huckabee enjoyed success live-trolling the Democratic debate.
All Trump! The trolling of the Democratic debate attracted far more retweeting than the Democrats’ trumpeting of the debate.
• Huge variation on the GOP side: Christie no website post-debate shares – Trump had some, but still far, far fewer than Cruz. Rubio did well post-debate, but was non-existent before. Fiorina/Paul small # of RTs. Fiorina did better on website shares, especially post-debate. Cruz lots of website shares. Kasich appears to be “punching above” his weight-class in terms of website shares – though he was stronger before the debate (perhaps because of his comments on the trail about Trump and Carson) than during/after the debate.
• Kasich’s word cloud and top hashtags show that he is using his social media strategically by targeting early primary states and promoting endorsements (the words “Illinois and Christine refer to an endorsement the governor received from the state senate Republican Leader Christine Radogno).
Even though the Ted Cruz line featured here was a stand-out dramatic moment in the debate, three comments by other candidates attracted more retweets.

Also, Jeb Bush tweeting a picture of his personalized cowboy boots is somewhat like his fantasy football moment, he believes he is connecting (being authentic and perhaps, funny), but it seems awfully forced.
This is one metric where Kasich fared poorly, in contrast to others.
Clinton’s comments outperformed Sanders in retweeting—and again the stand-out dramatic moment, when Sanders declared enough about Clinton’s email, did not register impressively on this metric.
QUESTIONS?

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