

THE RISE OF TWITTER IN PRESIDENTIAL
COMMUNICATION: AN EXAMINATION OF THE
RELATIONSHIP BETWEEN PRESIDENT TRUMP'S
TWITTER FEED AND THE MEDIA COVERAGE OF
HIS FIRST 100 DAYS

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Abstract:

The purpose of this study is to examine the relationship between Donald Trump's Twitter feed and the media coverage of Trump's agenda expressed in his tweets during the "honeymoon period." From the theoretical perspective of agenda setting theory, this research empirically explores the salience issues present in Trump's Twitter postings and compare them to the media agenda. Descriptive statistics of Trump's tweets and the coverage of his tweets from the *New York Times*, the *Washington Post*, and the *Wall Street Journal* show that nearly half of Trump's Twitter posts are covered in the news media, indicating that Trump's Twitter feed has the ability to transfer the salience of issues expressed in his tweets to the media agenda. The research results also show that Trump's Twitter agenda is prioritized by the media, especially topics regarding presidential statements, economics and business, immigration, domestic politics, foreign affairs, investigations, and news media. Furthermore, cross-lagged correlations suggest a strong influence from Trump's tweets to the *New York Times* and the *Washington Post's* coverage of his agenda, while the reverse correlation is relatively weak.

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CHAPTER I

INTRODUCTION

The evolution of communication technology has made the use of social networking sites part of our daily digital rituals. The diffusion and rapid evolution of social media has created a pressing need to understand the complex forces reshaping the relationship between media and politics. In the digital era, the public's time and attention has been increasingly directed toward social networking platforms such as Facebook, Twitter and Instagram. Of all these social networking sites, Twitter's characteristics of being rapid and brief, as well as its open-air nature of public debate and civic engagement, have turned it into a more suitable platform for politicians and political campaigns to convey political messages.

A significant aspect of Twitter's impact on the media landscape involves how Twitter affects political discourse and the public sphere in the United States. Due to its dramatic increase in political usage, Twitter has emerged as a platform on which anyone with a smartphone is able to engage in political discussions. In addition to that, Twitter also serves as a public platform for politicians to communicate and to organize effectively online, as well as to share their opinions and directly connect with supporters.

An unfiltered platform for self-expression, Twitter has outstripped news wires and put the constantly evolving world in rapid touch with the public. As noted earlier, its brevity and rapidity allow it to reshape the course of political dialogue. Recent studies suggest that Twitter was one of the most influential digital channels during the 2016 U.S. Presidential Election (Wells, 2016; Enli, 2017). A Pew Research Center survey conducted in August 2017 found that the share of Americans for whom Twitter serves as a source of news has continued to rise since 2013, with more than 50% of Twitter users having reported

consuming news on the social networking site (Shearer and Gottfried, 2018). The report also pointed out that Donald Trump's remarkably effective use of Twitter contributed to the increase of political participation, "with a president (Donald Trump) who frequently makes announcements on the platform, that share has increased to about three-quarters (74%), up 15 percentage points from last year (the year of 2016)" (p. 4).

Donald Trump's Twitter postings have even generated much more attention than the statements from the White House Press Office (Friedman and Gilsinan, 2018). George Lakoff, a former professor of Cognitive Science and Linguistics at the University of California at Berkeley, posted a tweet on January 2, 2018 summarizing his analysis of Donald Trump's Twitter posts and concluded that Donald Trump has weaponized Twitter, using it not just to reach the masses but to dominate the news agenda: "Trump uses social media as a weapon to control the news cycle. It works like a charm. His tweets are tactical rather than substantive (Lakoff, 2018)."

With 53 million followers as of June 28, 2018, Donald Trump is without doubt one of the most power-defining Twitter voices. As the tool Donald Trump utilized to communicate with millions of people, Twitter played an important role during the 2016 U.S. presidential campaign. In other words, the rise of Donald Trump in the political realm and his stunning election victory is emblematic of how Twitter is reshaping the course of political dialogue and the American presidential relationship with the press. The news media and journalists have been asking themselves: Are Donald Trump's tweets so inherently newsworthy that no journalist should ignore them, or should journalists stop the hyper-coverage of his tweets and start focusing on serious national issues? (Dobbs, 2018)

President Trump's frequently used personal Twitter account even has the power to turn a minor typo into a headline story. For instance, On May 31st, 2017, Trump tweeted: "Despite the constant negative press covfefe." Though this was obviously a misprint of the word "coverage," the midnight tweet immediately went viral and received extensive coverage in traditional publications such as *The New York Times*, *Washington Post* and *Politico*. Additionally, before he was even sworn in, the then President-Elect tweeted about the cost for Boeing to build the Air Force One and threatened to cancel the contract, resulting in the immediate stock drop of the world's largest aerospace company. The prominence of these two stories indicate that Trump's Twitter feed has extraordinary impact on the public and media agenda, as well as real-world consequences.

Unlike his predecessors, President Trump has extensively and repeatedly issued announcements and policies over Twitter, during both the presidential election and the transition periods, and after taking office. Trump's tweets are not only a reflection of his state of his mind, but also a window into his policy decisions, which means that his personal statements and comments on Twitter are much more important than even formal statements coming from the White House. Indeed, as I mentioned earlier, Trump's tweets are incredibly powerful. His tweets have promptly captured the public's attention and have garnered worldwide headlines and even rocked stock markets. The question then arises: Is President Trump's Twitter changing the presidency and the nature of journalism?

To some extent, Trump's Twitter posts have a ripple effect in the American media system. Even though he is not the first president to use Twitter to inform the public, he is

indeed the first president to use it to this extent to reach the American citizens. Today, news reporters and editors wake up to head-turning statements from the leader of the free world; anything he says, no matter how seemingly outrageous, often dominates news coverage for hours or even days. In fact, his Twitter feed has become a news source for major news outlets in the United States. As the *New York Times* noted, his Twitter usage is “a bully pulpit, propaganda weapon and attention magnet all rolled into one” (Grynbaum & Ember, 2016).

The ability of a single tweet to shape political conversation and drive media coverage may be unprecedented. Obviously, the President has captured public attention and generated controversy. During the 2016 presidential campaign, Donald Trump harnessed the power of Twitter to engage groups of people who were geographically distant but ideologically similar. In this regard, Donald Trump’s ascent and Twitter’s significance on the political stage may be inextricably linked.

In this study, I examined Donald Trump’s Twitter’s impact in politics through the media coverage he received during the first 100 days in office. To be more specific, the goal of this research is twofold, 1) To investigate whether Trump’s Twitter feed has the ability to transfer the salience of issues expressed in his Twitter posts to the media’s coverage. 2) To examine whether the traditional media outlets have the reciprocal capacity to influence President Trump’s Twitter agenda.

This research is important in the following aspects. First, there have been few studies, if any, focusing on Donald Trump’s unprecedented communication style using Twitter, which might shape the way future presidents communicate with the public. Second, by examining how Trump’s Twitter account impacts press coverage, this study will provide

some insights to understanding Twitter's role in influencing the relationship between political leaders and the public.

CHAPTER II

LITERATURE REVIEW

Social Media as a News Source

Donald Trump's frequent and unfiltered use of Twitter suggests that Twitter has evolved into a public sphere for politicians to promote their political campaigns and communicate messages to their supporters. As Newkirk II (2016) put it, “Twitter has been a force multiplier and organizational backbone for disgruntled—often xenophobic and bigoted—groups of people. Trump in particular embodies the trolling, fringe character of some groups within conservative Twitter coalitions (p. 1).”

The technological advancements may help explain how Twitter has emerged as the major news source and facilitated a rapid and efficient dissemination of information. As Broersma and Graham (2013) noted, Twitter is particularly useful when stories break. Furthermore the public and interactive nature of Twitter makes it an appealing source for news reporters to discover and follow news stories.

Extensive research has been done on both the theoretical and practical impact of networked, social media technologies on political participation and civic engagement. For the past decade, communication scholars have been investigating the agenda setting cues of social media (Feezell, 2017). Newman (2011) conducted a thorough and comprehensive study of how social media change the production, distribution and consumption of news, and concluded that Twitter has become a crucial tool to remold the old-fashioned journalistic practices, in that “it has spread rapidly through newsrooms, and now

plays a central role in the way stories are sourced, broken and distributed – contributing to a further speeding up of the news cycle (Newman 2011; p. 6”).

Prior studies also suggest that social media bypass traditional media platforms and are increasingly being used as sources in breaking news coverage (Murthy, 2011; Bruns, A., Highfield, & Lind, 2012; Vis 2013; Paulussen & Harder, 2014). According to a survey conducted by the Pew Research Center, 62% of U.S. adults get their news from social media, especially Facebook and Twitter, with 18% doing so very often. The survey study also found that Twitter is the most popular source of breaking news, with 59% of the survey respondents claiming they use it to keep up with breaking news events, compared to 31% for Facebook (Gottfried & Shearer, 2016). The results of this study are echoed by many similar studies exploring the role social media play in news reporting and distribution. For example, Vis’s (2013) research found that Twitter has become an effective reporting tool. Additionally, Tandoc and Johnson (2016) studied college students’ news consumption patterns with a survey by asking what their primary news source was; their research results showed that the majority of students received breaking news notifications from Twitter.

In terms of the changes in journalism industry per se, a growing body of scholarship focuses on how journalists are integrating social media into reporting practices. By comparing how Dutch and British national tabloids and elite newspapers used tweets as quotes in their news coverage between 2007 and 2011, Broersma and Graham (2013) found that Twitter serves as a radar for journalists to locate and track down sources, as well as to report on the world news in both of the two countries. They pointed out that one of the key functions of Twitter is to “give reporters the opportunity to tap into the private sphere of well-known and newsworthy people, ranging from celebrities to politicians, and to peep at

their thoughts, opinions and experiences (p. 10).” They further added that elite newspapers are more likely than tabloids to keep track of tweets posted by politicians.

Agenda Setting Theory and Intermedia Media Agenda Setting Effects

Understanding President Trump’s tweets is significant in terms of political communication and presidential studies. Hence, some major news outlets have archived his posts for reporting purposes. For example, the *Atlantic*, the *New York Times*, the *Washington Post*, *CNN*, etc., have all been tracking and unpacking Trump’s statements on Twitter posted since the first day he announced his decision to run for President of the United States. Furthermore, a report conducted by Shorenstein Center (Patterson, 2017) showed that President Trump’s first 100 days in office had received three times more coverage than any of his predecessors. To be more specific, he had been the topic of 41 percent of all news stories.

As the president of the United States, Donald Trump has many levers to drive the national agenda; however, it remains unanswered whether his use of Twitter helped him set the agenda of his media coverage. Do the media cover his statements on Twitter more frequently than his speeches at press conferences? Do the media accept this use of social media as the new normal for receiving and then reporting on his every tweet? If so, Trump’s Twitter may have the power to set the media agenda while at the same time countering the power of traditional media gatekeepers.

Shaw and McCombs’s agenda setting theory provides a theoretical framework for the understanding of the agenda setting effects between Trump’s Twitter feed and the media (1972). Accordingly, the Shaw and McCombs’s model of agenda setting places

President Trump as the primary agenda setter in American politics. As McCombs stated, the president of the United States is “America’s number one news-maker (McCombs, 2014, p. 113)”. For the first time in history, the President of the United States uses Twitter to announce public policy, negotiate with businesses, and combat traditional media. Just as Dave Karpf noted, “(Donald Trump) he deftly deployed social media to frustrate his opponents, seize the media agenda, and alter the public conversation (p.1, 2017).” His frequent use of Twitter in addressing the public on a wide variety of topics and the current and future U.S. policy “made his Twitter feed an influential moving force (FXCM, 2017, p. 1)”. However, very few studies have touched on the interrelationship between Trump’s Twitter feed and the media coverage of his agenda. Thus, it is necessary to examine how Trump’s Twitter feed impacts media agenda-setting processes.

Focusing on the Twitter feeds of political candidates and parties, Conway, Kenski, & Wang (2015) used time series analysis to research the intermedia agenda-setting effects among the Twitter feeds of the 2012 presidential primary candidates, Twitter feeds of the Republican and Democratic parties, and articles published in the nation's top newspapers. They found a symbiotic relationship between agendas in Twitter posts and traditional news. Similarly, a recent study examined the relationship between elite news media agenda and campaign agenda during the 2016 presidential primary season and found that Twitter has the potential to break free from and influence traditional media gatekeeping (Conway-Silva, Filer, Kenski, & Tsetsi, 2017).

Social Media and Agenda Setting Theory

Social media’s influence regarding digital democracy, citizen journalism, and mass media evolution in the digital era have been extensively researched. The British paper *The*

Guardian stated in a satirical article that the press “will be able to harness the unprecedented newsgathering power of the service” in that Twitter has “radically democratized news publishing, enabling anyone with an internet connection to tell the world when they are feeling sad, or thinking about having a cup of tea” (The *Guardian*, 2018). Similarly, Mackintosh (2012) described Twitter’s role as the ‘new newswire’ in breaking news, in that it “has become an unlimited space for engagement, discussion and information. (p. 4)”

The rise of social media has been changing the way traditional media contents are produced, distributed and consumed, so as to reshape the landscape of political engagement and change the nature of presidential communication. In terms of the social media’s political function, political parties and their candidates and journalists have been using it as a pervasive tool in election campaigns to interact and research public reactions to politics, as evidenced from Larsson and Moe (2012) and Stolee and Caton (2018)’s studies.

As far as the function of news distribution and information dissemination, Twitter has become the first and quickest source of breaking news (Vis, 2013). One of the recent examples is that people adjacent to the Boston Marathon explosions posted messages immediately following the terrorist attacks via Twitter, which allowed unvetted information regarding the tragedy to enter the public sphere within seconds (Cassa et al., 2013). In this case, Twitter has outperformed its traditional counterparts, including national and local news sources, such as *CNN*, *Reuters*, the *Associated Press*, *Boston WCVB* (Cassa et al., 2013, Ritholtz, 2018).

To examine how Twitter changes the way people consume news, the American Press Institute and Twitter in collaboration with the research company DB5 launched a survey to investigate more than 4,700 social media users in 2015 and found that 9 in 10 survey respondents claimed that they used Twitter for news, with 74% of whom did so on a daily basis. Furthermore, the research results also showed that nearly 40% of the respondents used Twitter to be alerted to breaking news, making the micro-blogging site the top news source among all social networking platforms (Rosenstiel et al., 2018).

The burgeoning utilization of social media for political gains has also garnered growing scholarly attention (e.g. Gainous & Wagner, 2013; Trottier & Fuchs, 2014). Political parties and candidates now widely use social media to engage with supporters and shape media coverage in election campaigns, which is evidenced by the Romney and Obama teams who used social media to manipulate media narratives during the 2012 presidential debates (Hong & Nadler, 2012). Communication researchers and experts also noticed that the political uses of the micro-blogging platform Twitter have been credited with reshaping the course of political participation and the political communication landscape (Parmelee & Bichard, 2011; Enli & Skogerbø, 2013; Graham, Broersma, Hazelhoff, & Van'tHaar, 2013).

Since Donald Trump's rise to power, scholarly exploration of Twitter as a political tool has increased. From a linguistic anthropological perspective, Stole Caton (2018) conducted an analysis of Donald Trump's rhetorical strategy of Twitter and concluded that Donald Trump's personal Twitter account marked a shift in presidential speech from "an address of a wide constituency (built on coalitions) to a core constituency (built on a base)." However, little empirical research has been devoted to the main actors of political

discussions, especially Donald Trump. With more than 46 million followers, Donald Trump's personal account is not only a window into his thoughts, but also a tool to influence members of the public and shape public and social policies.

Key Concepts

Within the theoretical framework of agenda setting theory, I first distinguished and clarified several key concepts for accessing the interrelationship between the president and the press in this study.

First and foremost, this empirical study is based on the theory of agenda-setting, which is defined by Harris and Sanborn (2013) as the “creation of public awareness and concern of salient issues by the news media (p. 72).” Thus, in this research project, media agenda setting is interpreted as the ability of the traditional media to bring salient issues to the attention of the president of the United States – Donald Trump. Accordingly, media agenda are the prominent or important issues, topics or subject matters covered in the media. The *New York Times's* media agenda refers to the media's coverage of the salient topics within a given time period, which is the first 100 days of Donald Trump's presidency in this study; As such, the *Washington Post* and the *Wall Street Journal's* media agendas are defined in the same manner.

Additionally, for comparison purposes, the term “Twitter agenda” was coined referencing the salient issues expressed in Donald Trump's tweets.

Derived from the concept of agenda setting, **salient issues** refer to the important subject matters emerging from the media agenda, public agenda, and the president's

Twitter agenda as well. Therefore, issue salience, also known as salience of issues, refers to the prominent attributes of issues (Weaver, 2007).

The notion of the ‘presidential honeymoon’ is defined as the first 100 days of presidency in the American presidents’ first term in office (Dominguez, 2005). As a metaphor comparing new presidents coming to power with the honeymoon of newly married couples, the term “honeymoon” suggests that the “presidents upon taking office early enjoy an initially large public response (Brody,1991).” In addition, what’s special about this span of time is its implication that “the period is limited and that beyond it a different set of processes affect the evaluation of presidential performance (Brody, 1991).” Research findings and statistics show that the seemingly arbitrary 100-days period is a crucial benchmark to accessing presidential performance that followed Franklin D. Roosevelt, because the president usually enjoys a honeymoon-like period of high popularity and positive and constructive relations with Congress and the media during this period (Brody, 1991; Azari, 2018). As a result, this study used this particular time frame to research the mutual influence between President Trump’s Twitter feed and the media coverage of his agenda.

Research Questions and Hypotheses

Based on this review of literature, the following questions and hypotheses are posed:

Research question 1: What are the general subjects or salient topics of Donald Trump's tweets, and how are these tweets prioritized?

Research question 2: How do topics in Donald Trump's tweets about media issues compare to the traditional media coverage of the public issue agenda of Donald Trump during the 100 days in office?

The following hypotheses were designed to examine the extent to which the major news outlets transfer the salience to Trump's Twitter agenda.

H1: The issue salience of Trump's agenda expressed in his tweets positively correlates to the *New York Times's* coverage of Trump during the presidential honeymoon.

H2: The issue salience of Trump's agenda expressed in his tweets positively correlates to the *Washington Post's* coverage of Trump during the presidential honeymoon.

H3: The issue salience of Trump's agenda expressed in his tweets positively correlates to the *Wall Street Journal's* coverage of Trump during the presidential honeymoon.

Research question 3: Do the traditional news media influence Donald Trump's Twitter postings during the first 100 days of his presidency? This question attempts to address whether the news media have an impact on Trump's Twitter agenda. Specifically,

I examined how Donald Trump reacted to the media coverage of himself during the first 100 days.

CHAPTER III

METHODOLOGY

Method

A method widely used in social sciences, content analysis has been justified by agenda setting research scholars as a research technique employed to systematically evaluate texts, as well as to interpret and code textual material (McCombs & Shaw, 1972). This method is best suited to determine if media agenda setting occurs between Donald Trump's tweets posted to his personal account *@realDonaldTrump* and news stories in the U.S. major daily newspapers.

Data Collection

For this content analysis, Donald Trump's personal tweets posted during the 100 days of his presidency were used to examine how the leader of the United States exerted his influence on the media. These tweets were collected from the following searchable archive: *Trump Twitter Archive* (Brown, 2018), which has been used by many scholars across different research fields (See De Pryck, & Gemenne, 2017; Schuldt, Enns, & Cavaliere, 2017; O'Gorman, 2018; Whissell, 2018). As noted by Brown (2018), the tweets were extracted from Donald Trump's personal account *@realDonaldTrump* via Tweepy and Twitter's official API in real time every 1 minute. Brown also claimed that this archive started to capture Donald Trump's deleted tweets since January 27th, 2017.

The missing tweets posted prior to January 27th, 2017 were collected from *ProPublica* (Willis, 2018), an independent non-profit investigative journalism agency that serves as a source to provide nonpartisan information to the public (Guensburg, 2008; Bierman, & Bales Foote, 2011). As a result, the sample size of this study is 520 tweets extracted from Donald Trump's personal account @*realDonaldTrump*, which includes 519 tweets collected from *Trump Twitter Archive* posted January 20th through April 29th, 2017 and 1 deleted tweet posted between January 20th and January 27th, 2017 collected from *ProPublica*.

In terms of the news media coverage, I gathered all the news articles published between January 21st and April 30th, 2017, in relation to Donald Trump from three U.S. based major newspapers, including the *New York Times*, the *Washington Post*, and the *Wall Street Journal* using the dataset *Dow Jones Factiva*. Developed by Dow Jones and Reuters, *Factiva* provides access to more than 36,000 newspapers and publications from all around the world, including the full-text of the *New York Times*, *Washington Post*, and the *Wall Street Journal* (Brandenburg, & Zalinski, 2008; Capelle-Blancard & Monjon, 2012; ProQuest, 2018).

It should be noted that I searched for the news stories published between January 21st and April 30th, 2017, with a time lag of one day between Trump's tweets and the media's coverage. The reason for the one-day lag is that newspapers are not printed on the day the news events occurred; instead, newspapers are printed and delivered to readers the next day, which generates a natural one-day delay (Wanta & Hu, 1994).

To be more specific, I entered the keyword "Trump" in the Free Text Search in *Factiva* with the source being narrowed down to the *New York Times*'s print edition and

the time span of the presidential honeymoon, from 21st to April 30th, 2017, to be precise. As a result, 4169 news articles for the *New York Times* were found. Using the exact same search term, I found 3738 news articles for the *Washington Post* and 2397 news articles for the *Wall Street Journal*.

However, a large proportion of the news stories did not feature Donald Trump per se. For example, some news articles discussed his family members, such as Donald Trump Jr, Ivanka Trump, Melania Trump; some stories emphasized on Trump's particular cabinet members. Therefore, I removed all the irrelevant news articles that did not feature Donald Trump as a subject matter from the sample. Eventually, the sample size of the study contained 2076 news articles for the *New York Times*, 2053 for the *Washington Post*, and 988 for the *Wall Street Journal*.

In terms of the sample selection criteria, previous statistical research suggests that 5% ~ 10% of the population is an ideal sample size for statistical analysis (Myung, 2003); therefore, I selected news articles between 800 and 1000 words in length for content analysis. In order to draw a representative and comprehensive sample, I systematically selected 200 news articles, two articles per day, from the *New York Times* and the *Washington Post*, respectively; 100 news articles, one article per day, from the *Wall Street Journal*, to form a manageable and efficient sample of 500 news articles. However, there could be multiple articles that fulfill the news article selection criteria on the same day. For example, on March 4th, 2017, more than 2 *New York Times* articles could be included in the sample. Thus in the event of multiple articles, an additional sampling strategy was used to further sort and filter articles by length and those articles closest to 900 words in length – the mid-range of 800 – 1000 words, were selected to include in the sample. For instance,

from 2 *Wall Street Journal* articles, the 888 – word would be chosen over the 999 – word. The logic behind this sampling method is to ensure each of the selected articles has similar length.

Definitions for the Categories

To conduct quantitative content analysis of Donald Trump’s Twitter posts and the content of the 3 newspapers, the first step of this research was categorization of text -- to identify themes or code categories emerging from the text.

The non-partisan political survey website ISideWith.com provides insight into the construction of the frames for the categorization or classification of the current political issues in the United States. By collecting more than one million answers over time, ISideWith.com (Beeson, Journell & Ayers 2014; Hess & McAvoy, 2014) categorized the issues facing the United States “by political affiliation, state, city, and referral website, as well as census data estimates by income, race, education, and household (iSideWith, 2018)” as follows:

1. Immigration issues: legal and illegal immigration, the border wall/the border security, deporting criminal immigrants, Muslim immigrants, sanctuary cities, the travel ban.

2. Social issues: Abortion, LGBT rights, religious freedom act, etc.

3. Electoral Issues: Foreign lobbying, electoral college, voter fraud, campaign finance, candidate transparency, corrupt and criminal politicians.

4. Domestic policy issues: Gun control, armed teachers, Muslim surveillance, drug policy, flag burning etc.

5. Healthcare issues: Obamacare, Marijuana, Medicare etc.

6. Foreign policy issues: terrorism, military spending, North Korea military strikes. NATO, ISIS, Cuba.

7. Economic issues: equal pay, taxes, government spending, welfare, jobs, North American Free Trade Agreement (NAFTA), the Trans-Pacific Partnership (TPP) etc.

8. Environmental issues: climate change, Paris climate agreement, Dakota access pipeline.

9. National security issues: Military Congressional Approval, foreign assassination.

10. Education issues: Student loans, common core, charter school.

Even though iSideWith's categorization does not fully meet the purposes of this study, it does offer insights into how to categorize each tweet and news story by theme. In order to extract meaningful information and identify themes in a collection of Donald Trump's Twitter feed and the media coverage of the president, I used Wordstat to perform a hierarchical clustering and word frequency analysis with the textual data of Donald Trump's tweets and the news stories.

As noted, I used Wordstat to extract key words and identify possible based on iSideWith's categorization scheme. WordStat is a content analysis and text-mining tool that extracts thematic elements and keywords, eliminating words that are extraneous to the

study – such verbiage without a recognizable theme or containing common words relating to these issues, or words with a relatively low overall frequency would be excluded.

With the imbedded topic modeling tool/function, Wordstat automatically extracted topics by applying factor analysis on word x segment matrices (Provalis Research, 2018) and selecting the most frequently occurring words. The results for Trump tweets were ranked by frequency as follows,

Table 1-1: Donald Trump’s Tweet Topics 1

Rank	Topic	KEYWORDS	FREQ
1	WHITEHOUSE; HTTPS	WHITEHOUSE; HTTPS; HONOR; TODAY; ADVISORY	341
2	NEWS MEDIA	NEWS; FAKE; MEDIA; NYTIMES; STORY	195
3	BUSINESS AND ECONOMICS	ECONOMICS; BUSINESS; JOBS; AMERICAN; COMING	167
4	INTERVIEWED; ENJOY	INTERVIEWED; ENJOY; TONIGHT; ADVISORY; FOXNEWS	141
5	IMMIGRATION	IMMIGRATION; BAN; COUNTRY; BAD; PEOPLE	136
6	MAKE AMERICA	MAKE; AMERICA; GREAT	127
7	FAILING @NYTIMES	FAILING; NYTIMES; WRONG; YEARS; MEDIA	123
8	POLITICS	POLITICS; GOVERNMENT	120
9	RUSSIAN TIES	TIES; RUSSIAN; RUSSIA; OBAMA; STORY	117
10	FOREIGN	RELATIONS; FOREIGN; INTERNATIONAL; POLICY	110
11	RETWEET	RETWEET; RT; FOXANDFRIENDS; TRUMP	105
12	NATIONAL SECURITY	SECURITY; NATIONAL; BORDER	53
13	HEALTHCARE	HEALTHCARE; OBAMACARE	52
14	NUCLEAR CRISIS	NUCLEAR; CRISIS; NORTH; CHINA	43
15	UNITED STATES	UNITED; STATES; COURT	41
16	WHITE HOUSE	WHITE; HOUSE	30
17	PRIME MINISTER	PRIME; MINISTER	28

As the table 1 – 1 shows, 17 topics emerged from the textual data at the descriptive level, with the identified topics being ranked by frequency of the related keywords. However, some of the topics, such as ‘news media’ and FAILING @NYTIMES were not mutually exclusive. To reduce the redundancy of the data, I reorganized the dataset by putting those with identical or similar themes into the same category.

As noted earlier, the topic of ‘FAILING @NYTIMES’ was redundant in that the topic of ‘NEWS MEDIA’ should be compressively enough to include all the relevant mentions about media. As a result, I merged the topic of FAILING @NYTIMES into the category of ‘NEWS MEDIA’.

Along with the label ‘FOREIGN’, the following keywords ‘RELATIONS; FOREIGN; INTERNATIONAL; POLICY’ straightforwardly implied that the issues that were covered internationally oriented, concerning, or involving two or more nations or nationalities, should be put under the category of “foreign affairs.”

Additionally, the keywords ‘PRIME; MINISTER’ refer to the leaders of foreign nations, such as the Ministers of the United Kingdom Theresa May, the Prime Minister of Japan Shinzō Abe, the Prime Minister of Canada Justin Trudeau. Accordingly, the topic of “PRIME MINISTER” should also fall into the category of “foreign affairs.”

Table 1-2: Donald Trump’s Tweet Topics 2

Rank	Topic	KEYWORDS	FREQ
1	News media	NEWS; FAKE; MEDIA; NYTIMES; STORY; FAILING; NYTIMES; WRONG; YEARS; MEDIA	318
2	Economic issues	ECONOMICS; BUSINESS; JOBS; AMERICAN; COMING	167

3	Foreign affairs	RELATIONS; FOREIGN; INTERNATIONAL; POLICY; PRIME; MINISTER	138
4	Immigration	IMMIGRATION; BAN; COUNTRY; BAD; PEOPLE	136
5	Domestic Politics	POLITICS; GOVERNMENT	120
6	Investigations	TIES; RUSSIAN; RUSSIA; OBAMA; STORY	117
7	National security	SECURITY; NATIONAL; BORDER; NUCLEAR; CRISIS; NORTH; CHINA	86
8	Social issues	HEALTHCARE; OBAMACARE	52

By taking all these factors into consideration, therefore, the new table was created with 8 salient topics (Table 1-2): news media, economic issues, foreign affairs, immigration, domestic politics, investigations, national security, and social issues.

Table 2: The New York Times's Topics

Rank	Topic	KEYWORDS	FREQ
1	Domestic politics	CLINTON; MRS; EMAILS; CLASSIFIED; COMEY; EMAIL; INFORMATION; INVESTIGATION; AGENTS; FRAUD; VOTER; VOTING; VOTE; ELECTION; JUDGE; COURT; SUPREME; GORSUCH; APPEALS; RULING; ROBERT; FEDERAL; JUDGES; ADMINISTRATION PRIEBUS; BANNON; CHIEF; KUSHNER; STAFF	1634
2	Immigration	ORDER; MUSLIM; COUNTRIES; EXECUTIVE; REFUGEES; BAN; TRAVEL; IMMIGRATION DEPARTMENT; JUSTICE MS; YATES; LYNCH NIETO; PE; MEXICO; TRAVEL;	1362
3	Social issues	CARE; AFFORDABLE; ACT; HEALTH; REPEAL; REPUBLICANS; BILL; LEGISLATION INSURANCE; COVERAGE; LONDON; ATTACK; KHAN; POLICE TROOPS; AFGHANISTANAFGHAN; PENTAGON; TERRORISM	1294
4	Foreign affairs	SAUDI; ARABIA; QATAR; ARAB; AL; TILLERSON; ISLAMIC GERMANY; MERKEL; EUROPEAN; GERMAN; NATO; EUROPEMACRON; FRANCE EAST; MIDDLE; NORTH; KOREA; NUCLEAR; KIM; KOREAN; MISSILE; MISSILES; TEST; CHINA; CHINESE	1087
5	Investigations	RUSSIAN; ASSOCIATES; CONTACTS; INTELLIGENCE; RUSSIA; RUSSIANS; AGENCIES; PUTIN; OFFICIALS; ELECTION KASOWITZ; COUNSEL; LAWYER; LAWYERS; LEGAL; MCGAHN ATTORNEY; GENERAL;	934

		DEPUTY; ROSENSTEIN; SESSIONS KISLYAK; AMBASSADOR; SANCTIONS; FLYNN	
6	Economic issues	TAX; MILLIONS; AMERICANS; TRADE	785
7	National security	NATIONAL; SECURITY; ADVISER; FLYNN; MATTIS; MCMASTER; DEFENSE	596
8	News media	NEWS; MEDIA; CONFERENCE; NIGHT	465

Likewise, the same approach was applied to the *New York Times*. 8 topics ranked by frequency emerged from the news stories: domestic politics, immigration, social issues, foreign affairs, investigations, economic issues, national security, news media.

Table 3: The *Washington Post*'s Topics

Rank	Topic	KEYWORDS	FREQ
1	Foreign affairs	OVAL; LAVROV; OFFICE; MINISTER; MEETING; FOREIGN CHINA; TILLERSON; BEIJING; CHINESE; LE; PEN; FRANCE; ATTACK SAUDI; ARABIA; QATAR; GULF; REGION; TERRORISM ASSAD; SYRIAN; SYRIA; SUPPORT; WEAPONS; STRIKE; MILITARY; REGIME CHEURFI; MOLINS; AUTHORITIES; PARIS; ISLAMIC; ATTACKS; NORTH; KOREA; KOREAN; MILITARY; NUCLEAR; WEAPONS; SEOUL; REGIME; SOUTH; DIPLOMATIC; RANGE; PYONGYANG; SANCTIONS; PROGRAM; OPTIONS MISSILES; RANGE; TEST; MISSILE; KOREA; NORTH; YEARS	1250
2	Investigations	TOWER; EVIDENCE; OBAMA; INVESTIGATION; SPECIAL; COUNSEL; MUELLER; ROSENSTEIN; SENATORS; INVESTIGATION ATTORNEY; GENERAL; DEPUTY; BHARARA; DISTRICT RUSSIAN; ELECTION; INFORMATION; CLASSIFIED; ASSOCIATES; INTELLIGENCE; RUSSIA; AGENCIES COMMITTEE; NUNES; CHAIRMAN; INTELLIGENCE; SCHIFF; SURVEILLANCE; REPORTS	1187
3	Immigration	COURT; CIRCUIT; APPEALS; JUDGES; BAN; ORDER; JUDGE; RULING; ROBERT NIETO; PE; VIDEGARAY; MEXICO; KUSHNER; MEXICAN KHAN; LONDON; MAYOR; BRIDGE; ATTACK; CITY; POLICE WALL; BORDER; FUNDING; MONEY; SPENDING; OPEN; PASS YATES; HEARING; FLYNN MUSLIM; COUNTRIES; REFUGEES; BAN; TRAVEL IMMIGRATION; ORDER;	1028

		AUTHORITY; ROBART; LAW; DISTRICT; EXECUTIVE JUSTICE; DEPARTMENT	
4	Domestic politics	NOMINATION; SUPREME; CONFIRMATION; COURT; SACHS; GOLDMAN; BANNON; INVESTMENT; VORSE; PRINCE STAFF; CHIEF; PRIEBUS; AIDES; SENIOR	930
5	Social issues	EDUCATION; SCHOOLS; DEVOS; RIGHTS; CIVIL; STUDENTS; PUBLIC; CARE; HEALTH; GOP; REPUBLICANS; SENATE; PASS CAUCUS; FREEDOM	902
6	National security	NATIONAL; SECURITY; ADVISER; MCMASTER; FLYNN	759
7	Economic issues	COMPANY; FIRM; TRADE; BUSINESS; BILL; TAX; JOBS; BILLION; MARKETS	512
8	News media	NEWS; FOX; CONFERENCE; PRESS	414

For the *Washington Post*, the salient issues are as follows, foreign affairs, investigations, immigration, domestic politics, social issues, national security, economic issues, and news media.

Table 4: The *Wall Street Journal's* Topics

Rank	Topic	KEYWORDS	FREQ
1	Immigration	NINTH; CIRCUIT; PLACE; LIBERAL; SUPREME; HIGH; COURT; CONSERVATIVE; NEEDED; AGREEMENT; DECISION; VOTE ORDER; BAN; TRAVEL; EXECUTIVE; COUNTRIES; LAWYERS; COURT; IMMIGRATION SPENDING; FUNDING; BILL; INCREASE; INCLUDE; BORDER; WALL; CONGRESS MEXICO; NAFTA; TRADE; MEXICAN; WALL PAY; VISIT; WALL; MEXICAN; MINISTER JUDGE; ISSUED; ENFORCEMENT; CIRCUIT; APPEALS; NINTH; COURT; LATE	763
2	Investigations	ATTORNEY; GENERAL; DEPUTY; SESSIONS; DECISION ELECTION; PRESIDENTIAL; RUSSIAN; ALLEGED; ASSOCIATES; INFLUENCE; CAMPAIGN; INVESTIGATION FLYNN; MIKE; PENCE; CONVERSATIONS; AMBASSADOR; YATES; RUSSIAN; PROBE; INVESTIGATION	744
3	Foreign affairs	IRAN; IRANIAN; SANCTIONS; PROGRAM; NUCLEAR; DEAL; MISSILE; BALLISTIC; NUMBER; COMPANIES KOREA; NORTH; CHINA;	463

		PYONGYANG; CHINESE; MISSILE; KOREAN; PRESSURE; RELATIONS; FOREIGN	
4	Domestic politics	RYAN; PASS; LEGISLATION; PAUL; VOTES; REPUBLICANS HANDEL; OSSOFF; DISTRICT; WON; PARTY; REPUBLICAN; CONGRESSIONAL; KUSHNER; BANNON; CHIEF; SENIOR; STAFF; COMMUNICATIONS; PRIEBUS; AIDES	425
5	Social issues	CARE; HEALTH; LINE; HARD; ACT; PLAN; GOP CAUCUS; FREEDOM; REP; ROLE	204
6	Economic issues	AUTO; DETROIT; INVESTMENT; BILLION; SHOW; GM; PLANS; FORD; JOBS; EXECUTIVES CODE; TAX; IMPORTS; BUSINESS	192
7	National security	SECURITY; NATIONAL; ADVISER; COUNCIL	168
8	Social issues	POLICE; SHOT; CAPITOL; SPECIAL; ATTACK; HODGKINSON	78

For the *Wall Street Journal*, the top issues are immigration, investigations, foreign affairs, domestic politics, social issues, economic issues, national security, and social issues.

As shown in tables 1 and 2, 8 categories emerged from the texts of Donald Trump’s Twitter posts and the media coverage, including news media, economic issues, foreign affairs, immigration, domestic politics, investigations, national security, and social issues. However, these categories are not collectively exhaustive enough to cover all possible situations. For example, Donald Trump’s tweets or the media coverage that mentioned the president’s daily schedules and public announcements are not related to any of the aforementioned categories. For this reason, the category of “presidential statements” was added in order to refer to the president’s daily schedules and appointments, etc. In addition, the category of “personal comments” was also added referencing Donald Trump’s personal and emotional statements on Twitter. Last, based on the iSideWith’s categorization scheme, I added the category of “environmental issues” to cover the environment-related issues the president discussed in his tweets and the media reported on in their coverage.

Based on the above analysis, the definitions for these categories are detailed as follows,

Economic issues

According to the Peterson Institute for International Economics (PIIE) ("Economic Issues", 2018), the term "economic issues" is defined as trade, economy, and related issues, including prospects for growth, inflation, energy and the environment, inequality, labor issues, emerging markets, and the impact of new technologies. In this study, therefore, issues related to economics and business fall into this category. To be more specific, economic issues include the following sub-issues: General economy/economic growth and development (Wlezien, 2015); equal pay, trade and trade agreements (such as North American Free Trade Agreement (NAFTA), the Trans-Pacific Partnership (TPP) etc.) (iSideWith, 2018); fiscal policy, including government spending and federal budget ("Economic Issues", 2018); employment/jobs, taxation and tax reform plans, business (Benoit, 2018).

Social issues

This category refers to issues involving social interactions, structures and functions. Specifically, this category includes:

Education, which serves as an agent of social integration (Checkel, 1999), gun ownership and control (Nabi, Moyer-Gusé, & Byrne, 2007), abortion (Gasman, Blandon & Crane, 2006), animal rights (Nibert, 1994), social services (veteran services, welfare, healthcare, eternity leave etc.) (Skocpol, 1992), LGBT rights and gay marriage (iSideWith, 2018), death penalty (Ellsworth & Gross, 1994), poverty (Akeredolu-Ale, 1975).

In addition, civil disturbances are considered a major part of social issues as well. Also known as civil disorder or civil unrest, ‘civil disturbances arise from acts of civil disobedience. They occur most often when participants in mass acts of civil disobedience become antagonistic toward authority, and authorities must struggle to wrest the initiative from an unruly crowd. In the extreme, civil disturbances include criminal acts of terrorism. Civil disturbances, in any form, are prejudicial to public law and order (pp. 1-1)’. Simply put, social movements/civil rights movements, strikes/protests/demonstrations (Paletz, & Dunn, 1969; McPhail, Schweingruber, & McCarthy, 1998; Hill, 1998), riot (Plotnicov, 1971), urban violence (Costelloe, 2014), police brutality (Rothstein, 2015), crime or criminal violence (Rossi, 2017), ethnic conflicts and race relations (Lasley, 1994; Bobo, 1999; Van Dijk, 2015) are included in this category.

Environmental issues

This category refers to issues pertaining to global warming and climate change, such as the Paris Accord and Dakota access pipeline (iSideWith, 2018).

National security

This category refers to the ability to protect a nation from military and non-military threats (Romm, 1993; Makinda, 1998; Gross, Schoeneberger, Pfeifer, & Preuss, 2000; Jordan, Taylor Jr, Meese, & Nielsen, 2011). It usually covers the following aspects: international conflicts (Katzenstein, 1996; Bush, 2002), nuclear testing (Allison, 2010), terrorism (Zelizer, 2010), warfare (Zelizer, 2010), and homeland security (Bush, 2002).

Immigration

Immigration refers to issues concerning immigration and asylum and their related policies. The following topics are included in this category: legal and illegal immigration, unauthorized immigrants, refugees/immigration policy, sanctuary cities (Gonzalez, Collingwood & El-Khatib, 2017), the border wall/the border security, deporting criminal immigrants, Muslim immigrants, the travel ban, etc. (iSideWith, 2018).

Politics

Political issues are events and activities relating to the government, politics, and policy (Dye, & Gaddie, 2015; Goodnow, 2017). This category can be further divided into two categories as follows:

Domestic politics: This category includes government administration; election related issues, such as voter fraud and political corruption ("POLITICAL ISSUES | PresidentialElection.com", 2018); government surveillance, partisan infighting.

Foreign affairs: Generally, this category refers to issues involving international relations and foreign policy (Doyle, 1983).

Investigations

This category refers to the investigation of Russian probe, and the Trump Tower wiretapping allegations and other investigative matters.

News media

The category of news media includes all the issues that refer to the media. The category includes the following topics: media ethics, fake news/media, dishonest media, failing *New York Times*/CNN/the *Washington Post* or any other media.

Presidential statements

The category of “presidential statements” refers to Donald Trump’s public announcements and official views or opinions as the president of the United States or on behalf of the U.S. government. According to the Department of Justice, as the head of the U.S. government, Donald Trump’s tweets are treated as ‘official statements of the President’ (McCarthy, 2018). As noticed, Donald Trump has been using Twitter to make presidential announcements, including presidential directives (Relyea, 2011) or declarations (Ramsey, 2003), to deliver presidential condolences, thank-yous, and presidential greetings (such as wedding/holiday congratulations and newborn acknowledgments) (McGuffin, 1933), and to push out his daily schedules, such as international trips and receptions of foreign leaders (Hodges, 2017; McCarthy, 2018).

Personal comments

“Personal comments” refers to statements related to Donald Trump’s personal affairs or opinions and matters that involve his own family issues. Taunts and insults that cover everyone from sports stars to world leaders is an example of ‘personal comments’ (McCarthy, 2018).

Coding Scheme and Inter-coder Reliability Test

The 520 tweet and 500 news articles were assigned to two coders, both of whom were heavy Twitter users. One of the coders was an American undergraduate student majoring in political science, and the other was an American graduate student that majored in communications, at the University of Texas at Arlington. The coding process was independent.

To avoid biasing the coders, I provided a codebook with a set of instructions regarding the interpretations of Donald Trump's tweets and the content of the *New York Times*, the *Washington Post* and the *Wall Street Journal*, to both coders that carried out the content analysis of the data. The coding sheet and written instructions were included as Appendix A.

Furthermore, to ensure a high degree of intercoder consistency or intercoder agreement, inter-coder reliability tests were conducted to improve the consistency of data coding.

Usually referred to “the extent to which two or more independent coders agree on the coding of the content of interest with an application of the same coding scheme (Lavrakas, 2008),” intercoder reliability is a critical component to the content analysis of communication research, “without which the interpretation of the content cannot be considered objective and valid” (Morse, Barrett, Mayan, Olson, & Spiers, 2002; Lombard, Snyder-Duch, & Bracken, 2002).

The unit of analysis for President Trump's Twitter feed was the salient issue or issues expressed in each of his tweets posted to his personal Twitter account *@realDonaldTrump* between Jan. 20th and Apr. 29th, 2017. Likewise, the unit of analysis for the three selected newspapers was the salient issue or issues placed in each of the sampled news stories published during the first 100 days of Donald Trump's presidency, from Jan. 21th to Apr. 30th, 2017. The one day lag between Trump's tweets and the media coverage because the print editions of the newspapers come out one day after the news events occur. As such, each tweet and article may appear in multiple categories. For

example, a single tweet could be labeled as “National security,” “Immigration,” and “Foreign affairs” at the same time because of its mentions of all these 3 issues.

This study employs Holsti’s intercoder reliability coefficient to assess and report inter-coder reliability. Proposed by Holsti (1969), the Holsti’s intercoder reliability coefficient is a method to determine the percent agreement reached by two coders evaluating the same units or samples for a reliability test (Lombard, Snyder-Duch, & Bracken, 2002). The inter-coder reliability coefficient for the sampled news articles and tweets was calculated (see Appendix B for the calculation of percent agreement), and the calculation results are presented as follows,

Table 5: Intercoder reliability

Trump’s tweets	NYT articles	WP articles	WSJ articles
0.89	0.93	.90	.98

As Table 5 shows, Holsti’s reliability coefficient for the analysis of the issues is .89 for Donald Trump’s Twitter posts, while the coefficients for the newspapers is .93 for the *New York Times’s* selected articles, and .90 for the *Washington Post’s* selected articles, and .98 for the *Wall Street Journal’s* selected articles. The Holsti’s reliability coefficient for Donald Trump’s Twitter posts is relatively low due to the coders’ varied interpretations of Donald Trump’s Twitter feed. However, all of these are acceptable levels – a minimum level of 80% – of agreement among coders (Riffe, Lacy, and Fico, 1998).

The coding scheme and instructions are detailed in **appendix A**.

CHAPTER IV

DATA ANALYSES AND FINDINGS

Donald Trump's tweets present a unique opportunity to investigate if politicians influence their media coverage through social media, since many of his tweets were widely reported by media outlets. After being sworn into office, Donald Trump's Twitter feed has become one of the most prominent forms of presidential communication. Indeed, in June 2017, the Department of Justice declared that the president's tweets are official statements and governmental record of the White House and the president: "the government is treating the statements upon which Plaintiffs rely as official statements of the President of the United States (Landers, 2018). "

Descriptive statistics of Donald Trump's Twitter postings are useful for quantitatively describing and summarizing the basic features of his Twitter feed, so as to identify patterns emerging from the data. To perform a descriptive analysis of Donald Trump's tweets in the news media, I used 3 specific terms, to wit "Trump + tweet," "Trump + Twitter," and "Trump + tweeted" to extract all the news stories published in the *New York Times*, the *Washington Post* and the *Wall Street Journal*, respectively, that mentioned or cited Donald Trump's tweet(s) from *Factiva* between January 21st and April 30th. It should be noted that the data being analyzed here are different from the sample size, which contains the news articles that only mentioned "Trump."

With the search terms of "Trump + tweet," "Trump + Twitter," and "Trump + tweeted", 2788 news articles were found for the *New York Times*, 1308 news articles for the *Washington*

Post, and 324 news articles for the *Wall Street Journal*. However, as noted earlier, some of the articles may bear no relation to Trump’s Twitter posts. As such, news stories that do not mention or cite Trump’s tweet (s) were removed from the data. Eventually, 1183 news stories in the *New York Times*, 863 news stories in the *Washington Post*, as well as 208 news stories in the *Wall Street Journal* that mention at least one of Donald Trump’s particular tweet were gathered and analyzed.

Descriptive Analysis of Media Coverage of Donald Trump’s Tweets

Table 6 breaks down the percentage of media coverage of Donald Trump’s Twitter postings.

Table 6: Percentage of Media Coverage of Donald Trump’s Tweets

Reported	<i>New York Times</i>	<i>Washington Post</i>	<i>Wall Street Journal</i>	Any of these 3 papers
0	349(67.12%)	374(71.92%)	464(89.23%)	275(52.88%)
1	87(16.73%)	91(17.50%)	40(7.69%)	105(20.19%)
>2	84(16.15%)	55(10.58%)	16(3.08%)	140(26.92%)
Total	520(100%)	520(100%)	520(100%)	520(100%)

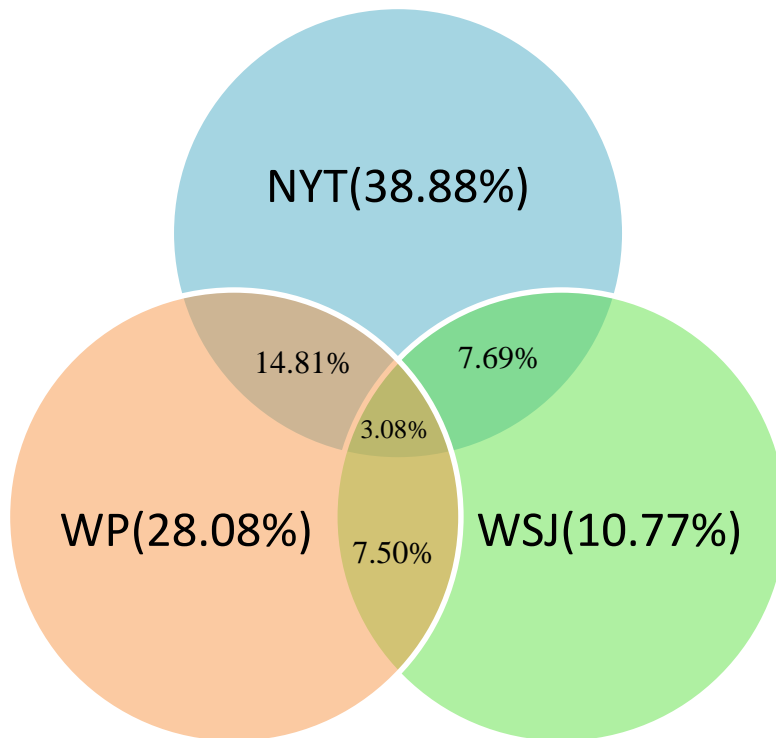
In Table 6, “0” stands for “never reported,” meaning the percentage of Donald Trump’s tweets that were reported by the news media. Likewise, “1” is the indication of a Trump tweet being covered once; “2” signifies that a tweet was covered twice or more than twice.

Donald Trump posted 520 tweets to his personal twitter account *@realDonaldTrump* during the first 100 days of his presidency between Jan 20th and 29th, 2017. As Table 6 shows, of the 520 tweets he posted, 275 (52.88%) were never covered by any of the major three U.S. news outlets, to wit, the *New York Times*, the *Washington Post* or the *Wall Street Journal*.

To be more specific, of the 520 tweets, the *New York Times* covered more than 1/3, 38.88% to be exact, of the sitting president's tweets. Amid those tweets being reported on, 87 tweets (16.73%) were covered once, while 84 tweets (16.15%) from his personal account were mentioned by the *New York Times* twice or more than twice. Less than 2/3 (61.12%) of his tweets never appeared on the paper's agenda.

With the *Washington Post*, 91 (17.50%) of Donald Trump's tweets were reported once, and 55 (10.58%) were reported at least twice. However, 374 (71.92%) of the tweets were not covered at all.

As far as the *Wall Street Journal*, the president's twitter feed seemed lesser a focus of interest. Only 10.77% of Donald Trump tweets were considered news-grabbing and attention driven by the *Wall Street Journal's* standards. Specifically, 40 (7.69%) tweets were covered once; only 16 (3.08%) tweets were covered more than once.

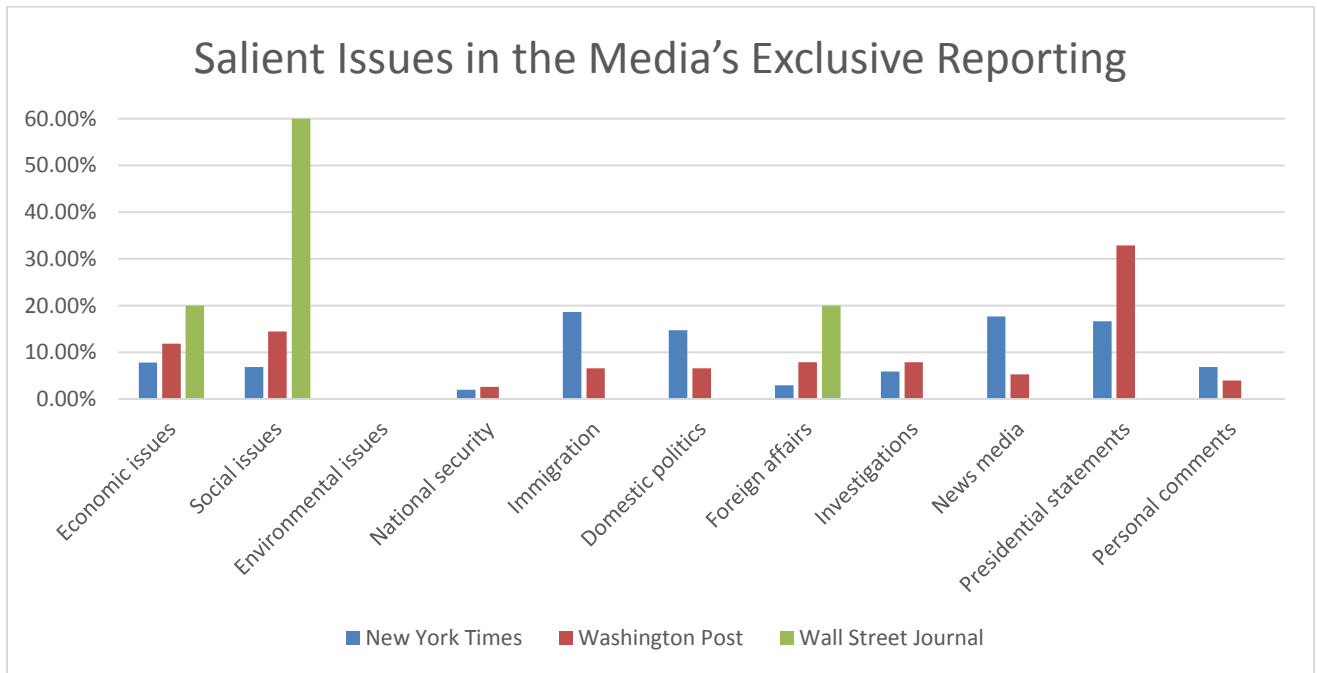


(Figure 1)

As the Venn Diagram (Figure 1) shows, only 16 of Trump tweets (3.08 %) received coverage in all the 3 papers. 77 (14.81%) tweets were both picked up by the *New York Times* and the *Washington Post*, while the *New York Times* and the *Wall Street Journal* were both interested in covering 40 (7.69%) of the president’s tweets. Lastly, 39 (7.50%) tweets were both reported by and the *Washington Post* and the *Wall Street Journal*.

Table 7: Salient Issues in the Media’s Exclusive Reporting

Issue agenda	<i>New York Times</i>	<i>Washington Post</i>	<i>Wall Street Journal</i>
Economic issues	7.84%	11.84%	20.00%
Social issues	6.86%	14.47%	60.00%
Environmental issues	0.00%	0.00%	0.00%
National security	1.96%	2.63%	0.00%
Immigration	18.63%	6.58%	0.00%
Domestic politics	14.71%	6.58%	0.00%
Foreign affairs	2.94%	7.89%	20.00%
Investigations	5.88%	7.89%	0.00%
News media	17.65%	5.26%	0.00%
Presidential statements	16.67%	32.89%	0.00%
Personal comments	6.86%	3.95%	0.00%

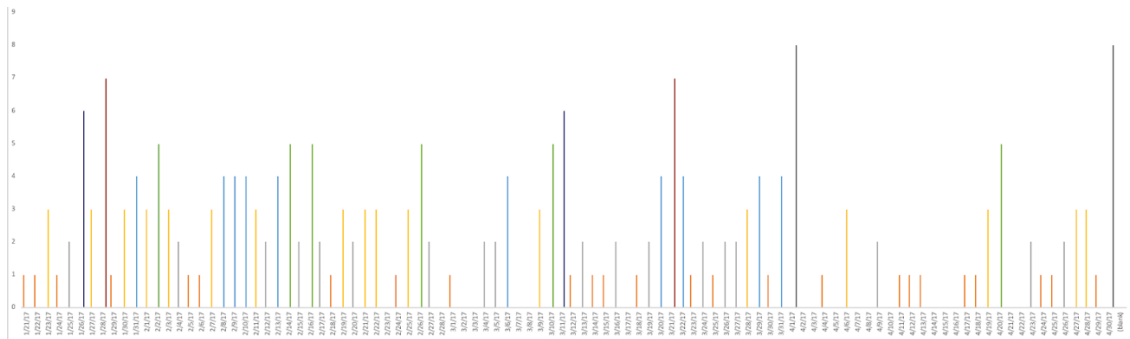


(Figure 2)

Table 7 and Figure 2 show the issues mentioned in Trump’s tweets that were exclusively reported by each of the newspapers. The *New York Times* tended to cover President Trump’s tweets regarding immigration, domestic political affairs, news media, and his official statements, while the *Washington Post* emphasized on presidential statements, social issues, and economic issues. Compared to the other two news outlets, the *Wall Street Journal* prioritized social issues, economic issues, and foreign affairs.

Frequency Analysis of Media Coverage of Trump’s Tweets

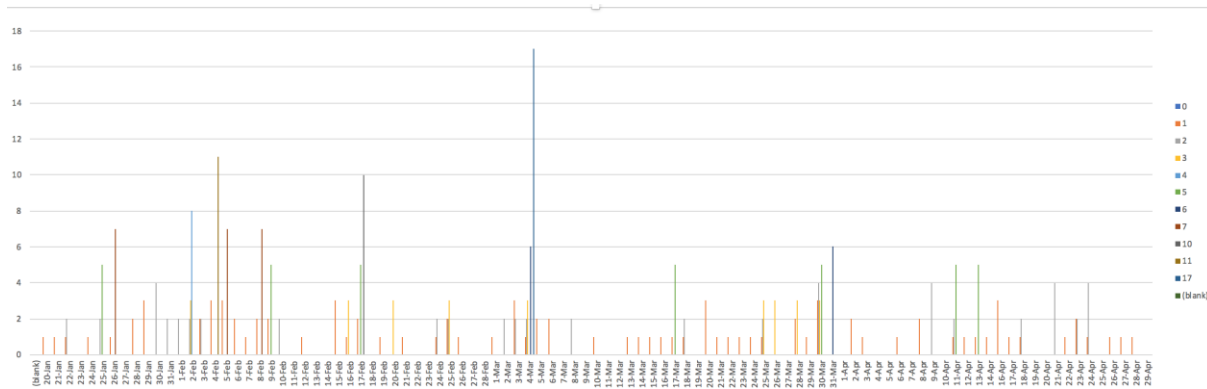
A time-series count analysis was conducted to measure how frequently the *New York Times* reported on Trump’s tweets during the 100 days of his presidency.



(Figure 3-1: Frequency analysis of the *New York Times*’s coverage of Trump tweets during the 100 days of his presidency)

As illustrated in Figure 3 – 1, during the first 100 days of Donald Trump’s presidency, the *New York Times* intensely covered Trump’s Twitter feed -- on 84 out of 100 days, Trump tweets appeared in the news stories of the paper. Only on the following days, the *New York Times* shifted their attention from Trump’s tweet cycle to other issues: Feb 23, Feb 28, Mar 2, Mar 3, Mar 7, Mar 8, Mar 17, Apr 2, Apr 3, Apr 7, Apr 8, Apr 14, Apr 15, Apr 17, Apr 21, and Apr 22, 2017.

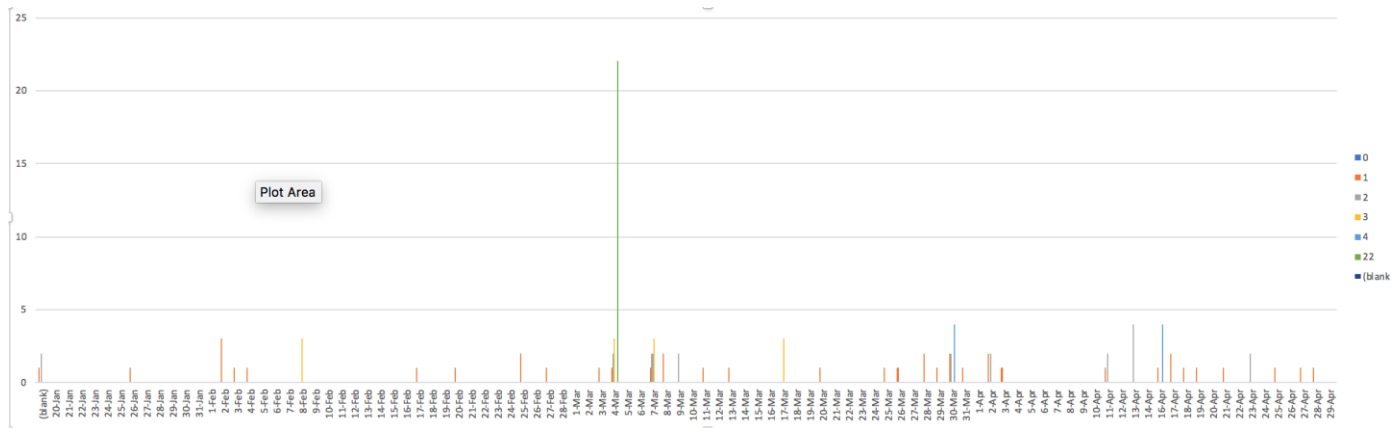
As such, Donald Trump’s Twitter feed influenced the *New York Times*’ media coverage of his Twitter agenda.



(Figure 3-2: Frequency analysis of the *Washington Post*’s coverage of Trump tweets during the 100 days of his presidency)

Figure 3-2 shows the number of articles in which Donald Trump’s tweets were covered by the *Washington Post* during the first 100 days. On March 4, 2017, the frequency of the news coverage of Trump tweets reached a climax, with 17 news articles covering his tweet(s).

As the figure indicates, the *Washington Post* extensively reported on Donald Trump’s Twitter postings during most of the presidential honeymoon period, except for the following days: Jan 23, Jan 27, Feb 11, Feb 13, Feb 14, Feb 18, Feb 22, Feb 23, Feb 27, Feb 28, Mar 7, Mar 9, Mar 11, Mar 12, Mar 19, Mar 27, Apr 1, Apr 4, Apr 5, Apr 7, Apr 10, Apr 19, Apr 20, Apr 25, suggesting a strong influence from *@realDonaldTrump* to the *Washington Post*’s media coverage of Trump’s Twitter agenda.



(Figure 3-3: Frequency analysis of the *Wall Street Journal*'s coverage of Trump tweets during the 100 days of his presidency)

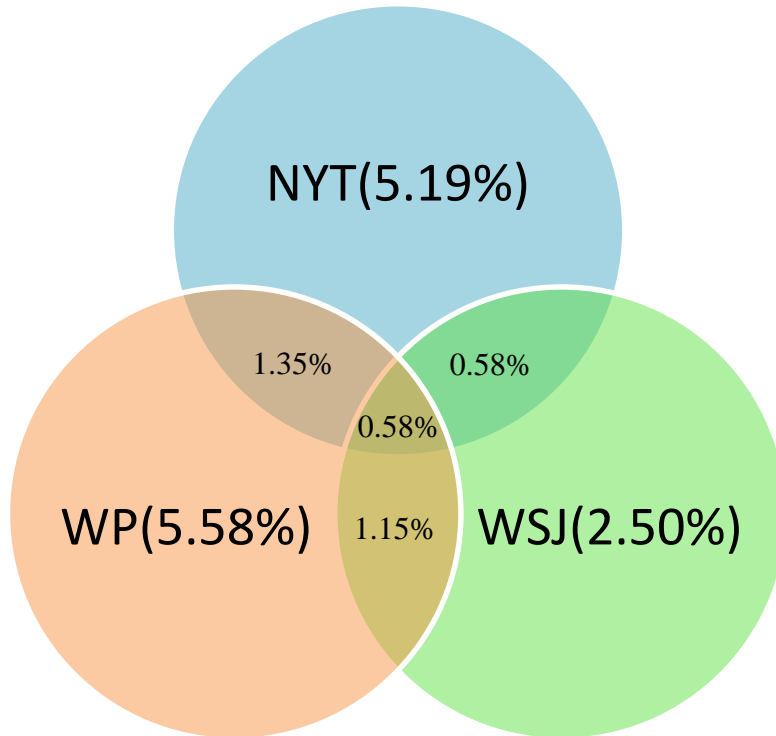
As Figure 3-3 shows, compared to the *New York Times* and the *Washington Post*, the *Wall Street Journal* contained much less coverage of Donald Trump's tweets. Over the course of the first 100 days, only the news coverage for the 35 following days was related to Donald Trump's tweets: Jan 25, Feb 2, Feb 3, Feb 4, Feb 17, Feb 20, Feb 25, Feb 27, Mar 3, Mar 4, Mar 7, Mar 8, Mar 9, Mar 11, Mar 17, Mar 20, Mar 25, Mar 26, Mar 28 – 31, Apr 2, Apr 3, Apr 11, Apr 13, Apr 16 – 19, Apr 21, Apr 23, Apr 25, Apr 27, Apr 28.

Table 8: Percentage of Front-page Coverage of Donald Trump’s Twitter Posts in the Newspapers

Placement	<i>New York Times</i>	<i>Washington Post</i>	<i>Wall Street Journal</i>	Any of the 3 papers
1=Front-page	27 (5.19%)	29(5.58%)	13(2.50%)	56(10.77%)
2=Non-front-page	493(94.81%)	491(94.42%)	507(2.50%)	464(89.23%)

Erbring and Goldenberg’s (1980) analysis of front-page coverage in the newspapers reveals higher correlation ratios between front-page stories and public issue salience. They argued that news coverage is “a trigger stimulus, of media impact on issue salience, issue by issue (p.1).” As such, I performed a frequency analysis of the president’s Twitter posts to examine what tweets were given front-page or top-of-the-newscast treatment in order to understand how Donald Trump’s social media account impacts the press coverage.

As shown in Table 8, 56 tweets made the front pages of any of the three aforementioned dailies, meaning 10.77% of his tweets were regarded as the most salient or important “news of the day (Peake, 2007).” To be more specific, 27 (5.19%) tweets got on the *New York Times*’ front page, 29 tweets (5.58%) were reported on the front page of the *Washington Post*; however, the *Wall Street Journal* only picked up 13 (2.50%) tweets from *@realDonaldTrump* for its front-page coverage.



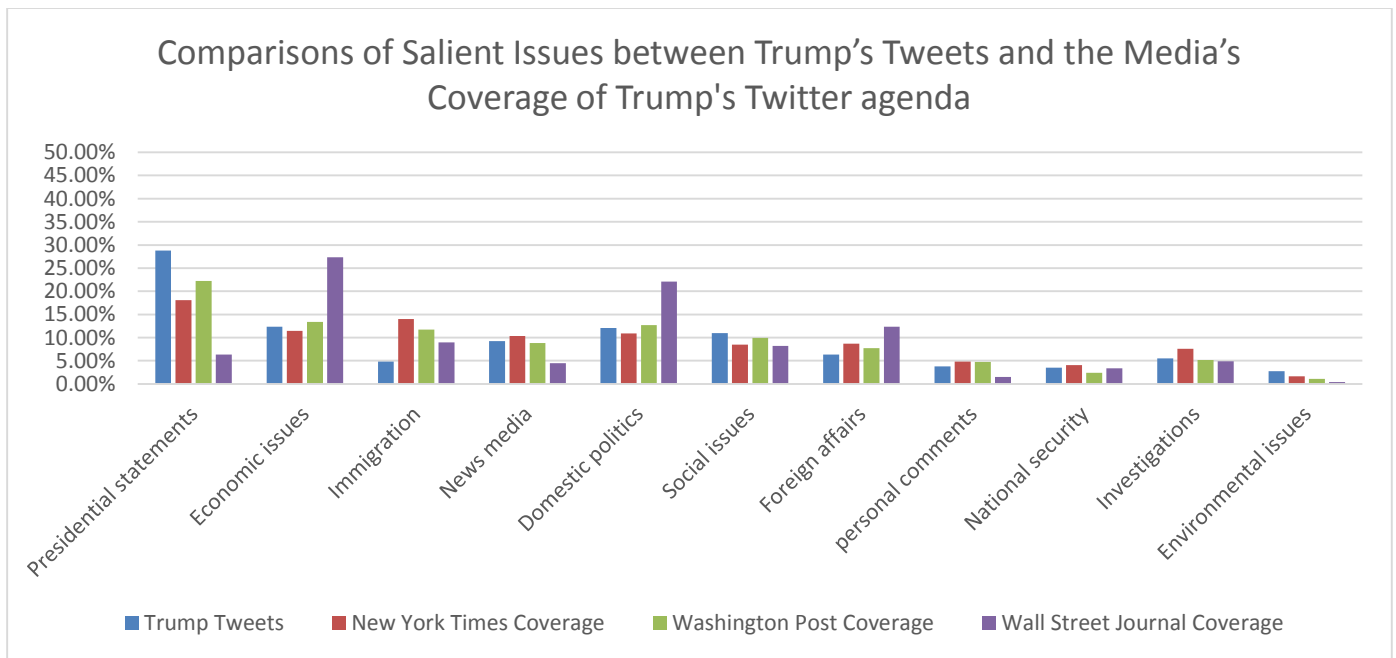
(Figure 4)

As Figure 4 shows, the *New York Times* dedicated its front page to 27 (5.19%) of Donald Trump's Twitter postings. The *Washington Post* seemed to have even more interest in covering Donald Trump's Twitter feed, with 29 (5.58%) of the president's tweets appearing in its front-page coverage. 13 (2.5%) of the Wall Street Journal's front-page stories related to Donald Trump's tweets.

Regarding the front-page coverage of Trump tweets, only 3 tweets (0.58%) were considered the most newsworthy to appear on the first page of all the newspapers. 7 (1.35%) tweets received front page coverage in both the *New York Times* and the *Washington Post*. Similarly, 6 tweets (1.15%) were covered in the front pages of the *Washington Post* and the *Wall Street Journal*. However, only 3 tweets made to the both of the *New York Times* and the *Wall Street Journal*'s front pages.

Table 9: Comparisons of Salient Issues between Trump’s Tweets and the Media’s Coverage of Donald Trump’s Twitter Agenda

Category	Trump Tweets	<i>New York Times</i>	<i>Washington Post</i>	<i>Wall Street Journal</i>
Presidential statements	28.77%	18.08%	22.24%	6.37%
Economic issues	12.33%	11.44%	13.42%	27.34%
Immigration	4.79%	14.02%	11.76%	8.99%
News media	9.25%	10.33%	8.82%	4.49%
Domestic politics	12.07%	10.89%	12.68%	22.10%
Social issues	10.96%	8.49%	9.93%	8.24%
Foreign affairs	6.34%	8.67%	7.72%	12.36%
personal comments	3.77%	4.80%	4.78%	1.50%
National security	3.51%	4.06%	2.39%	3.37%
Investigations	5.48%	7.56%	5.15%	4.87%
Environmental issues	2.74%	1.66%	1.10%	0.37%



(Figure 5)

To answer the research question of how topics in Donald Trump's tweets about media issues compare to the traditional media coverage of the public issue agenda expressed in Trump's tweets during the 100 days in office, I conducted a text analysis of the salient issues expressed in Donald Trump's tweets in comparison to those of the media coverage.

As seen in Table 9, a large portion, nearly 1/3, of Donald Trump's tweets is devoted to "Presidential Statements," meaning Twitter serves as a very important platform for the president to make official statements. The data also show that Donald Trump pays equal attention to the issues regarding economics (12.33%), domestic politics (12.07%), the society (10.96%), and the press (9.25%), while little attention is devoted to the environmental issues.

According to Table 9 and Figure 5, the following issues were covered frequently and prominently in the *New York Times*: the president's statements (18.08%), immigration (14.02%), economic issues (11.44%), U.S. politics (10.89%), news media (10.33).

Similar to the *New York Times*, President Trump's statements (22.24%) carry a lot of weight in *the Washington Post*, followed by economic issues (13.42%) U.S. politics (12.68%), and immigration related issues (11.76%).

In terms of the business-focused newspaper *the Wall Street Journal*, social issues (27.34%) and domestic political affairs (22.10%) lead the media coverage of Trump's Twitter agenda with only 6.37% of the coverage is dedicated to economy- and business - related issues.

Cross-lagged Correlation Analysis

To test the three hypotheses, I used cross-lagged correlations to analyze the influence of Donald Trump's Twitter posts on the news media across different time spans. McCombs (1975) discussed the feasibility of this method in his research work:

“Introducing the cross-sectional design measurement of the same unit of analysis at more than one time point allows for a new set of correlations between data from time 1 and time 2. This new data, coupled with the key assumption that an effect should correlate higher with a prior cause than with a subsequent cause, is the central element of the cross-lagged technique. In terms of Figure I, this means that r_{X1Y2} should be greater than r_{X2Y1} . The Campbell and Stanley logic, spelled out here, parallels that used by Lazarsfeld around 1948 in a mimeographed report on the relationship between two dichotomous variables over a time. Campbell and Stanley appear to have pinned the title ‘time lagged correlation’ on the technique (p. 4-5).” In addition to McCombs (1975), a number of agenda-setting publications have also justified the validity this cross-lagged correlation testing method, including Roberts and McCombs (1994), King (1994), Lopez-Escobar, et al. (1998b), and Lim (2006).

In his research, Rosenthal (2015) detailed how the cross-lagged correlations were calculated:

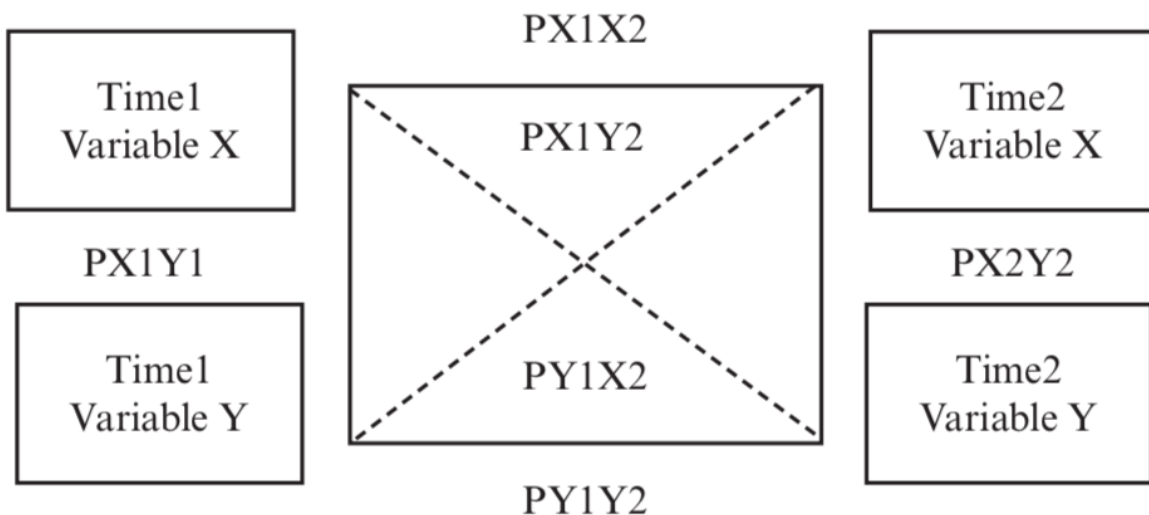
“Having data points at ‘Time 1’ and ‘Time 2’ for both variables enables the researcher to calculate three pairs of correlations: synchronous correlations $PX1Y1$ and $PX2Y2$, auto-correlations $PX1X2$ and $PY1Y2$ and cross-lagged correlations $PX1Y2$ and $PY1X2$. Synchronous and auto-correlations are used to calculate the Rozelle-Campbell baseline value.⁴ $T X$ causes Y

and Y causes X. Furthermore, both of these hypotheses can be assessed by the Rozelle-Campbell Baseline, the level of correlation to be expected on the basis of the autocorrelations and synchronous correlations alone (p. 20).”

The Rozelle-Campbell baseline formula is: $[(PX1Y1 + PX2Y2)/2] * \{[(PX1X2)^2 + (PY1Y2)^2]/2\}^{1/2}$ (Rosenthal 2015, p. 20).

The logic behind cross-lagged correlation analysis is that:

If X causes Y, then the following correlations have to be satisfied: first, the correlation between X (the cause) at Time 1 and Y (the effect) at Time 2 should be greater than the correlation between Y at Time 1 and Y at Time 2; Second, the correlation between X (the cause) at Time 1 and Y (the effect) at Time 2 should exceed the Rozelle-Campbell baseline (Tedesco, 2005). Thus, if $PX1Y2 > PY1Y2$ and $PX1Y2 > RCB$ (the Rozelle-Campbell baseline), it can be concluded that X has an influence on Y (see Figure 6).



(Figure 6: Cross-lagged correlational analysis, Bakan & Melek, 2016)

Time span and interval

One of the crucial elements in investigating the cross-lagged correlations between Donald Trump's Twitter feed and the media agenda is the time interval. For the time interval of the cross-lagged correlation, previous communication researchers have primarily used time lags of one week or more to test the media or intermedia agenda setting effects from one medium to another (e.g. Roberts and McCombs, 1994; Sikanku, 2011; Trumbo, 1995; Du, 2013). Furthermore, according to Winter and Eyal (1981), the optimal effect time span for observing agenda setting analysis is at least four weeks. Therefore, the first 100 days – the president's “honeymoon” - into Donald Trump's presidency were examined in this study. Research also suggests that time lags usually range from 4 days to two weeks (Hopmann, Elmelund-Præstekær, Albæk, Vliegenthart, & Vreese, 2012). As such, the 100 days of Donald Trump's presidency were evenly divided into ten 10 days for analysis. Accordingly, this present study used a time lag of ten days.

As noted earlier, to examine the interrelationship between Donald Trump's Twitter feed and the news media during the first 100 days in office, the stories published in the three major U.S. daily newspapers, the *New York Times*, the *Washington Post* and the *Wall Street Journal* were collected from January 21st, through April 30th, 2017, with a one-day lag after Donald Trump's Twitter posts - A time lag of one day between Trump's tweets and the media's coverage.

The research is based on news coverage in the print edition of three U.S. daily papers, to wit, the *New York Times*, the *Wall Street Journal*, and the *Washington Post*. These three U.S. daily newspapers being analyzed in this study were selected due to their national influence and large circulation (Reese & Danielian, 1989; Tsfati, 2003). In addition, the three newspapers have been widely acknowledged to serve as a powerful catalyst for driving the importance of public issues

and thus, to set the political and social agenda for the American public and policymakers (Dickson, 1992; Eyck & Williment, 2003; DeLuca, Lawson, & Sun, 2012).

This time frame/period was selected in that the first 100 days of a presidency has been viewed by political scientists and the media researchers as a benchmark and a symbolic frame for assessing the newly elected president's achievements during the first months in office. As Patterson's (2018) research suggests, Donald Trump had been much more intensely covered by the media during the 100 days of his presidency compared to his predecessors. As he puts it, "President Trump dominated media coverage in the outlets and programs analyzed, with Trump being the topic of 41 percent of all news stories—three times the amount of coverage received by previous presidents. He was also the featured speaker in nearly two-thirds of his coverage (Patterson, 2018; p. 5)."

Table 10: Time span for correlation analysis

	Donald Trump’s tweets	The media’s coverage
Time 1	January 20 th – January 29 th	January 2 nd – January 30 th
Time 2	January 30 th – February 8 th	January 31 st – February 9 th
Time 3	February 9 th – February 18 th	February 10 th – February 19 th
Time 4	February 19 th – February 28 th	February 20 th – March 1 st
Time 5	March 1 st – March 10 th	March 2 nd – March 11 th
Time 6	March 11 th – March 20 th	March 12 th – March 21 st
Time 7	March 21 st – March 30 th	March 22 nd – March 31 st
Time 8	March 31 st – April 9 th	April 1 st – April 10 th
Time 9	April 10 th – April 19 th	April 11 th – April 20 th
Time 10	April 20 th – April 29 th	April 21 st – April 30 th

As discussed earlier, it is feasible to divide Donald Trump’s first 100 days presidency into 10 equal sections, with each of the sections being 10 days. Therefore, the time span for the correlation analysis was equally divided into ten time periods as shown in Table 10. With the Rozelle-Campbell baseline formula, I performed 6 Pearson correlations for each section in SPSS. The process is as follows: I first calculated the autocorrelations PX1X2 and PY1Y2, the then synchronous correlations PX1Y1 and PX2Y2, and the cross-lagged correlations PX1Y2 and PX2Y1. Finally, I applied the formula $[(PX1Y1 + PX2Y2)/2] * \{[(PX1X2)^2 + (PY1Y2)^2]/2\}^{1/2}$ and calculated the baseline.

Table 11-1: Issue Agenda in Trump Tweets

Issue	T1		T2		T3		T4		T5		T6		T7		T8		T9		T10	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Presidential statements	1	43.08	2	20.73	1	37.21	1	40.00	1	22.81	1	37.50	2	24.14	1	32.08	1	25.86	1	29.41
Economic issues	2	15.38	5	8.54	6	5.81	2	14.29	3	17.54	2	10.42	4	10.34	3	11.32	2	17.24	4	9.41
Immigration	3	9.23	1	26.83	4	6.98	6	5.71	9	1.75	7	4.17	9	1.72	9	0.00	6	5.17	3	14.12
News media	4	6.15	3	10.98	2	18.60	2	14.29	7	3.51	2	10.42	4	10.34	6	9.43	6	5.17	5	8.24
Domestic politics	5	4.62	7	4.88	4	6.98	2	14.29	1	22.81	5	8.33	3	12.07	7	7.55	2	17.24	6	7.06
Social issues	6	3.08	9	3.66	8	3.49	5	8.57	4	12.28	2	10.42	1	25.86	2	13.21	5	10.34	2	15.29
Foreign affairs	7	3.08	4	9.76	10	2.33	8	0.00	7	3.51	6	6.25	7	3.45	3	11.32	4	13.79	8	5.88
Personal comments	8	1.54	6	6.10	3	9.30	7	2.86	6	5.26	7	4.17	10	0.00	9	0.00	9	0.00	11	0.00
National security	9	0	7	4.88	11	0.00	8	0.00	10	0.00	7	4.17	7	3.45	8	3.77	6	5.17	6	7.06
Investigations	10	0	10	2.44	8	3.49	8	0.00	5	10.53	7	4.17	6	8.62	3	11.32	9	0.00	10	1.18
Environmental issues	11	0	11	1.22	6	5.81	8	0.00	11	0.00	11	0.00	10	0.00	9	0.00	9	0.00	9	2.35

Table 11-2: Issue Agenda in The New York Times

Issue	T1		T2		T3		T4		T5		T6		T7		T8		T9		T10	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Presidential statements	5	10.29	1	37.14	1	22.22	1	33.33	1	33.33	9	5.71	1	32.00	2	20.69	1	20.41	2	15.79
Economic issues	5	10.29	2	17.14	6	5.56	3	9.52	2	14.29	4	10.00	2	16.00	3	12.07	3	12.24	1	21.05
Immigration	2	17.65	3	14.29	1	22.22	6	7.14	4	9.52	11	7.14	3	8.00	8	5.17	9	2.04	5	8.77
News media	10	0.00	6	4.29	3	11.11	2	19.05	2	14.29	2	11.43	3	8.00	4	10.34	3	12.24	7	7.02
Domestic politics	1	22.06	3	14.29	10	6.94	3	9.52	4	9.52	1	14.29	3	8.00	5	8.62	3	12.24	2	15.79
Social issues	3	14.71	7	2.86	7	4.17	9	0.00	4	9.52	4	10.00	3	8.00	1	24.14	7	8.16	5	8.77
Foreign affairs	7	7.35	7	2.86	4	9.72	9	2.38	9	0.00	4	10.00	3	8.00	7	6.90	6	10.20	4	12.28
Personal comments	8	2.94	5	5.71	4	9.72	3	9.52	9	0.00	9	5.71	11	0.00	10	0.00	10	0.00	10	1.75
National security	8	2.94	9	1.43	7	4.17	9	0.00	7	4.76	7	7.14	10	4.00	9	3.45	8	6.12	8	5.26
Investigations	4	11.76	10	0.00	7	4.17	8	2.38	7	4.76	2	11.43	3	8.00	5	8.62	2	16.33	9	3.51
Environmental issues	10	0.00	10	0.00	10	0.00	6	7.14	9	0.00	7	7.14	3	0.00	10	0.00	10	0.00	11	0.00

Table 11-3: Issue Agenda in *The Washington Post*

Issue	T1		T2		T3		T4		T5		T6		T7		T8		T9		T10	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Presidential statements	1	30.51	1	29.82	2	16.39	1	35.56	1	27.27	3	13.04	1	31.91	2	16.98	1	17.02	1s	24.14
Economic issues	2	16.95	3	17.54	6	8.20	4	6.67	2	16.67	1	21.74	3	10.64	4	11.32	1	17.02	2	17.24
Immigration	5	11.86	2	21.05	1	29.51	4	6.67	6	6.06	6	6.52	8	4.26	8	3.77	8	4.26	5	6.90
News media	7	3.39	4	3.51	3	11.48	2	17.78	4	12.12	7	4.35	5	8.51	6	9.43	5	8.51	5	6.90
Domestic politics	2	16.95	5	7.02	3	11.48	4	6.67	2	16.67	1	21.74	3	10.64	3	15.09	5	8.51	2	17.24
Social issues	8	1.69	5	7.02	8	3.28	9	2.22	5	7.58	3	13.04	2	17.02	1	22.64	3	14.89	5	6.90
Foreign affairs	6	5.08	5	7.02	5	9.84	9	2.22	6	6.06	7	4.35	6	6.38	7	5.66	3	14.89	4	13.79
Personal comments	4	13.56	5	7.02	11	0.00	3	11.11	9	3.03	7	4.35	9	2.13	10	0.00	11	0.00	10	0.00
National security	9	0.00	9	0.00	8	3.28	9	2.22	10	0.00	10	2.17	9	2.13	8	3.77	8	4.26	8	3.45
Investigations	9	0.00	9	0.00	10	1.64	7	4.44	8	4.55	5	8.70	6	6.38	4	11.32	5	8.51	8	3.45
Environmental issues	9	0.00	9	0.00	7	4.92	7	4.44	10	0.00	11	0.00	11	0.00	10	0.00	10	2.13	10	0.00

Table 11-4: Issue Agenda in The Wall Street Journal

Issue	T1		T2		T3		T4		T5		T6		T7		T8		T9		T10	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Presidential statements	3	17.86	6	0.00	6	8.00	4	4.00	7	3.85	7	7.69	4	6.67	4	8.00	6	5.00	5	9.52
Economic issues	1	42.86	1	41.18	2	20.00	1	40.00	1	19.23	1	15.38	1	30.00	1	24.00	1	35.00	1	23.81
Immigration	4	3.57	3	5.88	2	20.00	3	16.00	1	19.23	8	5.13	10	0.00	4	8.00	8	0.00	7	4.76
News media	6	0.00	6	0.00	7	0.00	4	4.00	5	7.69	3	12.8	4	6.67	4	8.00	8	0.00	8	0.00
Domestic politics	2	35.71	1	41.18	4	16.00	2	28.00	1	19.23	1	15.38	2	16.67	2	20.00	3	15.00	1	23.81
Social issues	6	0.00	3	5.88	1	24.00	4	4.00	7	3.85	8	5.13	4	6.67	4	8.00	4	10.00	8	0.00
Foreign affairs	4	3.57	3	5.88	5	12.00	8	0.00	1	19.23	3	12.82	3	13.33	3	12.00	2	20.00	5	9.52
Personal comments	6	0.00	6	0.00	7	0.00	8	0.00	9	0.00	10	2.56	4	6.67	8	4.00	8	0.00	8	0.00
National security	6	0.00	6	0.00	7	0.00	4	4.00	9	0.00	5	10.26	4	6.67	8	4.00	6	5.00	3	14.29
Investigations	6	0.00	6	0.00	7	0.00	8	0.00	5	7.69	5	10.26	4	6.67	8	4.00	4	10.00	3	14.29
Environmental issues	6	0.00	6	0.00	7	0.00	8	0.00	9	0.00	10	2.56	10	0.00	11	0.00	8	0.00	8	0.00

Trump Tweets vs. The New York Times

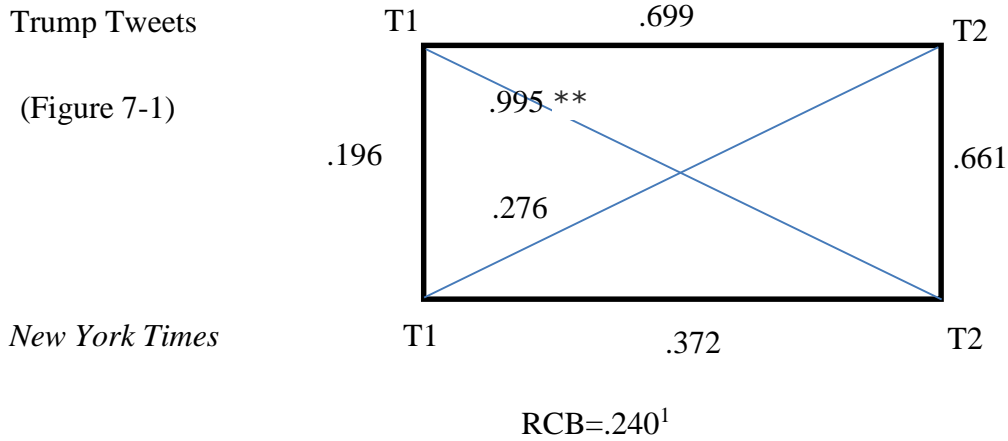


Figure 7-1 shows the correlation of Donald Trump’s Twitter agenda at Time 1 and the *New York Times*’s media coverage of Donald Trump’s agenda at Time 2 compared with the reverse time order: the *New York Times* at Time 1 and Donald Trump’s Twitter feed at Time 2. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .995 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 1 and the *New York Times*’s coverage of Donald Trump’s agenda at time 2, which is greater than the reverse correlation .276 and above the Rozelle-Campbell Baseline of .240, signaling a significant influence from Donald Trump’s Twitter feed January 20th through January 29th, to the *New York Times*’s coverage of Donald Trump’s agenda during January 31th – February 9th.

¹ ** = P value less than .01; * = P value less than .05

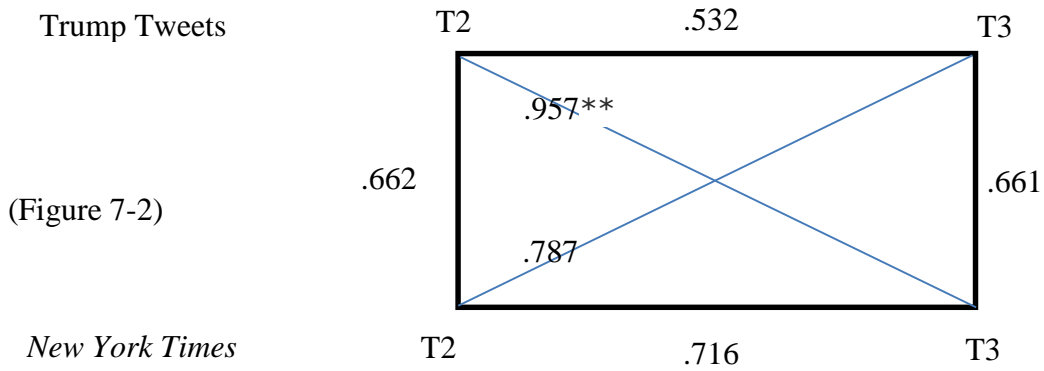


Figure 7-2 shows the correlation of Donald Trump’s Twitter agenda at Time 2 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 3 compared with the reverse time order: the *New York Times* at Time 2 and Donald Trump’s Twitter feed at Time 3. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .957 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 2 and the *New York Times*’s coverage of Donald Trump’s agenda at time 3, which is greater than the reverse correlation .787 and above the Rozelle-Campbell Baseline of .418, signaling a significant influence from Donald Trump’s Twitter feed January 30th through February 8th to the *New York Times*’s coverage of Donald Trump’s agenda during February 10th – February 19th.

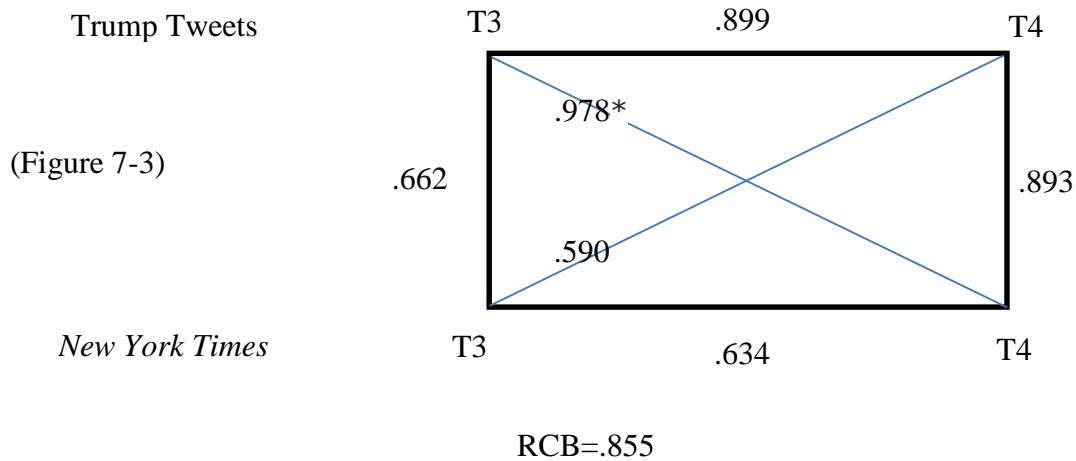


Figure 7-3 shows the correlation of Donald Trump’s Twitter agenda at Time 3 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 4 compared with the reverse time order: the *New York Times* at Time 3 and Donald Trump’s Twitter feed at Time 4. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .978 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 3 and the *New York Times*’s coverage of Donald Trump’s agenda at time 4, which is greater than the reverse correlation .590 and above the Rozelle-Campbell Baseline of .855, signaling a significant influence from Donald Trump’s Twitter feed February 9th through February 18th to the *New York Times*’s coverage of Donald Trump’s agenda during February 20th – March 1st.

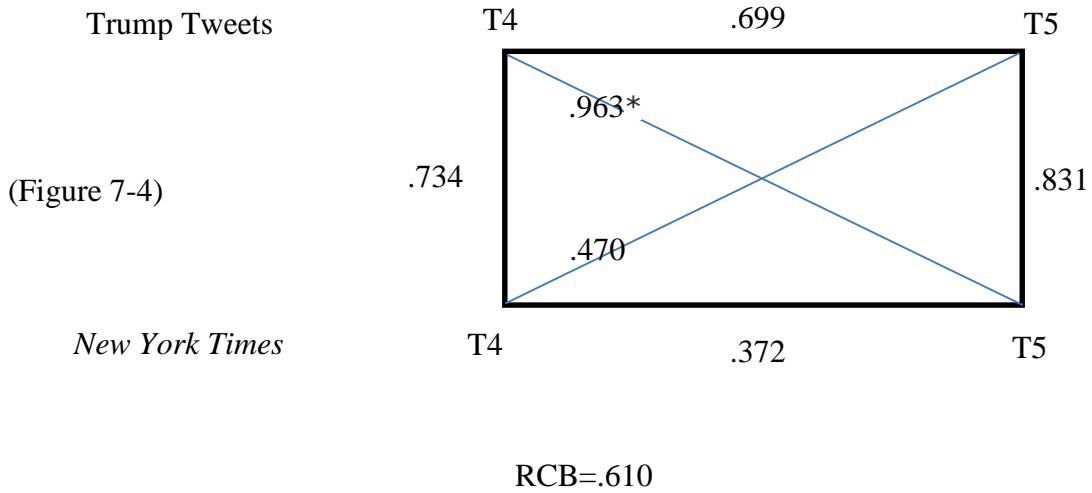


Figure 7-4 shows the correlation of Donald Trump’s Twitter agenda at Time 4 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 5 compared with the reverse time order: the *New York Times* at Time 4 and Donald Trump’s Twitter feed at Time 5. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .963 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 4 and the *New York Times*’s coverage of Donald Trump’s agenda at time 5, which is greater than the reverse correlation .470 and above the Rozelle-Campbell Baseline of .609, signaling a significant influence from Donald Trump’s Twitter feed February 19th through February 28th to the *New York Times*’s coverage of Donald Trump’s agenda during March 2th – March 11th.

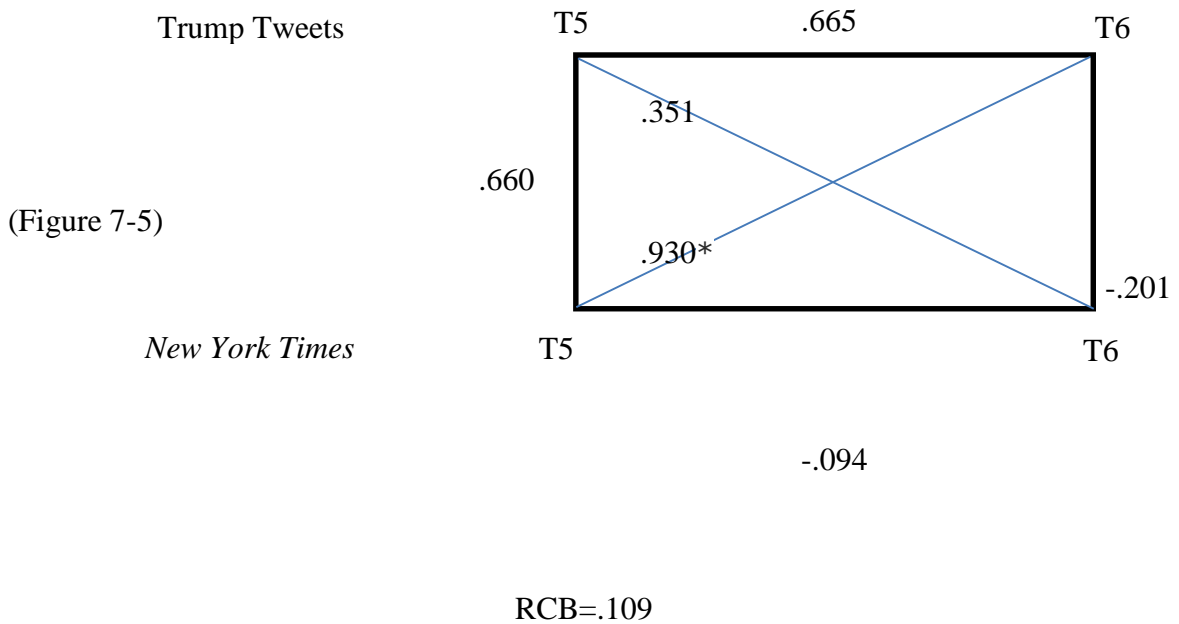


Figure 7-5 shows the correlation of Donald Trump’s Twitter agenda at Time 5 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 6 compared with the reverse time order: the *New York Times* at Time 5 and Donald Trump’s Twitter feed at Time 6. The data were entered into SPSS for correlation calculation and yielded the following findings: A weak correlation .351 exists between Donald Trump’s Twitter agenda at Time 5 the *New York Times*’s coverage of Donald Trump’s agenda at time 6, which is smaller than the reverse correlation, signaling no influence from Donald Trump’s Twitter feed March 1st through March 10th to the *New York Times*’s coverage of Donald Trump’s agenda during March 12th – March 21st.

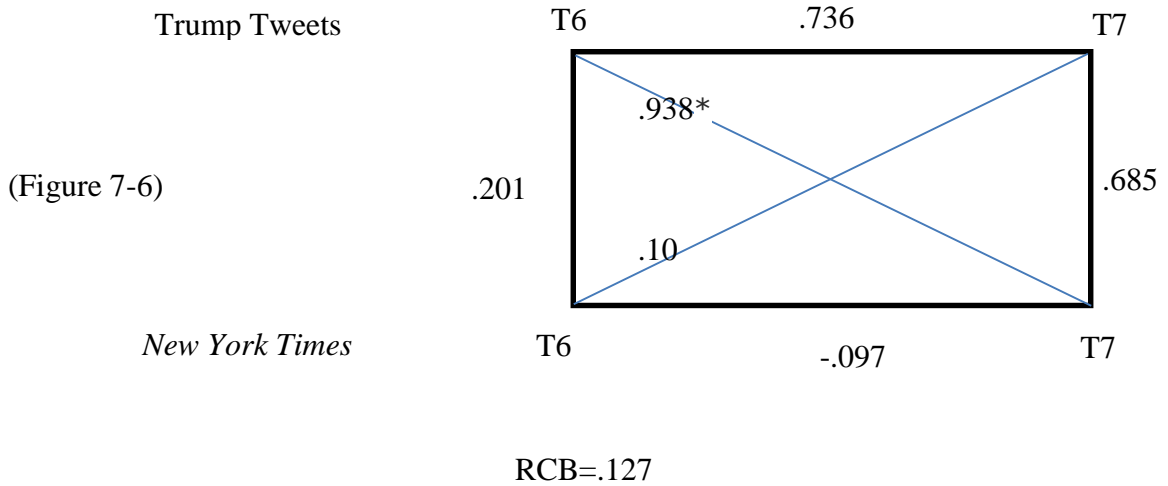


Figure 7-6 shows the correlation of Donald Trump’s Twitter agenda at Time 6 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 7 compared with the reverse time order: the *New York Times* at Time 6 and Donald Trump’s Twitter feed at Time 7. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation (.938, $p < .05$) exists between Donald Trump’s Twitter agenda at Time 6 and the *New York Times*’s coverage of Donald Trump’s agenda at time 7, which is greater than the reverse correlation .10 and above the Rozelle-Campbell Baseline of .127, signaling a significant influence from Donald Trump’s Twitter feed March 11th through March 20th to the *New York Times*’s coverage of Donald Trump’s agenda during March 22nd – March 31st.

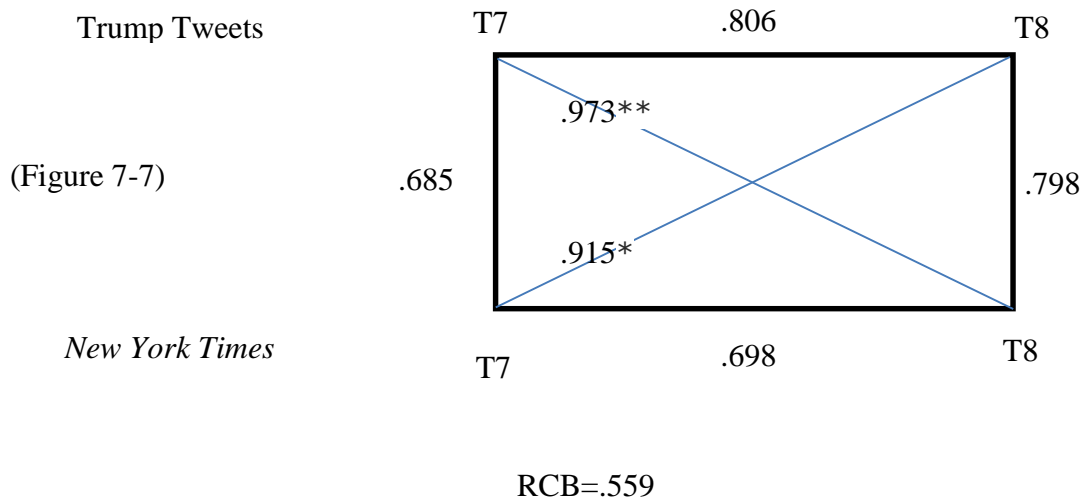
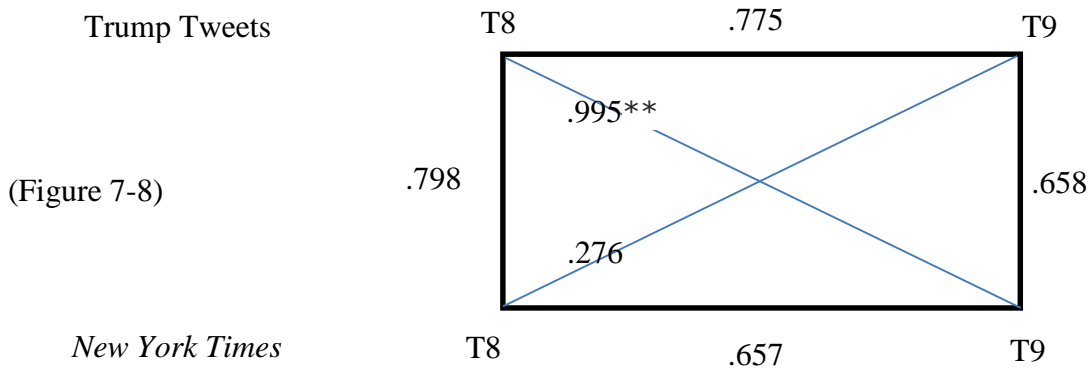


Figure 7-7 shows the correlation of Donald Trump’s Twitter agenda at Time 7 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 8 compared with the reverse time order: the *New York Times* at Time 7 and Donald Trump’s Twitter feed at Time 8. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .973 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 7 the *New York Times*’s coverage of Donald Trump’s agenda at time 8, which is slightly greater than the reverse correlation .915 and above the Rozelle-Campbell Baseline of .559, signaling a significant influence from Donald Trump’s Twitter feed March 21st through March 30th to the *New York Times*’s coverage of Donald Trump’s agenda during April 1st – April 10th.



RCB=.523

Figure 7-8 shows the correlation of Donald Trump’s Twitter agenda at Time 8 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 9 compared with the reverse time order: the *New York Times* at Time 8 and Donald Trump’s Twitter feed at Time 9. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .995 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 8 and the *New York Times*’s coverage of Donald Trump’s agenda at time 9, which is greater than the reverse correlation .276 and above the Rozelle-Campbell Baseline of .523, signaling a significant influence from Donald Trump’s Twitter feed March 31st through April 9th to the *New York Times*’s coverage of Donald Trump’s agenda during April 11th – April 20th.

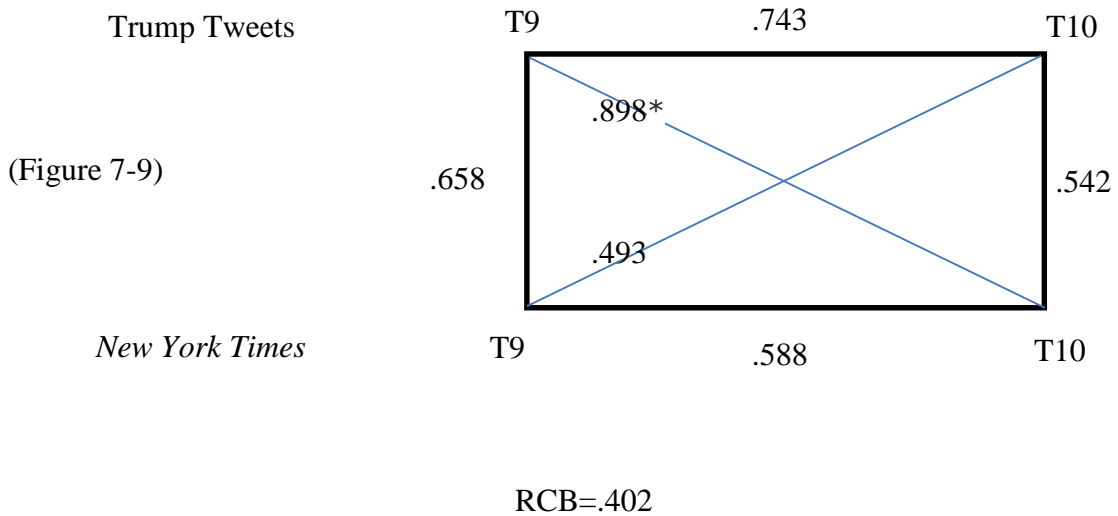


Figure 7-9 shows the correlation of Donald Trump’s Twitter agenda at Time 9 and the *New York Times*’s coverage of Donald Trump’s agenda at Time 10 compared with the reverse time order: the *New York Times* at Time 9 and Donald Trump’s Twitter feed at Time 10. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .898 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 8 the *New York Times*’s coverage of Donald Trump’s agenda at time 10, which is greater than the reverse correlation .493 and above the Rozelle-Campbell Baseline of .402, signaling a significant influence from Donald Trump’s Twitter feed April 10th through April 19th to the *New York Times*’s coverage of Donald Trump’s agenda during April 21st – April 30th.

Trump Tweets vs. The *Washington Post*

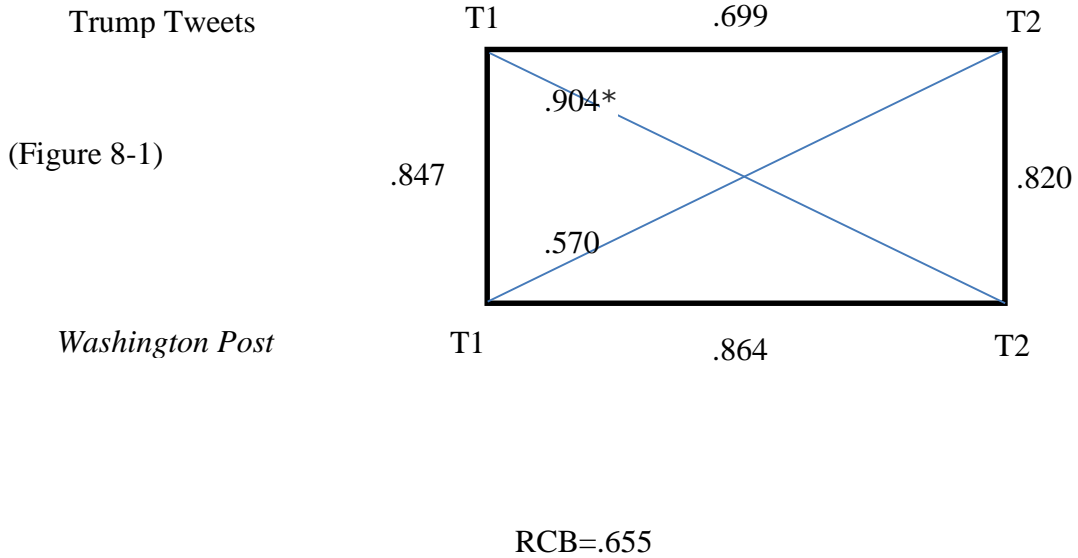


Figure 8-1 shows the correlation of Donald Trump’s Twitter agenda at Time 1 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 2 compared with the reverse time order: the *Washington Post* at Time 1 and Donald Trump’s Twitter feed at Time 2. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .904 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 1 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 2, which is greater than the reverse correlation .570 and above the Rozelle-Campbell Baseline of .655, signaling a significant influence from Donald Trump’s Twitter feed January 20th through January 29th to the *Washington Post*’s coverage of Donald Trump’s agenda during January 31st – February 9th.

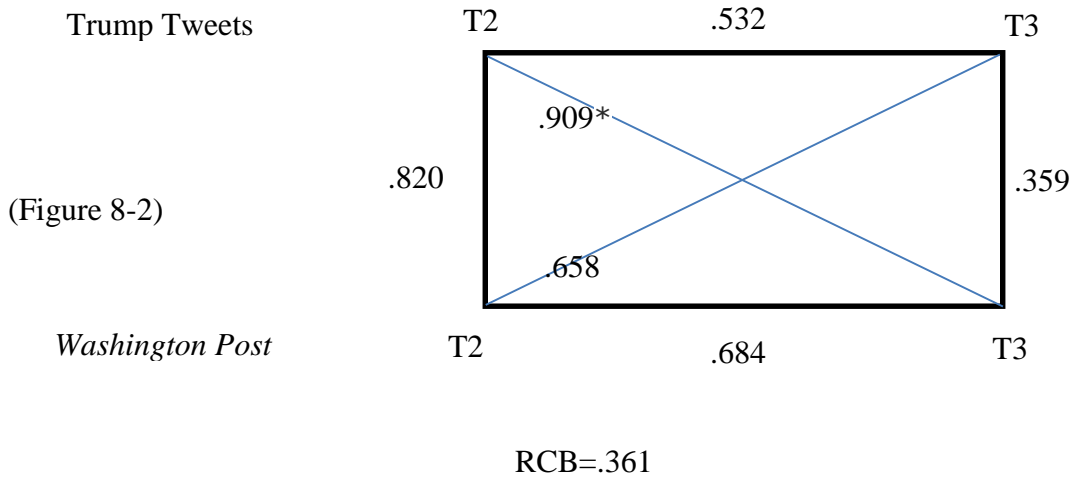


Figure 8-2 shows the correlation of Donald Trump’s Twitter agenda at Time 2 and the *Washington Post*’s media agenda at Time 3 compared with the reverse time order: the *Washington Post* at Time 2 and Donald Trump’s Twitter feed at Time 3. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .909 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 2 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 3, which is greater than the reverse correlation .658 and above the Rozelle-Campbell Baseline of .361, signaling a significant influence from Donald Trump’s Twitter feed January 30th through February 8th to the *Washington Post*’s coverage of Donald Trump’s agenda during February 10th – February 19th.

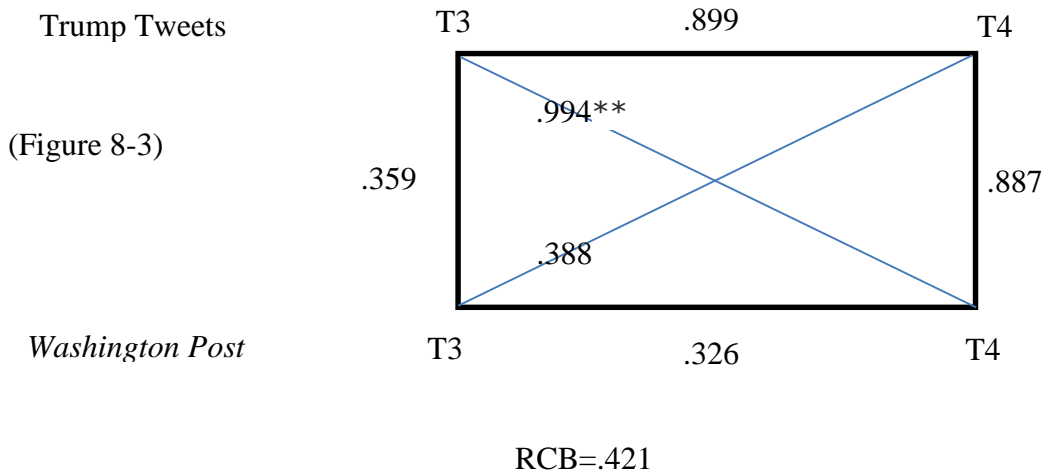
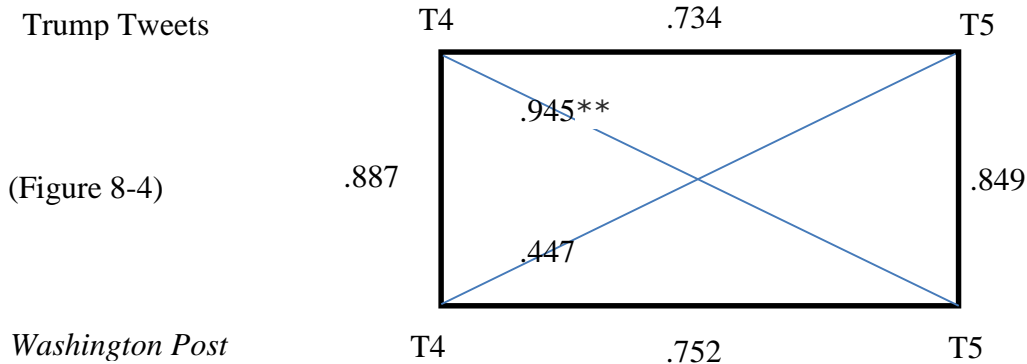
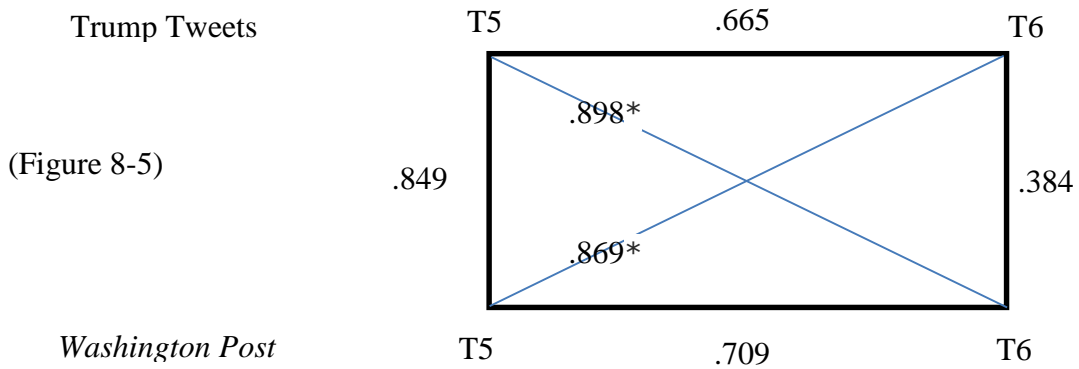


Figure 8-3 shows the correlation of Donald Trump’s Twitter agenda at Time 3 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 4 compared with the reverse time order: the *Washington Post* at Time 3 and Donald Trump’s Twitter feed at Time 4. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .994 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 3 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 4, which is greater than the reverse correlation .388 and above the Rozelle-Campbell Baseline of .421, signaling a significant influence from Donald Trump’s Twitter feed February 9th through February 18th to the *Washington Post*’s coverage of Donald Trump’s agenda February 10th – February 19th.



RCB=.645

Figure 8-4 shows the correlation of Donald Trump’s Twitter agenda at Time 4 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 5 compared with the reverse time order: the *Washington Post* at Time 4 and Donald Trump’s Twitter feed at Time 5. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .945 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 4 and the *Washington Post*’s media agenda at time 5, which is greater than the reverse correlation .447 and above the Rozelle-Campbell Baseline of .645, signaling a significant influence from Donald Trump’s Twitter feed February 19th through February 28th to the *Washington Post*’s coverage of Donald Trump’s agenda March 2nd – March 11th.



RCB=.424

Figure 8-5 shows the correlation of Donald Trump’s Twitter agenda at Time 5 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 6 compared with the reverse time order: the *Washington Post* at Time 5 and Donald Trump’s Twitter feed at Time 6. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .898 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 5 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 6, which is slightly greater than the reverse correlation .869 and above the Rozelle-Campbell Baseline of .424, signaling a significant influence from Donald Trump’s Twitter feed March 1st through March 10th to the *Washington Post*’s coverage of Donald Trump’s agenda March 12th – March 21st.

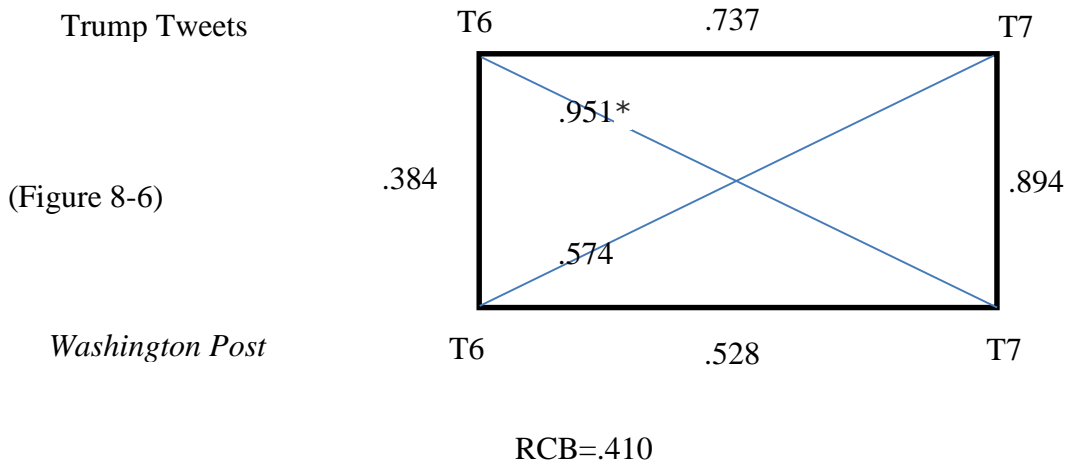


Figure 8-6 shows the correlation of Donald Trump’s Twitter agenda at Time 6 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 7 compared with the reverse time order: the *Washington Post* at Time 6 and Donald Trump’s Twitter feed at Time 7. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .951 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 6 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 7, which is greater than the reverse correlation .574 and above the Rozelle-Campbell Baseline of .410, signaling a significant influence from Donald Trump’s Twitter feed to March 11th through March 20th to the *Washington Post*’s coverage of Donald Trump’s agenda March 22nd – March 31th.

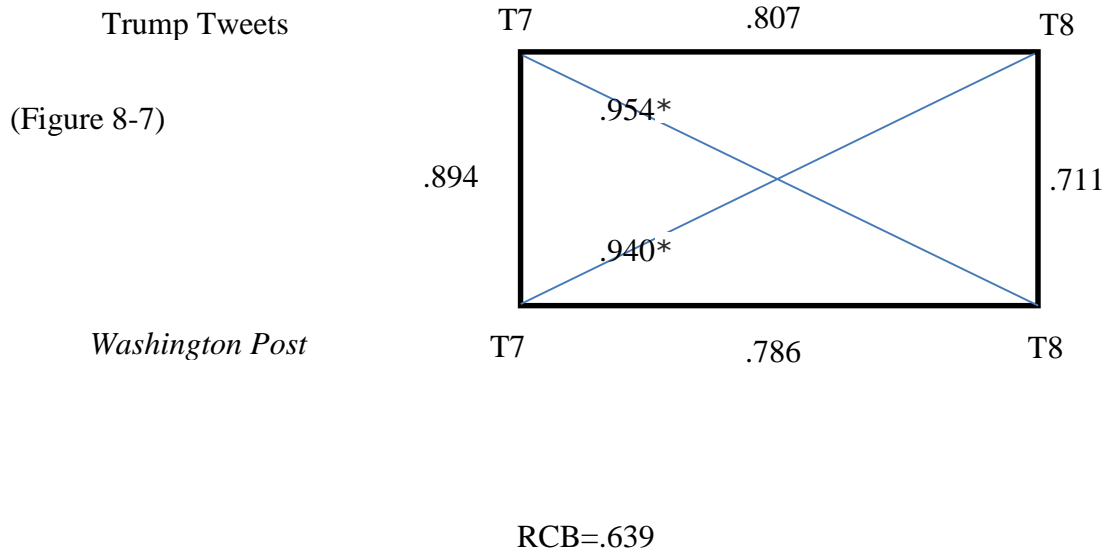


Figure 8-7 shows the correlation of Donald Trump’s Twitter agenda at Time 7 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 8 compared with the reverse time order: the *Washington Post* at Time 7 and Donald Trump’s Twitter feed at Time 8. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .954 ($p<.05$) exists between Donald Trump’s Twitter agenda at Time 7 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 8, which is greater than the reverse correlation .940 and above the Rozelle-Campbell Baseline of .639, signaling a significant influence from Donald Trump’s Twitter feed March 21th through March 30th to the *Washington Post*’s coverage of Donald Trump’s agenda April 1st – April 10th.

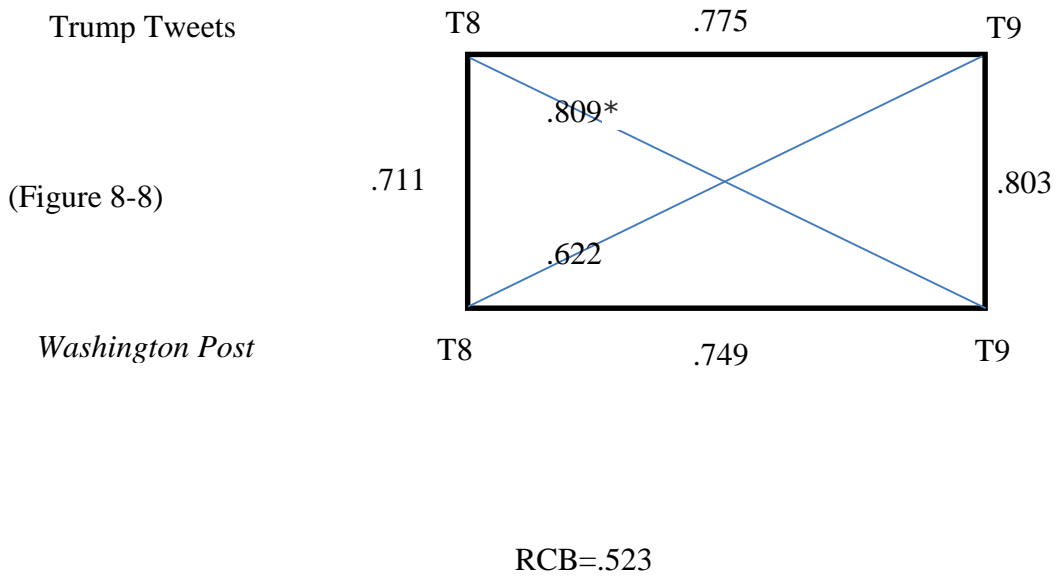


Figure 8-8 shows the correlation of Donald Trump’s Twitter agenda at Time 8 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 9 compared with the reverse time order: the *Washington Post* at Time 8 and Donald Trump’s Twitter feed at Time 9. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .809 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 8 and the *Washington Post*’s coverage of Donald Trump’s agenda at time 9, which is greater than the reverse correlation .622 and above the Rozelle-Campbell Baseline of .523, signaling a significant influence from Donald Trump’s Twitter feed March 31st through April 9th to the *Washington Post*’s coverage of Donald Trump’s agenda April 11th – March 20th.

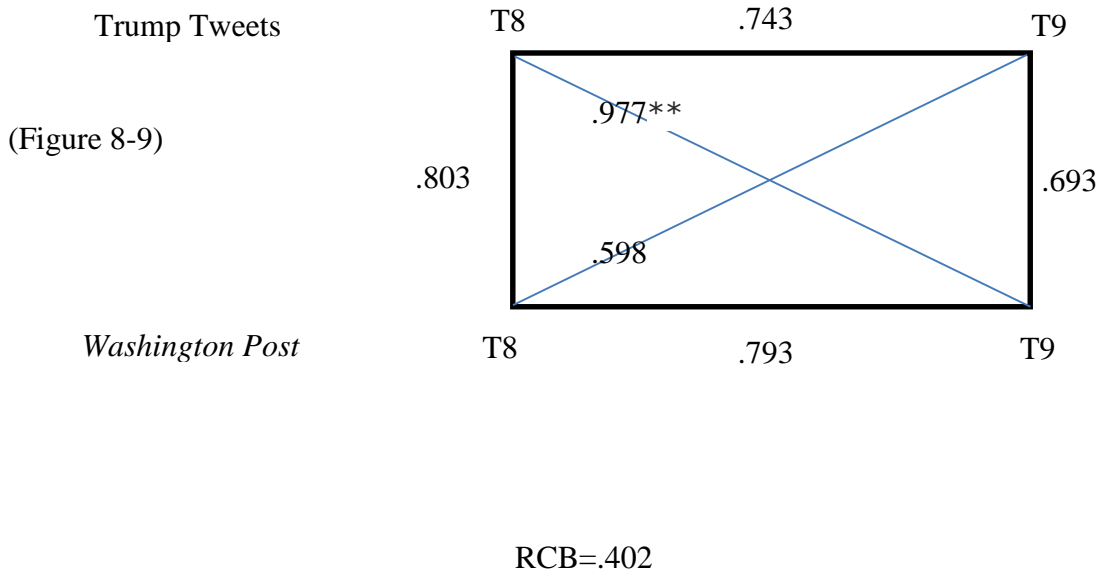


Figure 8-9 shows the correlation of Donald Trump’s Twitter agenda at Time 9 and the *Washington Post*’s coverage of Donald Trump’s agenda at Time 10 compared with the reverse time order: the *Washington Post* at Time 9 and Donald Trump’s Twitter feed at Time 10. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .977 ($p < .05$) exists between Donald Trump’s Twitter agenda at Time 9 and the *Washington Post*’s media agenda at time 10, which is greater than the reverse correlation .598 and above the Rozelle-Campbell Baseline of .402, signaling a significant influence from Donald Trump’s Twitter feed April 10th through April 19th to the *Washington Post*’s coverage of Donald Trump’s agenda April 21st – April 30th.

Trump Tweets vs. the *Wall Street Journal*

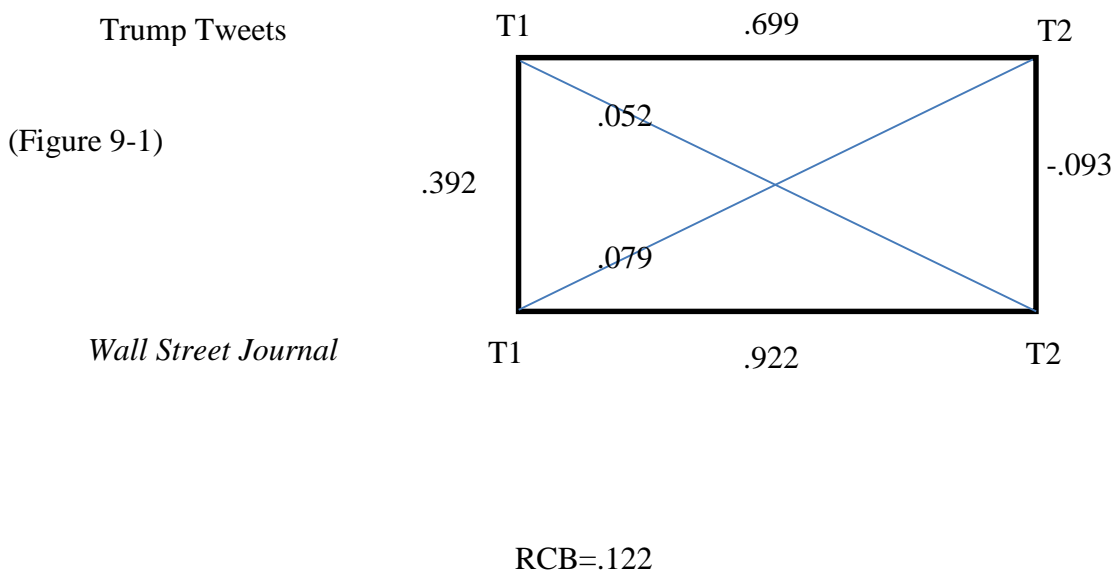


Figure 9-1 shows the correlation of Donald Trump’s Twitter agenda at Time 1 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 2 compared with the reverse time order: The *Wall Street Journal* at Time 1 and Donald Trump’s Twitter feed at Time 2. The data were entered into SPSS for correlation calculation and yielded the following findings: A weak correlation .052 exists between Donald Trump’s Twitter agenda at Time 1 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 2, which is smaller than the reverse correlation .079 and below the Rozelle-Campbell Baseline of .122, indicating no influence from Donald Trump’s Twitter feed January 20th through January 29th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda January 31st – February 9th.

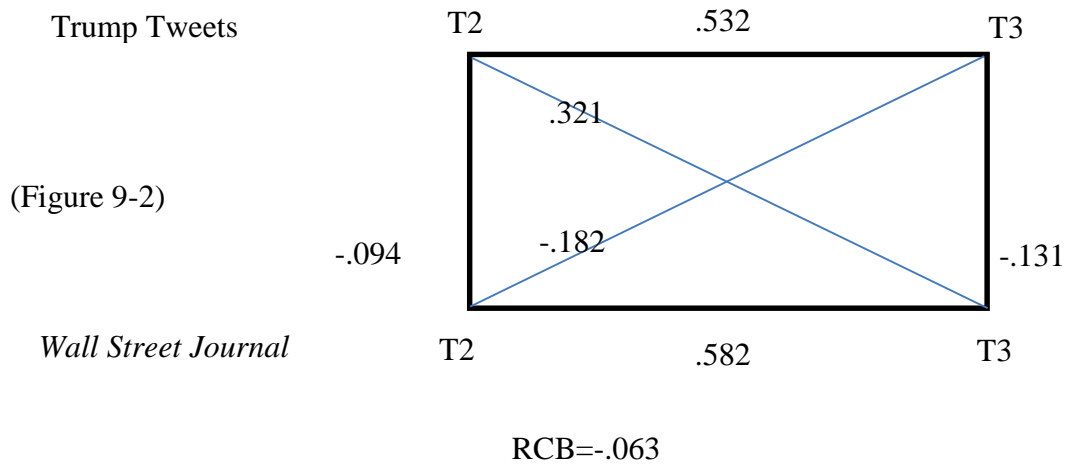


Figure 9-2 shows the correlation of Donald Trump’s Twitter agenda at Time 2 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 3 compared with the reverse time order: The *Wall Street Journal* at Time 2 and Donald Trump’s Twitter feed at Time 3. The data were entered into SPSS for correlation calculation and yielded the following findings: A weak correlation .321 exists between Donald Trump’s Twitter agenda at Time 2 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 3, which is greater than the reverse correlation -.182 and above the Rozelle-Campbell Baseline of -.063, signaling a slight influence from Donald Trump’s Twitter feed January 30th through February 8th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda February 10th – February 19th.

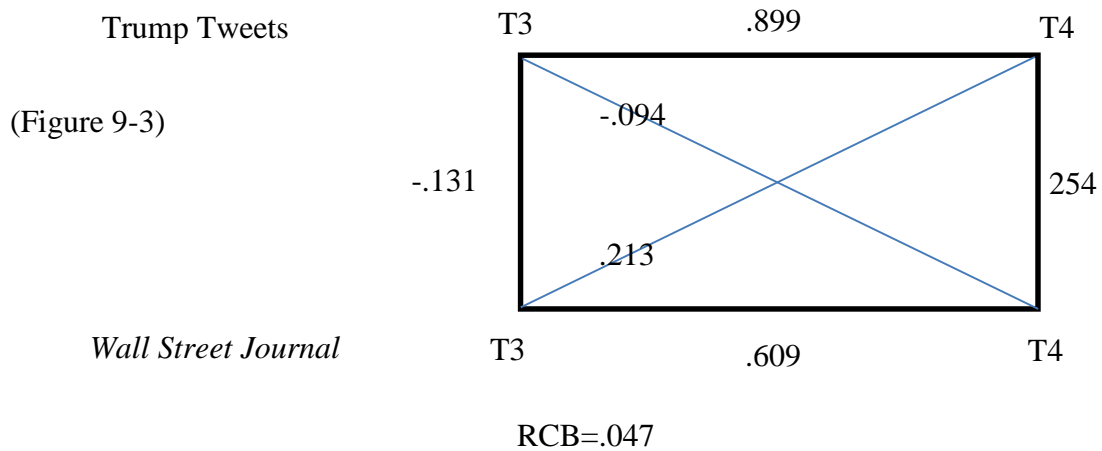
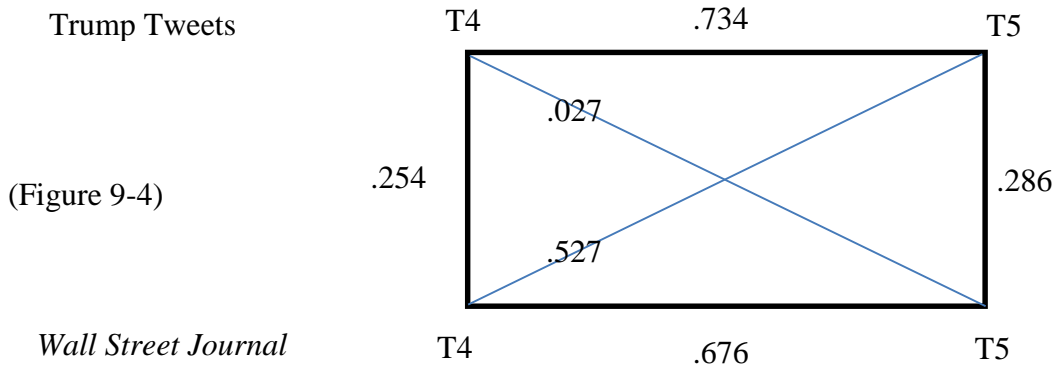
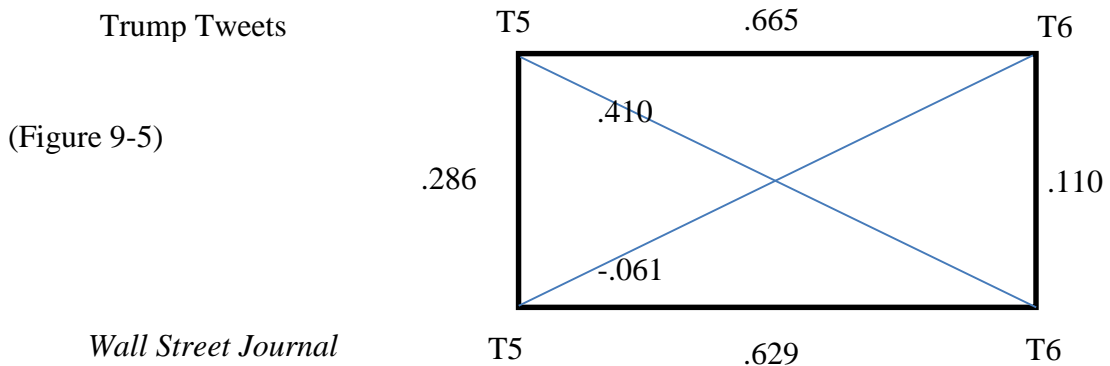


Figure 9-3 shows the correlation of Donald Trump’s Twitter agenda at Time 3 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 4 compared with the reverse time order: The *Wall Street Journal* at Time 3 and Donald Trump’s Twitter feed at Time 4. The data were entered into SPSS for correlation calculation and yielded the following findings: There was no correlation $-.094$ between Donald Trump’s Twitter agenda at Time 3 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 4; the reverse correlation is $.213$. Therefore, there is no influence from Donald Trump’s Twitter feed February 9th through February 18th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda February 20nd – March 1th.



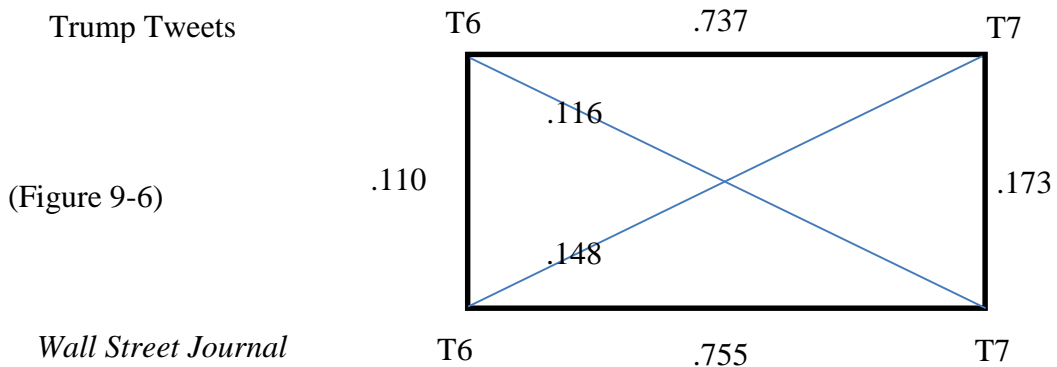
RCB=.191

Figure 9-4 shows the correlation of Donald Trump’s Twitter agenda at Time 4 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 5 compared with the reverse time order: The *Wall Street Journal* at Time 4 and Donald Trump’s Twitter feed at Time 5. The data were entered into SPSS for correlation calculation and yielded the following findings: An extremely weak correlation .027 exists between Donald Trump’s Twitter agenda at Time 4 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 5, which is smaller than the reverse correlation .527 and below the Rozelle-Campbell Baseline of .191, signaling no significant influence from Donald Trump’s Twitter feed February 19th through February 28th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda March 2nd – March 11th.



RCB=.128

Figure 9-5 shows the correlation of Donald Trump’s Twitter agenda at Time 5 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 6 compared with the reverse time order: The *Wall Street Journal* at Time 5 and Donald Trump’s Twitter feed at Time 6. The data were entered into SPSS for correlation calculation and yielded the following findings: A weak correlation .410 ($p>.05$) exists between Donald Trump’s Twitter agenda at Time 5 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 6, which is greater than the reverse correlation $-.061$ and above the Rozelle-Campbell Baseline of .128, signaling a slight influence from Donald Trump’s Twitter feed March 1st through March 10th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda March 12th – March 21th.



RCB=.106

Figure 9-6 shows the correlation of Donald Trump’s Twitter agenda at Time 6 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 7 compared with the reverse time order: The *Wall Street Journal* at Time 6 and Donald Trump’s Twitter feed at Time 7. The data were entered into SPSS for correlation calculation and yielded the following findings: An extremely weak correlation (.116) exists between Donald Trump’s Twitter agenda at Time 6 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 7, which is smaller than the reverse correlation, signaling no influence from Donald Trump’s Twitter feed March 11th through March 20th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda March 22st – March 31th.

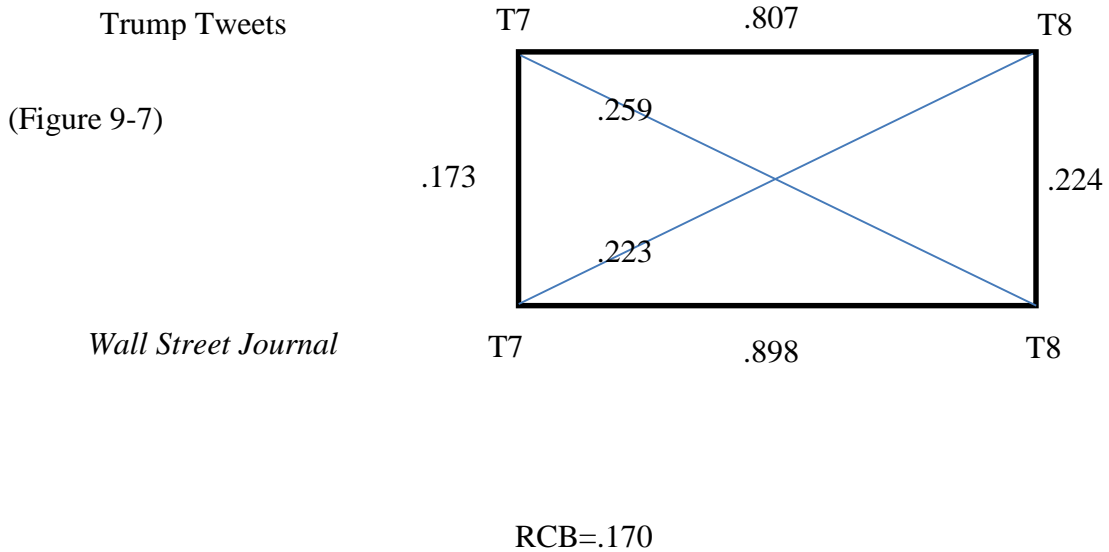


Figure 9 -7 shows the correlation of Donald Trump’s Twitter agenda at Time 7 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 8 compared with the reverse time order: The *Wall Street Journal* at Time 7 and Donald Trump’s Twitter feed at Time 8. The data were entered into SPSS for correlation calculation and yielded the following findings: A weak correlation .259 ($p>.05$) exists between Donald Trump’s Twitter agenda at Time 7 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 8, which is greater than the reverse correlation .223 and above the Rozelle-Campbell Baseline of .170, signaling a slight influence from Donald Trump’s Twitter feed March 21st through March 30th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda April 1st – April 10th.

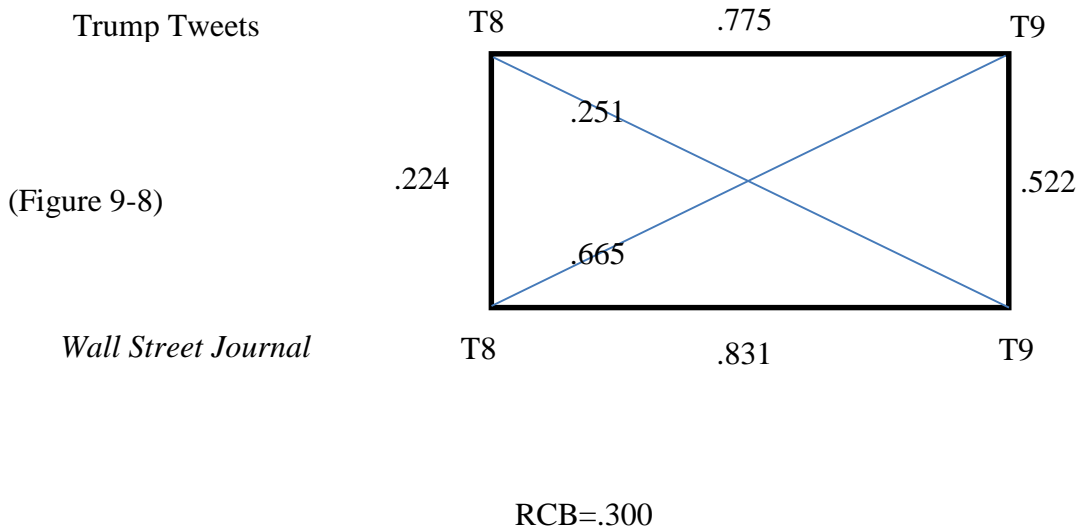


Figure 9-8 shows the correlation of Donald Trump’s Twitter agenda at Time 8 and the *Wall Street Journal*’s Times’s coverage of Donald Trump’s agenda at Time 9 compared with the reverse time order: The *Wall Street Journal* at Time 8 and Donald Trump’s Twitter feed at Time 9. The data were entered into SPSS for correlation calculation and yielded the following findings: A strong correlation .251 exists between Donald Trump’s Twitter agenda at Time 8 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 9, which is smaller than the reverse correlation .665 and below the Rozelle-Campbell Baseline of .300, signaling no influence from Donald Trump’s Twitter feed March 31st through April 9th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda April 11st – April 20th.

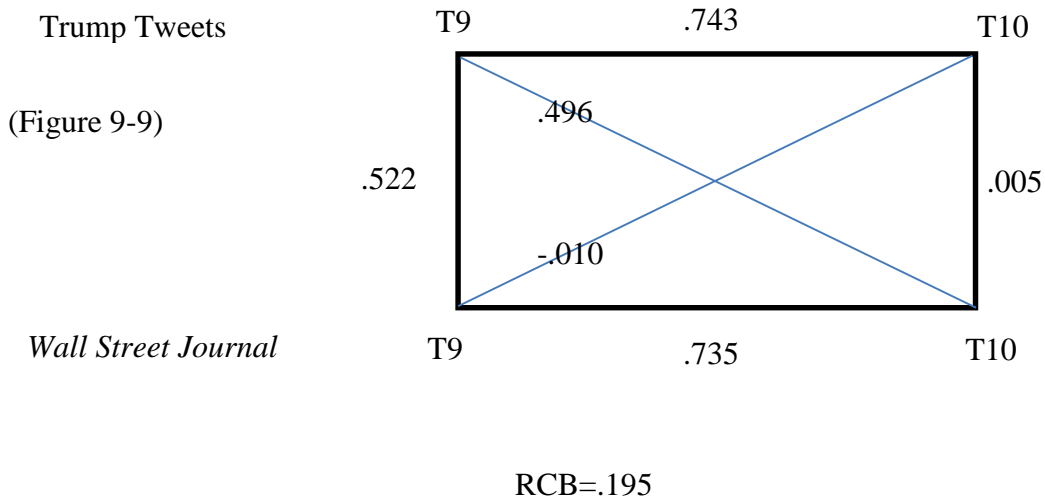


Figure 9-9 shows the correlation of Donald Trump’s Twitter agenda at Time 9 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at Time 10 compared with the reverse time order: The *Wall Street Journal* at Time 9 and Donald Trump’s Twitter feed at Time 10. The data were entered into SPSS for correlation calculation and yielded the following findings: A week correlation .496 exists between Donald Trump’s Twitter agenda at Time 9 and the *Wall Street Journal*’s coverage of Donald Trump’s agenda at time 10, which is greater than the reverse correlation -.010 and above the Rozelle-Campbell Baseline of .195, signaling a weak influence from Donald Trump’s Twitter feed April 10th through April 19th to the *Wall Street Journal*’s coverage of Donald Trump’s agenda April 21st – April 30th.

Media Coverage of Trump's Twitter Agenda

To answer the research question 3 of whether the media coverage influenced Donald Trump's Twitter agenda during the 100 days of presidency, I collected all the tweets and the news stories that those tweets referred to as follows.

Table 12: Trump tweets that mention the media

Post	Posted date	News source mentioned	Published date	Salient issue(s)	Lag(days)
Congratulations to @FoxNews for being number one in inauguration ratings. They were many times higher than FAKE NEWS @CNN - public is smart!	2017/1/25	Fox News, CNN	2017/1/21	Domestic politics	4
The failing @nytimes has been wrong about me from the very beginning. Said I would lose the primaries then the general election. FAKE NEWS!	2017/1/28	NYT	Unclear what specific incident Trump refers to	News media	N/A
Thr coverage about me in the @nytimes and the @washingtonpost gas been so false and angry that the times actually apologized to its.....	2017/1/28	NYT, WP	Unclear what specific incident Trump refers to	News media	N/A
Thank you to Prime Minister of Australia for telling the truth about our very civil conversation that FAKE NEWS media lied about. Very nice!	2017/2/3	WP	2017/2/2	Immigration	1
After being forced to apologize for its bad and inaccurate coverage of me after winning the election the FAKE NEWS @nytimes is still lost!	2017/2/4	NYT	Unclear what specific incident Trump refers to	Domestic politics	N/A
Any negative polls are fake news just like the CNN ABC NBC polls in the election. Sorry people want border security and extreme vetting.	2017/2/6	CNN	2017/2/4	Domestic politics	2

I call my own shots largely based on an accumulation of data and everyone knows it. Some FAKE NEWS media in order to marginalize lies!	2017/2/6	Media	2017/2/4	Immigration	2
The failing @nytimes writes total fiction concerning me. They have gotten it wrong for two years and now are making up stories & sources!	2017/2/6	NYT	2017/2/5	Domestic politics	1
The failing @nytimes was forced to apologize to its subscribers for the poor reporting it did on my election win. Now they are worse!	2017/2/7	NYT	2017/2/5	Domestic politics	2
"Trump administration seen as more truthful than news media https://t.co/6LmsR5JOSW	2017/2/8	Media	2017/2/8	Domestic politics	0
Chris Cuomo in his interview with Sen. Blumenthal never asked him about his long-term lie about his brave "service" in Vietnam. FAKE NEWS!	2017/2/9	CNN	2017/2/9	Domestic politics	0
Sen. McCain should not be talking about the success or failure of a mission to the media. Only emboldens the enemy! He's been losing so....	2017/2/9	NBC	2017/2/8	Foreign affairs	1
...long he doesn't know how to win anymore just look at the mess our country is in - bogged down in conflict all over the place. Our hero..	2017/2/9	NBC	2017/2/8	Foreign affairs	1
..Ryan died on a winning mission (according to General Mattis) not a "failure." Time for the U.S. to get smart and start winning again!	2017/2/9	NBC	2017/2/8	Foreign affairs	1
The failing @nytimes does major FAKE NEWS China story saying "Mr. has not	2017/2/10	NYT	2017/2/9	Foreign affairs	1

spoken to Mr. Trump since Nov.14." We spoke at length yesterday!					
While on FAKE NEWS @CNN Bernie Sanders was cut off for using the term fake news to describe the network. They said technical difficulties!	2017/2/12	CNN	2017/2/10	News media	2
The fake news media is going crazy with their conspiracy theories and blind hatred. @MSNBC & @CNN are unwatchable. @foxandfriends is great!	2017/2/15	MSNBC, CNN, Fox News	2017/2/15	Investigations	0
Information is being illegally given to the failing @nytimes & @washingtonpost by the intelligence community (NSA and FBI?).Just like Russia	2017/2/15	NYT, WP	2017/2/14	Investigations	1
Leaking and even illegal classified leaking has been a big problem in Washington for years. Failing @nytimes (and others) must apologize!	2017/2/16	NYT	2017/2/14	Investigations	2
FAKE NEWS media which makes up stories and "sources" is far more effective than the discredited Democrats - but they are fading fast!	2017/2/16	NYT	2017/2/14	Investigations	2
The FAKE NEWS media (failing @nytimes @CNN @NBCNews and many more) is not my enemy it is the enemy of the American people. SICK!	2017/2/17	NYT, CNN, NBC	Unclear what specific incident Trump refers to	News media	N/A
The FAKE NEWS media (failing @nytimes @NBCNews @ABC @CBS @CNN) is not my enemy it is the enemy of the American People!	2017/2/17	NYT, CNN, NBC, ABC, CBS	Unclear what specific incident Trump refers to	News media	N/A

One of the most effective press conferences I've ever seen! says Rush Limbaugh. Many agree. Yet FAKE MEDIA calls it differently! Dishonest	2017/2/17	Breitbart	2017/2/16	News media	1
Don't believe the main stream (fake news) media. The White House is running VERY WELL. I inherited a MESS and am in the process of fixing it.	2017/2/18	Media	Unclear what specific incident Trump refers to	Domestic politics	N/A
My statement as to what's happening in Sweden was in reference to a story that was broadcast on @FoxNews concerning immigrants & Sweden.	2017/2/19	Fox News	2017/2/18	Immigration	1
Give the public a break - The FAKE NEWS media is trying to say that large scale immigration in Sweden is working out just beautifully. NOT!	2017/2/20	Media	Unclear what specific incident Trump refers to	Immigration	N/A
'S&P 500 Edges Higher After Trump Renews Jobs Pledge' https://t.co/WtrRJVFmvU	2017/2/23	Fox News	2017/2/23	Economic issues	0
A fantastic day and evening in Washington D.C. Thank you to @FoxNews and so many other news outlets for the GREAT reviews of the speech!	2017/1/21	Fox News	2017/1/21	News media	0
find the leakers within the FBI itself. Classified information is being given to media that could have a devastating effect on U.S. FIND NOW	2017/2/24	CNN	2017/2/24	Domestic politics	0
FAKE NEWS media knowingly doesn't tell the truth. A great danger to our country. The failing @nytimes has become a joke. Likewise @CNN. Sad!	2017/2/25	NYT, CNN	2017/2/24	News Media	1

The media has not reported that the National Debt in my first month went down by \$12 billion vs a \$200 billion increase in Obama first mo.	2017/2/25	Media	Unclear what specific incident Trump refers to	Economic issues	N/A
Don't let the FAKE NEWS tell you that there is big infighting in the Trump Admin. We are getting along great and getting major things done!	2017/3/7	WP	2017/3/5	Domestic politics	2
Great news. We are only just beginning. Together we are going to #MAGA! https://t.co/BSp685Q9Qf https://t.co/K7yeBZsf6r	2017/3/8	Fox News	2017/3/8	Economic issues	0
RT @foxnation: .@realDonaldTrump's First Full Month in Office Sees Biggest Jobs Gain 'In Years': Report: https://t.co/rx4bgI1MWK	2017/3/9	Fox News	2017/3/9	Economic issues	0
RT @foxandfriends: "Never give up....that's the worst thing you could do. There's always a chance." -Kyle Coddington's message to those als...	2017/3/10	Fox News	2017/3/10	Unclear what specific incident Trump refers to	0
RT @DRUDGE_REPORT: GREAT AGAIN: +235000 https://t.co/GkockGNdtC	2017/3/10	The DRUDGE REPORT	2017/3/10	Economic issues	0
It is amazing how rude much of the media is to my very hard working representatives. Be nice you will do much better!	2017/3/13	Media	Unclear what specific incident Trump refers to	News media	N/A
Does anybody really believe that a reporter who nobody ever heard of "went to his mailbox" and found my tax returns? @NBCNews FAKE NEWS!	2017/3/15	NBC	2017/3/14	News media	1

RT @FoxNews: Jobs created in February. https://t.co/sOaMDxxTA8	2017/3/17	Fox News	2017/3/12	Economic issues	5
RT @foxandfriends: VIDEO: Rep. Scalise — GOP agrees on over 85 percent of health care bill https://t.co/05dtfjAUbx	2017/3/17	Fox News	2017/3/13	Social issues	4
RT @foxandfriends: FOX NEWS ALERT: Jihadis using religious visa to enter US experts warn (via @FoxFriendsFirst) https://t.co/pwXeR9OMQC	2017/3/17	Fox News	2017/3/15	Immigration	2
Despite what you have heard from the FAKE NEWS I had a GREAT meeting with German Chancellor Angela Merkel. Nevertheless Germany owes.....	2017/3/18	Media	2017/3/17	Foreign affairs	1
Just heard Fake News CNN is doing polls again despite the fact that their election polls were a WAY OFF disaster. Much higher ratings at Fox	2017/3/20	CNN	2017/3/20	Domestic politics	0
The failing @NYTimes would do much better if they were honest! https://t.co/ATy8R3knS2	2017/3/28	NYT	2017/3/27	Domestic politics	1
Why doesn't Fake News talk about Podesta ties to Russia as covered by @FoxNews or money from Russia to Clinton - sale of Uranium?	2017/3/28	Fox News	2017/3/28	Domestic politics	0
Remember when the failing @nytimes apologized to its subscribers right after the election because their coverage was so wrong. Now worse!	2017/3/29	NYT	2016/11/3	Domestic politics	>100
If the people of our great country could only see how viciously and inaccurately my administration is covered by certain media!	2017/3/29	Media	Unclear what specific	Domestic politics	N/A

			incident Trump refers to		
The failing @nytimes has disgraced the media world. Gotten me wrong for two solid years. Change libel laws? https://t.co/QIqLgvYLLi	2017/3/30	NYT	2017/3/27	Domestic politics	3
Just watched the totally biased and fake news reports of the so-called Russia story on NBC and ABC. Such dishonesty!	2017/3/23	NBC, ABC	2017/3/23	Investigations	0
Mike Flynn should ask for immunity in that this is a witch hunt (excuse for big election loss) by media & Dems of historic proportion!	2017/3/31	WSJ	2017/3/30	Investigations	1
When will Sleepy Eyes Chuck Todd and @NBCNews start talking about the Obama SURVEILLANCE SCANDAL and stop with the Fake Trump/Russia story?	2017/4/1	NBC	2017/3/30	Investigations	2
It is the same Fake News Media that said there is "no path to victory for Trump" that is now pushing the phony Russia story. A total scam!	2017/4/1	NBC	2017/3/30	Investigations	2
The failing @nytimes finally gets it - "In places where no insurance company offers plans there will be no way for ObamaCare customers to..	2017/4/1	NYT	2017/3/31	Social issues	1
Wow @FoxNews just reporting big news. Source: "Official behind unmasking is high up. Known Intel official is responsible. Some unmasked....	2017/4/1	Fox News	2017/3/31	Investigations	1
Anybody (especially Fake News media) who thinks that Repeal & Replace of ObamaCare is	2017/4/2	Media	Unclear what specific	Social issues	N/A

dead does not know the love and strength in R Party!			incident Trump refers to		
Such amazing reporting on unmasking and the crooked scheme against us by @foxandfriends. "Spied on before nomination." The real story.	2017/4/3	Fox News	2017/3/31	Investigations	3
.@FoxNews from multiple sources: "There was electronic surveillance of Trump and people close to Trump. This is unprecedented." @FBI	2017/4/3	Fox News	2017/3/31	Investigations	3
RT @foxnation: Grateful Syrians React To @realDonaldTrump Strike: 'I'll Name My Son Donald' https://t.co/7KexXsXLUX #SyrianStrikes	2017/4/11	Fox News	2017/4/8	Immigration	4
The first 90 days of my presidency has exposed the total failure of the last eight years of foreign policy! So true. @foxandfriends	2017/4/17	Fox News	2017/4/17	Foreign affairs	0
The Fake Media (not Real Media) has gotten even worse since the election. Every story is badly slanted. We have to hold them to the truth!	2017/4/17	Media	Unclear what specific incident Trump refers to	News Media	N/A
Failing @nytimes which has been calling me wrong for two years just got caught in a big lie concerning New England Patriots visit to W.H.	2017/4/20	NYT	2017/4/19	Social issues	1
RT @foxandfriends: NYT editor apologizes for misleading tweet about New England Patriots' visit to the White House (via @FoxFriendsFirst) h...	2017/4/21	Fox News	2017/4/21	Social issues	0

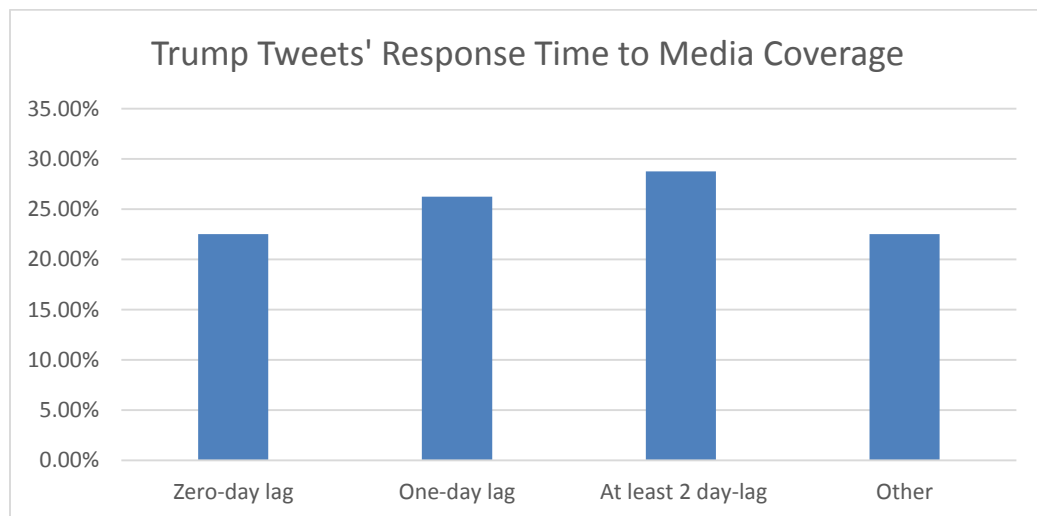
No matter how much I accomplish during the ridiculous standard of the first 100 days &; it has been a lot (including S.C.) media will kill!	2017/4/21	Media	Unclear what specific incident Trump refers to	News Media	N/A
RT @foxandfriends: Chicago approves new plan to hide illegal immigrants from the feds plus give them access to city services https://t.co/...	2017/4/22	Fox News	2017/4/21	Immigration	1
RT @foxandfriends: Israeli PM Netanyahu praises U.S. policy changes during meeting with Defense. Sec Mattis https://t.co/v2C9oaq3uY	2017/4/22	Fox News	2017/4/21	Foreign affairs	1
New polls out today are very good considering that much of the media is FAKE and almost always negative. Would still beat Hillary in	2017/4/23	ABC, WP	2017/4/23	Domestic politics	0
...popular vote. ABC News/ <i>Washington Post</i> Poll (wrong big on election) said almost all stand by their vote on me & 53% said strong leader.	2017/4/23	ABC, WP	2017/4/23	Domestic politics	0
The two fake news polls released yesterday ABC &; NBC while containing some very positive info were totally wrong in General E. Watch!	2017/4/24	ABC, NBC	2017/4/23	Domestic politics	1
Don't let the fake media tell you that I have changed my position on the WALL. It will get built and help stop drugs human trafficking etc.	2017/4/25	Media	Unclear what specific incident Trump refers to	Social issues	N/A
RT @foxandfriends: Former President Obama's \$400K Wall Street speech stuns	2017/4/28	Fox News	2017/4/28	Domestic politics	0

liberal base; Sen. Warren saying she "was troubled by that" http...					
RT @foxnation: . @TuckerCarlson : #Dems Don't Really Believe #Trump Is a Pawn of #Russia - That's Just Their Political Tool https://t.co/K...	2017/4/29	Fox News	2017/4/28	Investigations	1
Mainstream (FAKE) media refuses to state our long list of achievements including 28 legislative signings strong borders & great optimism!	2017/4/29	Media	Unclear what specific incident Trump refers to	News media	N/A

The descriptive data from this table indicate that the media may have an influence on Donald Trump’s Twitter agenda. Among all these 80 tweets in relation to the media, Donald Trump mentioned different types of media outlets: including *CNN*, *Fox News*, the *New York Times*, the *Washington Post*, *ABC*, *NBC* etc. Ranked by frequency, domestic politics 20 (25%), investigations 12 (15%), news media 11(13.75%), foreign affairs 7 (8.5%), immigration (8.5%), economic issues 6 (7.5%), social issues 5 (6.25%) were the top issues he discussed most frequently in his tweets in regard to the news media.

In terms of the time-lag difference, out of these 80 tweets, except for 18 tweets (22.5%) that were unclear what Donald Trump referred to, 18 (22.5%) of Donald Trump’s tweets were posted ensued from the relevant media coverage with a zero-day lag; More than 1/4 (26.25%) of his tweets followed the media agenda with a one-day time lag; 28.75% of his tweets reacted to the media agenda with a lag of 3 days or more.

Trump Tweets’ Response Time to Media Coverage



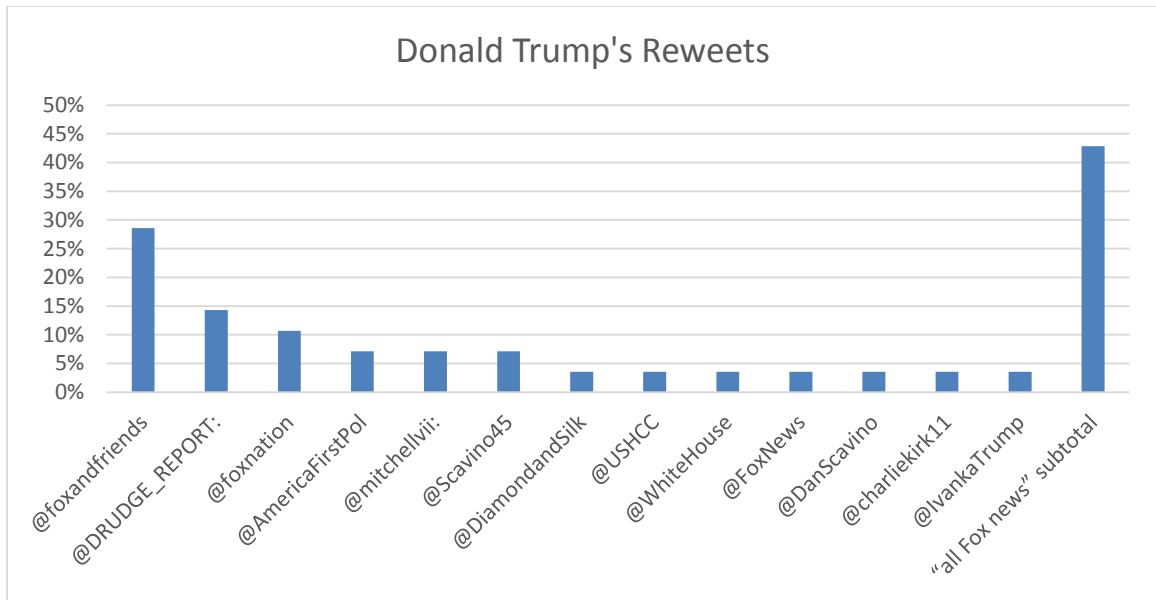
(Figure 10)

The conservative news outlet -- *Fox News* – may have the strongest influence on Donald Trump’s Twitter posts: 21 (26.25%) of his tweets were in reference to its coverage. In addition to that, he mentioned the *New York Times* (12.5%) most, followed by *CNN*. It should be noted that Donald Trump never mentioned the *Wall Street Journal* or any of its coverage of his presidency, indicating the *Wall Street Journal* has almost no influence on Donald Trump’s Twitter posts during the first 100 days.

In general, the media have limited capacity to influence the president’s Twitter agenda; However, they do sometimes manage to transfer the issue salience from the media agenda to President Trump’s Twitter agenda. As the above data analysis shows, the media’s mentions on domestic politics (25%), investigations (15%) are most likely to provoke Donald Trump’s responses.

Table 13: Donald Trump’s Retweets

Source	Times	Percentage
@foxandfriends	8	29%
@DRUDGE_REPORT:	4	14%
@foxnation	3	11%
@AmericaFirstPol	2	7%
@mitchellvii:	2	7%
@Scavino45	2	7%
@DiamondandSilk	1	4%
@USHCC	1	4%
@WhiteHouse	1	4%
@FoxNews	1	4%
@DanScavino	1	4%
@charliekirk11	1	4%
@IvankaTrump	1	4%
“all Fox news” subtotal	12	43%
Total	28	100%



(Figure 11)

Additionally, as Table 13 shows, 43% of President Trump's retweets during the honeymoon period were from Fox News, once again suggesting a significant influence from Fox News to the president's Twitter agenda.

CHAPTER V

DISCUSSION AND CONCLUSION

Research question 1 was addressed in the descriptive analysis of Donald Trump's Twitter posting and the media coverage.

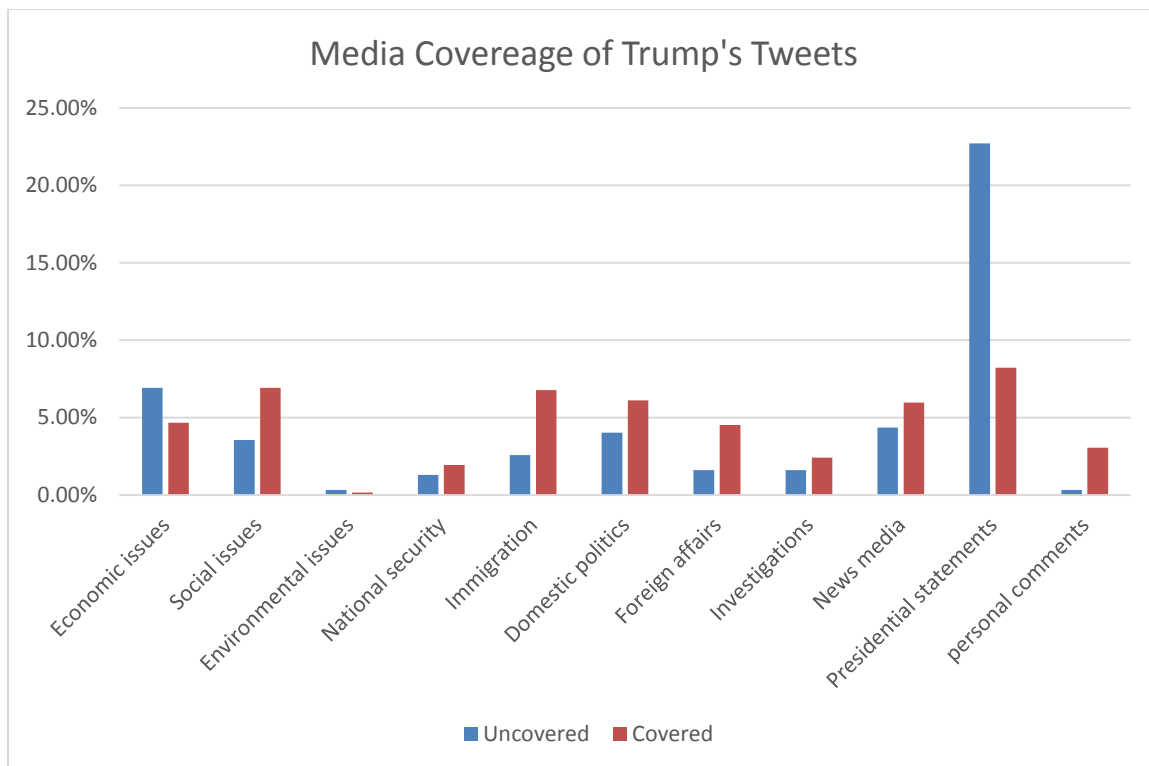
The research results show that the President of the United States intensively uses Twitter to break news, make announcements, publish his daily schedules, and even conduct diplomacy, making 31.03% of his tweets official statements to the public. Even though not all of these statements on Twitter were covered, the news media, including the *New York Times*, the *Washington Post*, and the *Wall Street Journal*, followed the president's agenda in their news coverage and included many of these tweets in the news items during the "honeymoon" period.

Additionally, Donald Trump frequently tweeted about a wide range of topics, such as the social issues, domestic politics, immigration, and news media. These topics were widely reported by the media as well, revealing a substantive influence from Donald Trump's Twitter agenda to the media coverage of Donald Trump. Furthermore, during the honeymoon period, the personal comments he made on Twitter did not receive much media coverage.

The research results of this study also show that the *Wall Street Journal* devoted a large amount of its coverage to social issues and immigration issues, with much less coverage to issues pertaining to economics and business. One of the reasons for this is that immigration was discussed along with social issues in the *Wall Street Journal's* coverage. Further research, however, is needed to conduct to understand why the paper would focus

on the immigration and social issues instead of economic issues in stories mentioning Trump.

The frequency analysis of the media coverage of Donald Trump's Twitter posts also suggests that Donald Trump's tweets are highly prioritized. To a large extent, this study found that Trump's Twitter feed has become a news source for the media. As seen in Table 6, 47.12% of his tweets were reported by at least one of the major U.S. news outlets, namely the *New York Times*, the *Washington Post*, and the *Wall Street Journal*, meaning 1 out of 2 of his tweets would appear in the newspapers. Furthermore, more than 10.77% of his tweets indeed made the front pages of any of the three national dailies, indicating the significant impact of Trump's Twitter messages on the media agenda.



(Figure 12: Media coverage of Trump’s tweets)

It is also revealing to examine what tweets grabbed media attention while others did not. Figure 12 shows the media coverage by topic, in which the blue columns represent Donald Trump’s tweets that were not covered with red charts being tweets covered in the media.

As Figure 12 shows, Donald Trump’s tweets related to the economic issues did not get picked up as much as expected. However, his Twitter messages pertaining to social issues, immigration, domestic politics, foreign affairs, investigations, and news media were widely covered, suggesting that these topics have a higher priority on the media agenda.

Hypotheses 1-3 were tested with the cross-lagged correlations as shown in the following tables.

Table 14: Trump tweets vs. The *New York Times*

Trump Tweets		The <i>New York Times</i>
T1		T1
T2		T2
T3		T3
T4		T4
T5		T5
T6		T6
T7		T7
T8		T8
T9		T9
T10		T10

H1 is partially supported by the research results. I simplified the correlation figures 7 to better explain how Donald Trump’s tweets influenced the *New York Times*’s coverage of his agenda. As is shown, the presidential honeymoon was evenly divided into ten 10-day periods. From T2 through T10, except for T7 the media’s coverage that mentioned Trump positively relate to Trump’s agenda expressed in his Twitter feed.

Generally, the president’s Twitter feed impacted the *New York Times*’s media coverage of his agenda during the first 100 days. However, Donald Trump’s tweets posted

between March 1st and March 10th (T5) did not predict *the New York Times*'s media agenda during March 12th – March 21st (T6). The reason is that the *New York Times* did not extensively cover Trump's Twitter feed during this period, in which they instead massively reported on social issues, such as healthcare reform.

The media's coverage of Trump during T5 was strongly correlated to President Trump's Twitter agenda during T6, possibly indicating that President Trump's tweets were influenced by the media stories mentioning him or his presidency. In other words, the *New York Times*'s coverage of the president may have set his Twitter agenda during this time.

It should also be noted that the reverse correlation is almost equal during T7, March 1st through March 10th, 2017, which indicates that Trump's Twitter feed and the *New York Times* may have mutually influenced each other's agenda. One of the possibilities is that the *New York Times*'s coverage of Donald Trump may have set Trump's Twitter agenda. However, from March 1st through March 10th, 2017, the president only posted one tweet relating to the news media, which is "Don't let the FAKE NEWS tell you that there is big infighting in the Trump Admin. We are getting along great and getting major things done!" Therefore, this positive correlation may not suggest that the *New York Times*'s media coverage of Donald Trump had influenced the president's postings. Further studies are needed to explore if this correlation is a coincidence.

In addition, the table indicates the *New York Times*, during most of the time of the first 100 days, did not have significant influence on the president's Twitter agenda. Thus,

it can be concluded that Trump's Twitter agenda positively led the media coverage of his agenda during the honeymoon period.

Table 15: Trump tweets vs. The Washington Post

Trump Tweets		<i>The Washington Post</i>
T1		T1
T2		T2
T3		T3
T4		T4
T5		T5
T6		T6
T7		T7
T8		T8
T9		T9
T10		T10

H2 is supported. As Table 15 shows, the correlations between Trump’s tweets and the media coverage of his agenda are statistically significant between T2 and T10, through January 30th to April 30th. Which means, Donald Trump’s Twitter messages posted during T1, January 20th through January 29th January, influenced the media’s coverage of his agenda at T2, January 30th through February 8th; his tweets posted during T2 had an impact on the media’s reportage of him and his agenda at T3, and so forth.

As the data show, during the time periods of T5, T6, and T7, the media also influenced Trump’s Twitter postings, suggesting that the media coverage of Donald Trump may have set Trump’s Twitter agenda during this time. Indeed, President Trump did post a substantial number of tweets in response to the media’s coverage or criticism of him during this time period.

During the first 100 days, the issue salience of Donald Trump’s tweets was strongly correlated to the issue salience of *the Washington Post* news coverage of his Twitter agenda. Hence, in this case, Donald Trump’s Twitter feed *set the Washington Post’s* coverage of Trump.

Table 16: Trump tweets vs. The Wall Street Journal

Trump Tweets		The <i>New York Times</i>
T1		T1
T2		T2
T3		T3

T4		T4
T5		T5
T6		T6
T7		T7
T8		T8
T9		T9
T10		T10

H3 is not supported, meaning that Donald Trump’s Twitter feed did not exert much influence on the *Wall Street Journal’s* media coverage of his agenda between January 20th and April 29th, 2017. Through the correlation analysis, this study found that Donald Trump’s tweets and the *Wall Street Journal’s* media coverage were not cross-lagged correlated during most of time of the first 100-day period (see Table 16). However, this research found that Donald Trump’s Tweets posted between March 1st (T5) and March 10th (T6) were found to have a slight influence on the *Wall Street Journal’s* media agenda March 12th –March 21th. Additionally, his tweets posted April 10th through April 19th (T9) were found to have a relatively low impact on the *Wall Street Journal’s* coverage of Donald Trump’s agenda April 21st – April 30th (T10). The descriptive analysis also shows that the newspaper devoted nearly 10 % of the its coverage to Donald Trump’s tweets. Therefore, Trump’s tweets may still have some limited influence on the *Wall Street Journal’s* coverage.

For **research question 3**, the data and research results show that the media have limited capacity to influence the president's Twitter feed. Among all of the media outlets, *Fox New* has the greatest potential to drive President Trump's agenda. In general, the media's mentions of domestic politics are most likely to trigger Donald Trump's responses, therefore, to influence his Twitter agenda.

This research project mainly focuses on how politicians' social media accounts impact their press coverage or may be influenced by national newspapers. Based on the results from this study, Donald Trump's Twitter feed generally influenced traditional newspaper coverage of his agenda during his first 100 days in office. By blurring private and public discourse, Twitter allows Donald Trump to turn his tweets into presidential statements and make the media agenda.

With the advent of social media comes the need to re-evaluate the agenda-setting power of the news media. Both empirically and theoretically, this study investigated whether Donald Trump's Twitter feed set the media coverage of all the stories mentioning Trump and vice versa during the first 100 days of his presidency. The research results indicate that Donald Trump's Twitter feed had a substantially strong influence on the *New York Times* and the *Washington Post*'s media coverage of his Twitter agenda, while the reverse influence was weak, meaning the *New York Times* and the *Washington Post*' did not exert much influence on the president's Twitter agenda during the honeymoon period.

Surprisingly, for the *Wall Street Journal*, so little coverage was dedicated towards Donald Trump's tweets; meanwhile, Donald Trump paid little attention to the newspaper as well. Even though he brought up many major U.S. news agencies or outlets during the first 100 days, he barely mentioned the *Wall Street Journal* in his tweets. The nature of this newspaper - a finance and business focused paper – may be a possible reason why it seems to lack interest in covering political actors' stories.

It should be noted that this study did not examine Donald Trump's influence from his Twitter feed to the media coverage after T10, April 21st – April 30th, 2017. This limitation can be addressed by collecting more data beyond the 100 – days period. Another limitation of the study is in relation to the sampling method. Since the systematic selection procedure used in this study potentially contains more error than a simple random sample, the resulting sample may not be fully representative of the population of media coverage.

This study lends support to the agenda setting effects in the context of social media. Social media, especially Twitter, have become powerful tools of political communication for politicians to build intimate relationships with their supporters, and even for presidents to make public announcements for policy decisions, and eventually to reshape presidential communication.

To conclude, issue salience expressed in Donald Trump's tweets have the power to influence the importance of issues in the traditional media coverage of Trump. His Twitter feed exerted a much strong influence on the *Washington Post* and the *New York Times's*

media coverage than that of the *Wall Street Journal* during the first 100 days in office. The reverse correlations as studied, however, imply that the media may have had limited power to shape Donald Trump's Twitter agenda.

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APPENDICES

Appendix

A

Content analysis codebook and instruction book

Variable	Instructions and values	Code
ID	Number each individual tweet/story consecutively	
Coder	Enter coder's name	
Source	1=@realDonaldTrump 2= <i>The New York Times</i> , 3= <i>The Washington Post</i> , 4= <i>The Wall Street Journal</i>	
Time	The publication date of the tweet/story 1=Time 1 2=Time 2 3= Time 3 4= Time 4 5=Time 5 6=Time 6 7=Time 7 8=Time 8 9=Time 9 10=Time 10	
Category	Theme of the tweet/news story 1=Economic issues General economy/economic growth and development, equal pay, fiscal policy, government spending or federal budget, welfare, trade, trade agreements (such as North American Free Trade Agreement (NAFTA), the Trans-Pacific	

Partnership (TPP) etc.), employment/jobs, taxation and tax reforms plans, business.

2=Social issues

Education, gun ownership and control, abortion, animal rights, veterans' services, welfare, healthcare, eternity leave, LGBT rights and gay marriage, death penalty, poverty, social movements/civil rights movements, strikes/protests/demonstrations, riot, urban violence, police brutality, crime or criminal violence, ethnic conflicts and race relations.

3=Environmental issues

Global warming, climate change, the Paris Accord; the Dakota access pipeline.

4=National security

Nuclear testing, terrorism, warfare, and homeland security.

5=Immigration

Legal and illegal immigration, unauthorized immigrants, refugees/immigration policy, sanctuary cities, the border wall/the border security, deporting criminal immigrants, Muslim immigrants, the travel ban.

6=Domestic politics

Government administration; election, voter fraud, political corruption, government surveillance, partisan infighting.

	<p>7=Foreign affairs</p> <p>International relations and foreign policy.</p> <p>8=Investigations</p> <p>Russian probe, the Trump Tower wiretapping allegations, and other investigative matters.</p> <p>9=News media:</p> <p>Media ethics, fake news/media, dishonest media, failing <i>New York Times</i>/CNN/<i>the Washington Post</i> or any other media.</p> <p>10=Presidential statements</p> <p>Presidential announcements, presidential directives or declarations, presidential condolences, thank-yous, and presidential greetings (such as wedding/holiday congratulations and newborn acknowledgments), the president's schedules.</p> <p>11Personal comments</p> <p>Donald Trump's personal affairs or opinions, and matters that involve his own family issues; taunts and insults covering everyone from sports stars to world leaders.</p>	
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Appendix B

Calculation of percent agreement

Var#	Raters		Difference
	1	2	
1			
2			
3			
4			
5			
6			
7			

8			
9			
10			
n			
<hr/>			
Number of Zeros			
Number of Items			
<hr/>			
Percent Agreement			