What Does Presidential Mean to You?

Trump vs Malema

A look at two presidential hopefuls from very different backgrounds, and opposite ends of the spectrum.

By Adhil Patel & Parry Bedi
Presidential Candidates…?

Julius Malema

Donna Trump
Malema for president? God help us, says Mthembu

ANC spokesman Jackson Mthembu says it will be a dark day for the country if expelled ANC Youth League president Julius Malema ever comes to power.

No, Donald Trump Won’t Win

A little while ago I went rug shopping. Four rugs were laid out on the floor and among them was one with a pink motif that was dazzlingly beautiful. It was complex and sophisticated. If you had asked me at that moment which rug I wanted, I would have said the pink one.

This conviction lasted about five minutes. But then my mentality flipped and I started asking some questions. Would the furniture go with this rug? Would this rug clash with the wall hangings? Would I get tired of its electric vibrancy?
Of particular interest to us…(and you)

Are their messages (ads) resonating with voters?

What does social media tell us?

What about the imagery they and their supporters are using? Is there a hidden meaning?
Message Testing Candidate Adverts

Ad 1: Build a wall (Trump)

Ad 2: Great Again (Trump)

Ad 3: America (Sanders)

Ad 4: Love trumps hate (Sanders)

Ad 5: Working for you (Clinton)
Any ideas whose supporter submitted this?
How about this one?
The conversations tend to be highly polarized
And engagement differs depending on the allegiance

Clinton:
- Posts on Facebook: 100
- Likes on Facebook: 100
- Shares on Facebook: 100
- Comments on Facebook: 100
- Cross-posting on Facebook: 0.2

Trump:
- Posts on Facebook: 66
- Likes on Facebook: 401
- Shares on Facebook: 314
- Comments on Facebook: 329
- Cross-posting on Facebook: 1.5
Do the messages really resonate? How could they have been made more relevant?

Ad 1: Build a wall (Trump)

Ad 5: Working for you (Clinton)

Q: What, if anything, would make this ad more relevant to you?
Drivers of relevance
More Cerebral, Not Emotional (Clinton)
True to Form, Trump has something for everyone
Conversations have no borders anymore
Social means discussions are no longer contained

N=3,131,823 tweets from 890,589 accounts (nodes)
Dates of tweet collection: 12-10-2015 to 25-01-2016
A Recent History of South Africa…

- 1990
- Mandela
- Mbeki
- Motlanthe
- Zuma

70%!
And One Party has put a loudhailer to the every man…
#Everything Must Fall…
They’re from completely different backgrounds, and leanings…

But they’re actually very similar

Bl**dy Agent

You’re fired
Comparing their communications…

Source: Twitter profiles (last 3,000 tweets)
The Call to Action Bears Some Resemblance
We Live in Interesting Times…