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An Analysis of the Language and the Relationship of the President of the USA Related Twitter Accounts toward the National Media

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An Analysis of the Language and the Relationship of the President of the USA Related Twitter

Accounts toward the National Media

by

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A thesis submitted in partial fulfillment
of the requirements for the degree of
Master of Arts
The Zimmerman School of Advertising and Mass Communications
College of Arts & Sciences
University of South Florida

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Date of Approval:
June 20, 2019

Keywords: Donald J. Trump, President Communication, President Trump, The White House,
Social Media, LIWC

DEDICATION

This thesis is dedicated to the Republic of Turkey and the Ministry of National Education that support me during my education life.

ACKNOWLEDGMENTS

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ABSTRACT

This research focuses on the language tone of the United State of America's president-related Twitter accounts and the ways of the interaction with the national media with their tweets. The literature provides how politicians utilize and for what purposes they use Twitter. Framing theory was applied to conceptualize the manner of conveying messages and impressions of politicians toward the national media. Content analysis was utilized to analyze 902 media-related tweets to find out the ways of the interactions and language tone and the level of emotions in tweets of US president-related Twitter accounts with the national media during the period of July 2018 and December 2018. The study analyzed the language characteristics of three different president-related Twitter accounts such as the personal account of Donald J. Trump (@realDonaldTrump), the official account of President Trump (@POTUS), the institutional account of The White House (@WhiteHouse) by LIWC software. It was found out that personal accounts of the president of the USA tend to include more negative emotions toward the media in overall than president-related official and institutional accounts.

CHAPTER 1

Introduction

Social network services (SNS) turned into spaces on which politicians perpetuate their political campaigns; Media gather information about topics through sources on politicians' social media accounts, and individuals discuss current political topics (Jungherr, 2014). SNS became a vehicle for politicians to reach millions of people and engage with them through their accounts such as Facebook and Twitter (Hong & Nadler, 2011). Politicians regard social media as a powerful medium to feed their voters about current issues as Obama did in his presidential campaign with his professional social media staff during the election period in 2008 (Hong & Nadler, 2011).

Twitter is one of the services that have been utilized by millions of people. The structure and defaults of Twitter enable politicians to disseminate their posts openly and directly to the public due to its characteristics such as being unrestricted and open to everybody (Park, 2013). Newman (2017) defined the retweet function of Twitter as a system that users could share information and conversations. The users of Twitter could post a limited amount of character messages on their accounts and share tweets with a massive number of followers (Xu, Sang, Blasiola, & Park, 2014). Followers also could forward and retweet messages as transmitters, therefore both message providers and users spread the posts that reinforce the dissemination of information through Twitter (Xu et. al, 2014).

Political leaders utilize the Twitter as a vehicle to reach their desired audiences for goals such as increasing the number of attendants at their political events, creating political polarization to promote the level of political engagement, marketing their political campaigns, leveling up the interaction level and mobilization, and gaining electoral support from their constituents (Adams & McCorkindale, 2013; Lee, Shin, & Hong, 2018; Enli & Skogero, 2013).

Politicians also use social media such as Twitter to affect public opinion, to express their own opinions regarding several topics, to make comments and interpretations about news stories, and to make corrections on news stories which are related to them (Ekman & Widholm, 2015; Hong, 2013; Aharony, 2012). Also, individuals are seen to reflect their sentiments and opinions through their online behaviors such as retweeting a message and mentioning a topic (Stieglitz & Dang-Xuan, 2013). The aim of this thesis is to present broad findings to explain the aims of Twitter utilization by political leaders and to understand the language characteristics of the president-related Twitter accounts (PRTAs) such as such as personal account of Donald J. Trump (@realDonaldTrump), official account of President Trump (@POTUS), and institutional account of The White House (@WhiteHouse) in terms of their relationship with national media through Twitter. Framing theory is utilized to understand how politicians convey their messages via Twitter and to analyze the characteristics of politicians' language. Framing is described as the process of selection and making reality more salient in the text and as a process that individuals conceptualize a fact and reform their opinions toward an issue ((Entman, 1993; Chong & Druckman, 2007). Campaign messages and phrases of individuals should be analyzed by framing theory to understand the interpretation of messages by firstly framing the phrases (Scheufele & Tewksbury, 2006). The study analyzed the ways of the interactions with media by the president-

related Twitter accounts and their language characteristics in terms of tones, positive and

negative emotions toward the national media.

CHAPTER 2

Review of Literature

Political leaders utilize the Twitter as a vehicle to reach their desires such as increasing the number of attendants at their political events, creating political polarization to promote the level of political engagement, marketing their political campaigns, leveling up the interaction level and mobilization, and gaining electoral supports from their constituents (Adams and McCorkindale, 2013; Lee, Shin, & Hong, 2018; Ekman & Widholm, 2015). The literature gives a broad perspective including the aims of political leaders on social media and how they regulate their relationship with media. The usage of framing theory in communication studies and the process of framing on social media will give a broad perspective to understand the steps and the ways for the research methods. While the literature gives the underlying reasons for Twitter usage, it also specifically focuses on the relationship between politicians and the media on Twitter.

Framing Theory

Framing theory aims at investigating the media and society as an approach on social science (Campbell, 2016). Framing is generally described as the process of selection and making reality more salient in the text (Entman, 1993). Framing could include the promotion of a specific problem, moral judgments about a selected subject, and causal commentaries on a topic to make them more salient and to present a reality that is perceived by individuals (Entman,

1993). The notion of framing clarifies how a single sentence could be powerful on human minds and how the information flowing through news, texts, and conversations to people are perceived by individuals (Entman, 1993).

It is suggested that the structure of communication texts and news are systematically formed in a narrative form to build the discourse and to inform about the contents of news (Ardèvol-Abreu, 2015). News contents are created visually and textually by a specific view and determinate perspective of information creators for the people that could encounter their designated and framed messages (Ardèvol-Abreu, 2015). The use of frames is categorized into two different perspectives as generic framing and specific framing (Ardèvol-Abreu, 2015). The specific frame could be utilized to investigate a certain topic and an incident to analyze the perspective of media on a certain topic as generic frames are exerted for distinct incidents, topics, and places to generalize the structure of the framing (Ardèvol-Abreu, 2015). The specific frame is also reported as beneficial to study an issue related to a certain topic and defined as a study that takes more attention by scholars to investigate specific communication texts (Brugman, Burgers, & Steen, 2017). Under the political communication, the strategy frame also analyzes the language of political candidates in terms of their personalities, the way of progressing their campaigns, and types of their political styles (Ardèvol-Abreu, 2015).

Entman (1993) pointed out that framing plays an important role on political communication for politicians to be able to apply their political power in the news contents and dominate the texts in terms of recording their identities, taking attention to their perceived realities and having reactions from individuals. It portrays the perspective of politicians that try to frame their views and perceived realities on a topic. Also, media is known to have had an influence on political communication as it shapes the coverages and news texts about political

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institutions and politicians (Blumler, 2015). It is known that journalists and media professionals structure the information and create the perceived reality with their own interpretive frameworks and selected words and images even though other journalists use different types of words, sources, and images to form news (Ardèvol-Abreu, 2015). It could be said that both media and politicians frame the texts with their perceived realities and their own interpretations (Entman, 1993; & Ardèvol-Abreu, 2015).

Framing theory investigates how news texts affect the interpretation of individuals and analyze the cognitive process to perceive the relationship between social knowledge level of individuals and news texts (Rhee, 1997). Framing theory is interested in how mass media plays a role in shaping, affecting, and mirroring the social reality and presents a sociological perspective to perceive the frames in communication (Campbell, 2016). Framing is also a process to investigate analytically how individuals interpret the information and utilize the knowledge to understand the social reality and society (Campbell, 2016).

The principle of the frame is defined as the investigation of selected and prominent sights of topics by examining texts, images, ingrained thoughts, and figures (Matthes, 2009). Political communication experts articulate that the perspective of the public is formatted by a stream of framed images and texts on the media (Entman, 2007). The reality could be reflected from different framing perspectives on the media and the mission of researchers to detect whom the frames on the news are supporting and the power relations between news media and government (Entman, 2007). The news on the traditional media could be a slant and favorable toward a political side, manipulate the reality, and behave equally toward the sides, thus political communication researchers could clarify the relations and tendencies of messages with framing theory (Entman, 2007).

Political communication concerns about what amount and how individuals obtain political information through the mass media (Rhee, 1997). It was found that politicians tend to make an effort to frame their policies on several topics such as education, women rights, economic issues, and government policies on energy (Hemphill, Culotta, & Heston, 2013). Politicians have a chance to affect the perceptions of individuals and their attitudes via news media by their framing efforts (Hemphill et. al, 2013). The importance of framing is understood at this point as it analyzes the public perceptions and framing efforts of politicians on social media (Hemphill et. al, 2013). It is argued that framing focuses on the media outlets and the effects of the traditional news organizations on individuals' political perspectives (Hemphill et. al, 2013). Currently, framing studies are interested in the social media and popular applications such as Twitter that enables politicians to bypass traditional news media and frame their discourse to communicate with public instantly (Hemphill it. al, 2013).

The features of political communication are explained under several titles that encompass media organizations, political and media professionals, technological developments on media and its effects on the media system, places on which politicians have direct effects, relations between media companies and politicians in terms of political effects, and perceptions of public toward the normative and causal information (Blumler, 2015). Framing theory interprets several points of news by asking questions such as why the presented news is valuable to perceive the effect of news interpretations among public and how their realities are shaped (Blumler, 2015). It is considered that politicians concern what people think, so they prefer using the language efficiently by shaping the texts in a limited time to affect what they think and their perspectives toward a topic with their selected words (Entman, 2007).

Framing investigates the media effects on individuals and public holistically (Ardèvol-Abreu, 2015). Frames are established in the communication process and their components are a message sender, recipients, the informative texts, and culture (Ardèvol-Abreu, 2015). Dominant culture perspectives play a role on the construction of frames and these frames are disseminated by mass media such as social media, newspapers, and televisions (Campbell, 2016) Frames could be more memorable and significant if they are compatible with the cultural symbols and audiences' belief network (Entman, 1993). Frames could be interpreted differently among people by their cultures and experiences, so styles of governing are differentiated for these concerns (Brugman et. al, 2017). The culture composes the part of the frame and frames are structured as dependent on the culture (Ardèvol-Abreu, 2015). The working principle of frames encompasses the signifying the part of the information which is related to communication by repeating and placing them on the media with cultural representations (Entman, 1993).

In addition to the mass media, political news and politicians' perspectives about an issue started to be circulated by computer technology (Blumler & Kavanagh, 1999). In the social media age, framing is described as a political strategy that has been utilized by politicians to structure their official statements to control the perspective of the public and to administer the discussion topic on certain topics (Johnson, Jin, and Goldwasser, 2017). It is argued that politicians on social media and microblogging sites actively utilized these platforms to connect with society and reflect their ideas on current topics (Johnson et. al, 2017). Politicians are considered to dominate the discussion by their perspectives with their reactions on social media platforms (Johnson et. al, 2017). At this point, framing is perceived as a strategy that has been used by politicians to direct and administer the discussion toward their perspectives (Johnson et. al, 2017).

It is reported that almost all members of Congress hold a Twitter account and the majority of them utilize their accounts actively (Hemphill et. al, 2013). Social media facilitated the way of bypassing the traditional media and dependence of politicians, thus politicians started to utilize microblogging services like Twitter to affect the perceptions and attitudes of the public with their frames (Hemphill et. al, 2013). Researchers could analyze lengthy texts, newspapers, articles, and tweets which are related to a certain topic and political discourse on microblogging services such as Twitter and it could be investigated by frame analysis (Johnson et. al, 2017). It was reported that politicians disseminated their tweets on Twitter by their own language and media professionals (Hemphill et. al, 2013). Politicians tend to prefer both choosing the topic they want to discuss on social media and employing different hashtags to make the issue more salient by their perspectives (Hemphill et. al, 2013).

Framing theory was chosen for this study to analyze tweets of Donald Trump-related Twitter accounts including @realDonaldTrump, @POTUS, and @WhiteHouse. With the framing theory, the study could be able to analyze views of the texts, perceptions of the tweets, and type of language by focusing on the certain words and context of the written text. Framing theory also enables to select media-related tweets (MRTs) by investigating some specific words such as the name of media organizations and media members. Even if the content doesn't include any specific organization names, the context of the written texts could give clues about the content of tweets for this study. During the coding process, the tweets of the president-related Twitter accounts could be analyzed to perceive the language characteristics of them by utilizing LIWC software.

The Aims of Utilization of Twitter by Political Leaders

    Polarization

        The outlets of social media are considered to promote the polarization of perspectives on the Internet sphere and to create a space for individuals who reflect familiar opinions (Hong and Kim, 2016). Hong & Kim (2016) found out that partisan polarization potentially is affected by the outlets of politicians on Twitter and politicians who have extreme ideological opinions tend to have more audience compared with their political rivals who have average ideological opinions. According to Lee et. al, (2018), social media has an indirect effect on political polarization when people engage with others politically. The study of Lee et. al, (2018) found out that active users on social media tend to reflect more extreme opinions and be active on political discussions compared with the users that don't use social media frequently. The active usage of social media and a high level of engagement is considered to promote both partisans and casual people to engage in political discussions and have a political side (Lee et. al, 2018).

        The new media offers so many media options, thus politicians have an opportunity to reach their audiences with several channels (Hong, 2013). Twitter also provides an opportunity for individuals to be able to follow and add non-local politicians as a friend to interact with them (Hong, 2013). Hong (2013) articulated that new media technologies allow users to make "self-selection" and become more focused and polarized compared with the time without social media technology. It is argued that the level of political engagement causes political polarization even though political participation is believed to be the sign of democracy (Lee et. al, 2018). The study demonstrated that when individuals make aware of politics and engage with politics, their opinions move away from modest positions (Lee et. al, 2018).

The advent of new media technology is argued to promote the political polarization as individuals tend to consume the messages which are compatible with their ideology instead of exposing the messages with which they don't agree (Lee et. al, 2018). Users are considered to be more eager to support political candidates with their polarized and focused opinions in terms of financial needs (Hong, 2013). The study showed that the amount of fundraising changed with the usage of Internet campaigns that Obama conducted in 2008 as a presidential candidate (Hong, 2013). When presidential candidates collected approximately $1.6 billion in 2008, the amount increased by almost 150% compared with the amount of fundraising by presidential candidates in 2004 (Hong, 2013). It clearly shows the effect of social media on voter behaviors in terms of their attitudes which are polarized by political discourse.

Interaction

The advent of digital technology brought in new opportunities such as media platforms that users both create and disseminate the information for the broader population (Xu et. al, 2014). The supporters of politicians had an unprecedented chance to interact with their leader directly and support their discourse automatically (Lee & Shin, 2014). Even though the majority of individuals are inclined to be silent and inconspicuous about tweets, people still forward the politicians' tweets to their circle of friends and make comments about them without requiring any reactions from their leader (Lee & Shin, 2014). It demonstrates the tweets of politicians increase the level of interaction between people.

Political actors and users are thought to have an intimate relationship and mutual communication due to the interactive features of Twitter that enable open communication (Kruikemeier, 2014). The study demonstrated that the number of tweets shared by politicians showed an increase during the election campaign compared with the period after the Dutch

election in 2014 (Kruikemeier, 2014). Dutch political candidates are reported to share 814 tweets per day during a week before the Election Day in June 2010 while they just post 78 tweets averagely after the Election day in 2014 (Kruikemeier, 2014). As Enli & Skogerbo (2013) articulated, politicians consider social media an opportunity to be able to make connections with their constituents, to be informed the perspectives of voters about a political issue, and to engage with more individuals to discuss current topics. The study showed that more than 25 percent of tweets reflect the characteristic of interactivity (Kruikemeier, 2014).

Twitter is an important application for politicians to interact with their potential voters and reliable supporters (Kruikemeier, 2014). The essence of Twitter facilitates the continuous communication between political leaders and the public compared with Facebook as it includes some features such as retweet and mentions (Enli & Skogerbo, 2013). The study of Aharony (2012) compared tweets of British Prime Minister, David Cameron; Israeli Prime Minister, Benjamin Netanyahu, and American President, Barrack Obama between August and October 2010 and found out that just American leader utilized the Twitter to form a mutual dialogue with individuals. Other leaders overwhelmingly utilized Twitter to propagate their agendas to the public (Aharony, 2012).

People should have subscriptions on several media services such as TV and newspaper to obtain and consume the news which is disseminated by media (Kwak et. al, 2010). As we look at the Twitter, users also exploit the information through several accounts that they don't fallow even though they are not located on the lists of tweet owners (Kwak et. al, 2010). It directly increases the interaction level of tweets. Hong & Nadler (2012) stressed that Twitter activities are positively related to the number of mentions that point to tweets of politicians. It is argued that attractive politicians are inclined to use Twitter immensely and they tend to be more on

Twitter when they are televised on the national media for the expectation of more discussion and interaction (Hang & Nadler, 2012).

Self-selection is defined as the future of new media technology that eliminates the obstacles between politicians and public and enables politicians to contact with the individuals who have similar ideological beliefs from different parts of locations (Hong, 2013). The term of echo chambers refers to how individuals expose with the information that they select (Lee at. al, 2018). Therefore, people prefer to interact with politicians and selective information by following their accounts that they choose.

Electoral Support

It is suggested that increased engagement between political leaders and voters contribute to the attractiveness of the candidates (Adams & McCorkindale, 2013). People who feel more connected with the candidate are expected to support the candidate (Adams & McCorkindale, 2013). The study found out that politicians who utilized Twitter through their campaigns obtained more preferential votes compared with the nominees who didn't prefer using Twitter (Kruikemeier, 2014). Also, the study showed that politicians who applied the interactive way of communicating with their constituents have an important amount of increase on their preferential votes compared with the candidates that prefer using the one-way communication with their constituents (Kruikemeier, 2014).

It is estimated that the usage of Twitter for political aims affects the public opinions toward politicians in terms of voters' feelings (Hong & Nadler, 2011). The study of Hong and Nadler (2011) demonstrated that there is a positive correlation between the number of Tweets of politicians and the level of interest in public when the polls are analyzed. Also, the other study showed individuals tend to reflect more positive impressions and intended to vote for politicians

after they are exposed the politicians' Twitter pages that present an environment in which individuals feel the sense of open and face-to-face communication (Lee & Shin, 2014). Additionally, the experiment presented that there is a positive correlation between possessing more followers on Twitter and the number of votes on preferential elections (Kruikemeier, 2014). It shows that electoral support is promoted by the usage of Twitter as politicians are more attractive than other rivals and utilizing the Twitter interactively has a favorable effect for politicians (Kruikemeier, 2014).

Political Campaigns

The advent of Internet technology and new technological applications changed the way of engagement with media production after Twitter became an area that users share data and make conversation with others (Newman, 2017). Internet technology promoted the creation of new social media applications such as Twitter that enable mutual communication between organizations and the public (Picazo-Vela, Fernandez-Haddad, & Luna Reyes, 2016). Politicians tend to use Twitter in the political arena to promote the campaigns of presidential candidates such as Barack Obama and John Edwards during the preferential election of the Democratic Party in 2008 (Aharony, 2012). Many Senators and Representatives of Congress started to utilize blogs and Internet sites to promote their campaigns like President Barack Obama conducted his political campaign on Twitter to be able to reach his constituents and supporters (Aharony, 2012). Politicians found Twitter as an arena to market their campaigns and to create a connection with their supporters.

The new information technology plays an important role for politicians to compete with their rivals and to benefit from the usage of that communication technology in the context of reinforcing their political campaigns (Hong, 2013). Social media is considered as a mechanism

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that motivates the political interest of the public and promotes the level of connection toward a political side (Lee et. al, 2018). The networks of social media offered several options for politicians and urge individuals from different states to make donations for politicians, therefore politicians could afford their campaigns and compete with their rivals (Hong, 2013). The study showed that the number of donations and the amount of subsidy was seen to tend to increase after politicians adopted the Twitter as a tool compared with the politicians who didn't use Twitter to promote their political campaigns (Hong, 2013).

Researchers consider Twitter as a political podium that politicians administer the flow of information to the growing number of audiences (Conway, Kenski, & Wang, 2015). It is suggested that news organizations have an effect on the reactions of politicians and political parties (Conway et. al, 2015). Even though politicians partially rely on the news media in terms of supporting their political campaigns, their discourse and press releases on the Twitter about their parties and campaigns play a significant factor that affects the media agenda (Conway et. al, 2015). Therefore, the efforts of the politicians on Twitter and mutual relationship between national media and politicians made their parties more visible on the Televisions and news coverage.

Jungherr (2016) pointed out that many parts of the society such as presidential candidates, public, and reporters utilize the Twitter to make connections with others, to write comments, and investigate the sentiments of the society toward politics (Jungherr, 2016). Political campaigns should be more audible with the usage of Twitter during the election time. Adams & McCorkindale (2013) deduce that the aim of the usage of Twitter to inform the voters about the events and campaigns, so tweets play a role to achieve these aims. It shows the power of Twitter in terms of reaching the numbers. It was found that political organizations used the

Twitter practically to market their candidates and communicate with their voters, and politicians attached their social media accounts on their repertoire during the election period (Enli & Skogerbo, 2013). Three groups are seen to be active on this process such as political actors integrating social media services on their political campaigns, correspondents that use the politicians' accounts to use political outlets as news coverage, and individuals who reflect their opinions about political events and making a discussion on the political topic (Jungherr, 2014).

Favorable Features of Twitter for Politicians

Twitter is a microblogging station that users could tweet about any subject by using a limited amount of characters and have the following list to be informed about others' tweets (Kwak, Lee, Park, & Moon, 2010). It shows different features compared with other microblogging services such as Facebook. Twitter users could obtain information from other users' accounts as a follower without being followed and disseminate the information and tweets by using the retweet option (Kwak et. al, 2010). Tweets are often created to inform the general audience as a target (Ahorony, 2012). As Twitter users desire to write a tweet that aims at a target and give a response to any tweets about them, the "@" symbol is used to add the name of user and tweets for direct response (Ahorony, 2012). So, users could utilize Twitter to interact with the intended target or groups.

Politicians and political actors adopted social media services like Twitter to steer their communication strategies toward their constituents (Ekman & Widholm, 2015). Twitter took place as an unprecedented area for politicians as it provides alternative options for politicians to inform their voters with the contents that they created and decrease their dependence on classic media (Ekman & Widholm, 2015). Twitter became a vehicle that politicians decrease the monopoly of classic media on public and manufacture contents as an alternative to journalistic

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news (Ekman & Widholm, 2015). Politicians could utilize Twitter to form a flow of dialogue with followers and to increase social interaction with their posts (Enli & Skogerbo, 2013; Lee & Shin, 2014).

The functions of Twitter allow users to make direct interaction as two-way communication (Kruikemeier, 2014). The features of hashtags, retweets, and mentions facilitate the interactions between users and effects the level of interaction (Kruikemeier, 2014). The low cost of using digital media enables ordinary social media users and individuals from different socioeconomic status to manufacture and spread information on the online world (Xu et. al, 2014). Therefore, the tweets of politicians gain a chance to be retweeted by their followers with the aim of generating discussion on the Twitter domain and reaching more audiences (Hong & Nadler, 2012). Hong & Nadler (2012) pointed out that the intensity of conversation which is related to politicians on Twitter connects with the number of tweets written by politicians.

The users of Twitter have a chance to be able to explore continuing issues that are discussed on the Twitter by looking at their feeds and the tweets of others (Grant, Moon, & Busby, 2010). Twitter users also reflect their opinions by tweeting about a topic simultaneously (Grant et. al, 2010). The speed of the Twitter application and the characteristic of the short messages allow users to create a tweet that reflects their current perspective in a short time (Park, 2013). Thus, the interactivity feature and the pace of Twitter enable users to spread the news stories and participate in the discussions on a specific political topic immediately (Park, 2013). Therefore, the flow of information makes users stay connected and informed about politics.

The Media and Politicians' Relationship on Twitter

The prominent role of the Internet and social media expanded the present sources for political information in last years (Kenski & Stroud, 2006). The sources of political information

started to be diversified with the Internet, thus individuals had a chance to obtain information through Web sites which are connected to politicians, news organizations, and personal blogs (Kenski & Stroud, 2006). During the election times, politicians make sure that they need media exposure to be able to rise up on the polls, become more visible on the screens, raise money for their campaigns, and get supporters (Patterson, 2016). It is known that media exposure could make political candidates more visible and more credible for individuals (Patterson, 2016). Media exposure is reasonably favorable and valuable for politicians to be able to be a potential president candidate and run for the presidential election (Patterson, 2016).

It is seen that national media was criticized by the American society and presidents of the USA for some reasons such as bias news and unfair coverage which are related to their point of view and political orientations (Mitchell & Barthel, 2017; Hwang, Schmierbach, Paek, Zuniga, & Shah, 2006). It is argued that individuals consider the media as an arena which provides portrayals that are different from their point of views, so they prefer using the Internet to obtain information and find discussion panels (Hwang et. al, 2006). As individuals think mainstream media disseminates the biased content, they tend to reach supportive channels that are similar to their views except for consuming mainstream media coverage (Hwang et. al, 2006). The Internet is believed as an unprecedented place to gather for seeing similar perspectives and optimal information reflecting similar ideologies (Hwang et. al, 2006).

The fairness of the media with the coverage that refers to political entities such as Democratic and Republican parties is a debate that is discussed among Americans for a long time (Mitchell & Barthel, 2017). The phenomena of hostile media are the perspective of individuals who consider the media as an institution that provides biased information against their political orientations (Barnidge & Rojas, 2014). According to the research by Pew Research

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Center in 2017, 53 percent of Democrats declare that news media provide favorable coverage for one side while 87 percent of Republicans think national media create favorable news for the other side (Mitchell & Barthel, 2017). It was found out that two sides of people in the USA think that media disseminate biased news for current political and social topics (Barnidge & Rojas, 2014).

News organizations and journalists play an important role during the presidential primaries by preparing news about president candidates (Patterson, 2016). It is defended that journalists are prone to form news to get the attention of society by focusing on different and sensational situations (Patterson, 2016). With the advent of the Internet, it is believed that individuals decrease the dependence toward the media as they have a chance to take an action by eliminating the national media portrayals (Hwang et. al, 2006). The internet presents several sources for individuals such as international news organizations which provide unbiased news and an arena in which individuals could discuss political topics with the people having similar ideologies (Hwang et. al, 2006). Individuals are known to choose to get information which is parallel with their ideological views and political orientations except for following the coverage that is favorable for the opposite site (Stroud, 2017).

The president of the USA is known to be one of the most powerful political figures in the political system which encompasses the USA and international politics (Scacco, Coe & Hearit, 2018). Donald Trump is exemplified as a professional to have used all tactics for presidential campaigns such as designing messages, controlling the data, giving stimulus speeches and pronouncements, and manipulative facts (Wells, Shah, Pevehouse, Yang, Pelled, Boehm, & Schmidt, 2016). It is argued that Donald Trump succeeded to obtain media attention and generate more media coverage on the national media throughout the pre-primary election period (Wells et.

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al, 2016). Trump achieved to be generated as media coverage on national media thanks to his campaign tactics such as organized events, interactivity with individuals without a plan, and his social media efforts to be more visible (Wells et. al, 2016). Hybrid data campaigning of Donald Trump is considered to endorse his importance on national news coverage during the pre-primary and primary presidential elections (Wells et. al, 2016).

Twitter became an important tool for politicians to interact with their supporters and they started to utilize Twitter for several reasons such as taking a position toward a topic and presenting information for their constituents (Hemphill, Otterbacher, & Shapiro, 2013). The study also demonstrated that president candidates utilize Twitter for three more reasons such as providing information which is related to media coverage, talking about their media appearance and speeches on the radio programs, and their poses that target their rivals with tweets including blaming language (Hemphill, 2013). Politicians could also target the news media through their social media accounts like Donald Trump by using negative language (Stelter, 2013). It is also seen that Donald Trump performed different behaviors against journalists by talking to them less and restricting their opportunities to ask questions on press conferences (Stelter, 2013).

National media plays an important role during the presidential elections in terms of affecting the success on the polls, familiarizing the names, and taking attention for candidates (Karpf, 2016). It is stated that national media tend to create coverage that could affect the ratings of news companies positively, thus Donald Trump is shown as an opportunity for news corporations to attract more attention from society (Karpf, 2016). It is reported that Donald Trump dominated the national media with his coverage, and he was shown on the screens six times more than the Republican candidate, Ted Cruz (Karpf, 2016). Media coverage is pretty valuable for politicians during the election times like the example of Donald Trump and Hilary

Clinton before the 2016 presidential election (Patterson, 2016). The study reported that Donald Trump was represented on the media more positively compared with Hillary Clinton and it was equal with million dollars of ads expense (Patterson, 2016).

The advent of the Internet came with some opportunities for several groups that are interested in politics such as politicians, journalists, and society. Firstly, the Internet increased the potential political sources and agenda-setting started to be affected by other actors in addition to journalists and politicians (Gurevitch, Coleman, & Blumler, 2009). New media is not a monopoly that is dominated by big news companies; thus, Internet users could be senders and message takers in this system (Gurevitch et. al, 2009). Individuals had a chance to reach the media technologies with less price, increase their capacity to obtain information, create agendas on the social media collectively, and form powerful accounts (Gurevitch et. al, 2009).

Political actors had a chance to comment on news coverage personally and steer their political agendas like in the traditional media through their Facebook and Twitter accounts (Enli & Skogerbo, 2013). New media applications offer an opportunity for politicians to make corrections and comments on the news coverage of national media that design their public view (Enli & Skogerbo, 2013). It is the sign of personalization of politicians on their accounts and correcting the news stories of national media with their perspectives (Enli & Skogerbo, 2013). Politicians could also criticize the national media with their personal statements on their accounts. It was reported that politicians shared several tweets that criticize the national media due to their negative news coverage such as Donald Trump that targeted New York Times and Amazon Washington Post with his own tweet (Beavers, 2017). The reason of criticizing news coverage or national media should be about negative coverages of politicians on the media.

Donald Trump became social media professional by internalizing social media for his political campaigns and presidential periods (Wells et. al, 2016). Trump succeeded in getting attention from media professionals and becoming more popular to get more clicks on the social media world through media news and tweets (Wells et. al, 2016). The leading role of Donald Trump on the news coverage is explained with his efforts such as his press conferences, social media efficiency, and planned interviews with journalists (Wells et. al, 2016). The capacity of Donald Trump on his social media accounts by tweeting and retweeting attracts the attention of national media and mixing the power of digital media and national media as hybrid media campaigning (Wells et. al, 2016).

Official statements of politicians are seen to be disseminated through Twitter with the aim of making a correction on the news coverage which is defined as problematic by politicians (Ekman & Widholm, 2015). Twitter provides two main opportunities for politicians such as using their personal accounts to spread information like media producers and propagate their own agendas to the Twitter world (Ekman & Widholm, 2015). Journalists also target politicians on Twitter directly by quoting their names and politicians give responses to the journalists on the online platform that contain broader online users (Ekman & Widholm, 2015). Both journalists and politicians become dependent factors on each other, and the situation attracts attention from online users (Ekman & Widholm, 2015).

Twitter is considered as a channel for politicians which are not limited by national media (Aharony, 2012). Politicians should directly reflect their opinions which are compatible with their personal agenda about a topic without thinking about censorship by notional media (Ahorony, 2012). It was found that politicians utilized Twitter to make their personal release by writing tweets about several subjects and the tweets are categorized as "information about" and

"statements about". It was reported that the White House confirmed that the tweets of Donald Trump are official statements (Landers, 2016).

The increased usage of microblogging services such as Twitter by politicians, journalists, and public transformed this area in an important place in which political topics are discussed, so the relationship between politics and Twitter usage attracted attention by scholars (Ausserhofer & Maireder, 2013). The relationships of politicians with journalists and national media on the Internet is an issue that is discussed because of the tweets and messages written by politicians on their personal accounts. Donald Trump is known as an active Twitter user who currently has almost 58 million followers with 40.3 tweets and discusses the current issues on his personal account (Anderson, 2017). It is considered that news organizations and journalists were targeted by Donald Trump as they created inverse news coverage that criticizes his administration (Anderson, 2017). It was found that Donald Trump tweeted for 1.2712 times during the first seven months of his presidency at the White House and wrote 176 tweets that criticize the national media (Anderson, 2017). The common words of critical tweets include the term of "fake news" and some news organizations such as the New York Times, NBS, and Washington Post are referred as fake news (Anderson, 2017). The incident shows that news organizations and news coverage should be criticized and targeted directly by a politician on social media.

Evaluating the Sentiments of Twitter Users and Politicians by LIWC

Twitter is described as a place on which users reflect their internal thoughts with short messages which are related to several topics (Tumasjan, Sprenger, Sandner, and Welpe, 2010). The software of LIWC is used as an analysis program that enable to analyze the texts with its own dictionaries that categorize the texts by 80 different dimensions including positive and negative emotions (Dang-Xuan and Stieglitz, 2012). The study of Tumasjan et. al, (2010)

analyzed over 100.000 tweets of public messages on Twitter that referred to six main parties in the German and politicians of these parties between the period of 13th of August and 19th of September in 2009. One of the aims of study was to evaluate the sentiments of tweets toward the political parties and politicians by extracting the data and analyzing it by LIWC software into several dimensions including positive emotions, negative emotions, sadness, and anxiety (Tumasjan et. al, 2010). The study discovered that positive emotions of users was higher than negative emotions toward the six main political parties in Germany compared with the negative emotions and sadness etc. (Tumasjan et. al, 2010). The study shows that the LIWC software calculates the sentiments of users in terms of politics and could be used to investigate the sentiments of users toward any subjects.

The study of Dang-Xuan and Stieglitz (2012) analyzed some popular blogs in the Germany between the period of 1st of June and 31st December in 2011. The hypothesis the study was determined to find out the effect of positive and negative emotions on triggering the number of comments and the level of comments' sentiments toward the positive and negative political blog entries (Dang-Xuan and Stieglitz, 2012). The LIWC software allowed the researchers to analyze 16.825 blog contents from over 600 hundred bloggers and around 55 thousand blog comments (Dang-Xuan and Stieglitz, 2012). The result of study demonstrated that the contents reflecting more positive and negative emotions both get more answers and more emotional feedbacks from commentators in terms of a political topic (Dang-Xuan and Stieglitz, 2012). The study also showed how the LIWC software could be utilized to evaluate the sentiment levels of users on the Internet.

Twitter is used by several groups of people such as politicians and celebrities that utilize this site to share information about themselves, to advertise a new product, and to contact with

their sympathizers and followers (Bae and Lee, 2012). It is suggested that popular users of

Twitter such as politicians and celebrities both share their status with their followers and get

feedbacks by being retweeted, taking replies, and being referred with their account names (Bae

and Lee, 2012). The study of Bae and Lee (2012) analyzed 13 popular Twitter users such as

Barack Obama, Donald J. Trump, Bill Gates etc. to find out if the positive and negative

sentiments affect the sentiments of comments and if there is a connection between the sentiments

of users and real-life events of popular users (Bae and Lee, 2012). The data was collected from

Twitter via API by using the keywords such as account names of popular users and the study

reached over 3 million tweets by looking at tweet replies, mentions, and retweets between the

period of 13th of May and 8th of July in 2011 (Bae and Lee, 2012). The LIWC dictionary was

utilized to evaluate the positive and negative emotions of Twitter users toward the selected

popular Twitter users (Bae and Lee, 2012). The study found out that Donald J. Trump and CNN

News are the accounts that get more negative feedbacks from Twitter users and have negative

audiences (Bae and Lee, 2012). The study demonstrated how LIWC software could be applied to

calculate the emotions of users toward a Twitter account, politicians, and TV channel.

The Twitter is a platform that has been adopted by politicians to provide information

about their campaigns and political opinions (Nulty, Theocharis, Popa, Parnet, and Benoit,

2016). The study of Nulty et. al, (2016) analyzed the usage of Twitter and Facebook during the

election of European Parliament in terms of political communication, hashtags which are

associated with EU, and modes of Twitter usage in 2014. The data covers the Twitter and

Facebook accounts of 3.189 MEP candidates among over 15.000 candidates to become a

member in EU parliament before the 2014 elections (Nulty et. al, 2016). During the four weeks

period around the election, 3.8 million tweets that mentions about the candidates were collected

and analyzed (Nulty et. al, 2016). The LIWC software was utilized to calculate the emotional tone of tweets toward the parties and political stances of parties with the regression analysis by countries (Nulty et. al, 2016). The study found out that the emotional tone was related to preferences of EU attitudes positively while it was disinterested in the preferences of left and right wings (Nulty et. al, 2016). The LIWC analysis is seen to be used under a topic which is related to political communication to evaluate the emotions of twitter users toward political parties and stances.

The feature of Twitter allows the individuals to created user-generated contents to stream their status and opinions, and also to discuss news stories and current political topics (Boutlet, Kim, and Yoneki, 2013). The study of Boutlet et. al, (2013) aimed at discovering the characteristics of political parties and political tendency of Twitter users toward political parties. The dataset of the study collected from Twitter during the period of May 5th and May 12th in 2010 that covers the General Election in the UK on 6th of May in 2010 (Boutlet et. al, 2013). The data contains 419 topics which are related to UK election with over 1 million tweets (Boutlet et. al, 2013). The LIWC software program was utilized to evaluate the sentiments of tweets toward the political parties (Boutlet et. al, 2013). The study also found out that Twitter users tend to use more positive emotions toward their preferred parties (Boutlet et. al, 2013). The study shows how LIWC software is used to investigate the emotional tones of Twitter users toward political parties.

The president of the USA, Donald Trump, is known to have three different Twitter accounts to steer his personal ideas, his thoughts as president, and give official statements and ideas as the White House. Three different accounts could be described as a personal account, president account, and institutional account. The personal account name of Donald Trump is

Donald J. Trump with @realDonaldTrump address name. President Trump is the presidential

Twitter account with @POTUS address name. The White House is another account with the

@WhiteHouse account name. As mentioned earlier, Donald Trump utilizes his personal account

to criticize national media in the context of negative coverage and unfavorable news. Politicians

could share national media coverage on their personal accounts by sharing links to media

websites. The paper will analyze three different accounts in terms of language characteristics and

their relationship with the media. The sentiments and emotional tones of PRTAs are analyzed

LIWC software to evaluate the percentage of positive and negative emotions toward the national

media and compare the results between personal, professional, and official accounts.

RQ1: How do the president-related Twitter accounts refer to national media on Twitter?

RQ2: How do the president-related Twitter accounts including personal, professional, and

institutional accounts differ in terms of their sentiments toward the Media?

CHAPTER 3

Method

The study design should inform the plan of the study including specific main sections such as the purpose of the study, the sample, the procedure of data collection, and the method of data analysis (Bengtsson, 2016).

Issue-specific and generic frames are typically utilized by researchers with content analysis (Bennett & Pfetsch, 2018). The quantitative content analysis enables researchers to analyze, categorize, and register the features of texts systematically (Coe & Scacco, 2017). The usage of social media by politicians could be investigated by framing theory and content analysis such as the frames of politicians on specific topics (Hemphill et. al, 2013). Framing efforts of politicians, selections of hashtags, the intensity of frames, and the ways for framing could be topics of framing theory (Hemphill et. al, 2013). The content analysis could clarify the main topics of news, how many times specific words are used in the texts, and the intensity of television characters based on their races, and prevalent features of personalities in advertisements on television by categorizing and registering the information systematically (Coe & Scacco, 2017).

Klaus (1980) pointed out that content analysis is one of the research techniques to present replicable and valid interpretations by analyzing the texts. It is defined as a research style and a tool to investigate the data to present new perspectives, information, and statements about an issue (Klaus, 1980). Research design encompasses the process of procedures for analytical steps

such as what kind of information is investigated, how it was processed, and what researchers are going to do for replicable results (Coe & Scacco, 2017). For statistical analysis and reliability, some software packages were utilized such as SPSS with the created dictionaries and codebook to analyze the texts and to lower the reliability (Coe & Scocco, 2017; Klaus, 1980). The data collected from texts is coded, transformed, and organized to create the indices for computer-based analysis programs, thus researchers could interpret the statistics (Klaus, 1980).

Content analysis is a method that researchers should analyze all kinds of written texts regardless of their source and where the data is collected (Bengtsson, 2016). Text-based network applications enable individuals to disseminate their opinions in written text form, therefore social media became a valuable place that scholars should collect data faster and freely compared with other research techniques such as survey (O'Connor, Balasubramanyan, Routledge, and Smith, 2010). Twitter is a suitable place to collect data and analyze tweets that reflect user opinions and thoughts. (Chew & Eysenbach, 2010). The content analysis includes the process of coding to clarify the meaningful connections between units, thus researchers should focus on the texts by rethinking and recoding the texts to be able to adjust the analysis and make proper interpretations (Erlingsson & Brysiewicz, 2017). The content analysis could be used to label and code tweets about specific subjects and investigate the contents of topics that include positive, negative, neutral, and supportive behaviors (Kouloumpis, Wilson, & Moore, 2011).

Research Steps of Analyzing Data for Content Analysis

The aim of this thesis is to investigate the relationship between the president of USA related Twitter accounts including Donald J. Trump (@realDonaldTrump), President Trump (@POTUS), The White House (@WhiteHouse) and the media by focusing on the language characteristics of PRTAs and the ways of interactions that they performed on their Twitter

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accounts. The study categorized PRTAs into three different categories such as personal account (@realDonaldTrump), official account (@POTUS) and institutional account (@WhiteHouse) to investigate their relationship and language toward the national media. The time period of data covers the tweets that are written between 1st July of 2018 and 31st of December 2018. The reason of determining the selected time period is to cover the up-to-date period. Thus, content analysis was utilized to analyze the language of tweets written by politicians and make inferences to perceive the tones and emotions of PRTAs' language toward the national media.

Media related tweets are described in the codebook as contents that include any piece of information which is associated with media such as the name of media staff, TV channels, news organizations, their related twitter accounts. Also, the tweets that referred to national media with specific words were included such as "fake news", "news", "media", "journalists", "truth", "lie", and "coverage". The scope of the media covers the national, local, and international media that is referred by PRTAs for the analysis part. The data were collected by downloading tweets of PRTAs by a Python software program that provides "csv" format document which includes datasheet which is similar to word and excel document. The software program reached to 5079 tweets that belong to PRTAs in total. It is suggested that researchers should take some notes which are associated with their first impressions and opinions about the analysis and the coding process and categorization of texts should be developed step by step (Hsieh & Shannon, 2005). To be able to create a codebook and to get preliminary impressions from data firstly, the tweets were analyzed by reading and taking notes. The tweets of PRTAs that refer to the media were analyzed to derive preliminary results to investigate media-related content among all data during the six months between the 1st of July 2018 and 31st of December in 2018. After the codebook

was created and developed by focusing on the tweets, the first reliability test was conducted to determine media-related tweets among 5079 tweets.

Table 1. 1 The First Reliability Test to Determine Media-related Tweets

Agreement Level of Reliability Test for Media-Related Tweets			
	Match	Total	Percentage of Agreement
1st Reliability Test	203	210	96.67%
2nd Reliability Test	199	210	94.76%
3rd Reliability Test	202	210	96.19%
4th Reliability Test	205	210	97.62%
5th Reliability Test	204	210	97.14%
TOTAL	1013	1050	96.4%

The first reliability test was conducted with the second coder by a planned schedule. The first aim of the reliability test was to reach an agreement level and to test the codebook to detect media-related tweets properly. The dataset includes 5079 tweets that belong to the PRTAs in total and the first step of the reliability test was to choose 20 percent of all tweets including 1050 tweet contents to conduct the test. Twenty percent of all tweets were chosen and distributed randomly into five different Excel sheets with the feature of random selection on Excel application. The first and the second coders analyzed and coded 1050 tweets independently and respectively by the codebook. After coders completed every set of 210 tweets, the agreement level was evaluated by the percentage of agreement and the coders discussed disagreements in terms of the coding process and developing the codebook. Every set of tweets was successfully coded, and the coders reached 96.4 percent of the agreement level among 1050 tweets. After the agreement level reached to 96.4 percent, all tweets were coded by the first coder to just find out media-related tweets.

After completing the reliability test to determine media-related tweets, the names of Twitter accounts such as Donald J. Trump (@realDonaldTrump), President Trump (@POTUS), and The White House (@WhiteHouse) were coded and categorized into three categories on excel for the SPSS program. On the next step, 5079 tweets were analyzed and coded by the first coder by using the developed codebook and the data were put on excel document. The process of determining media-related tweets includes several steps. As the contents of tweets and their hyperlinks to reach the original tweets were ready on the Excel sheet, the first coder clicked and arrived at the source of tweets to analyze them step by step. If tweets include any piece of information such as names of TV channels, media staff, news organizations, newspapers, and news agencies, they are firstly checked on Google by looking at the first six search results to find out how they are described. The codebook provided directions for every part of categories to approve the names of media organizations and names of media staff to prove their professional affiliation with the media. After the codebook was applied for the whole data, 902 tweets were coded as media-related tweets among 5079 tweets in total.

The second part of the research for content analysis analyzed the just media-related tweets. Firstly, media-related tweets were coded by PRTAs on excel document with hyperlinks and tweets contents which are downloaded by Phyton software. After preparing the document, the first and the second coders started to analyze media-related tweets for media linkages.

Table 2. 1 The Second Reliability Test to Determine Media Linkages Among Media-related Tweets

Agreement Level of Reliability Test for Media Linkages			
	Match	Total	Percentage of Agreement
1st Reliability Test	44	45	98%
2nd Reliability Test	44	45	98%

Table 2.1 (Continued)

3rd Reliability Test	43	45	96%
4th Reliability Test	42	45	93%
5th Reliability Test	42	45	93%
TOTAL	215	225	95.5%

The second reliability test was conducted to analyze just media-related tweets by the codebook. Media linkages such as video, photos, and links which are associated with the media were coded by the first and second coder respectively. Twenty percent of media-related tweets, 225 tweets, were analyzed into five different Excel sheets. After every set of tweets were coded, the percentage of agreement was evaluated, and the codebook was developed by discussing on disagreements on tweets. In total, the reliability test reached 95.5 percent of the agreement level. After the agreement level reached to 95.5%, the first coder coded 902 tweets to code media linkages among media-related tweets. The codes were put on the excel document to be analyzed by the SPSS program.

The first coder utilized the codebook to determine the tweets that include media-linkages including photos, videos, and links. Firstly, every single tweet was analyzed to find out if it includes any linkages. If the tweet includes a photo that provides information such as the name of media staff and names of media organizations on it, it was coded as media-related tweets. Also, all names were checked by looking at the first six searches on Google and looking at their professional websites and personal Twitter accounts and websites of media staff. The same procedure was applied for videos and website links that are related to media. The videos were watched for 6 seconds and checked if they include any logo and names of media organizations. If

the video provides any names of media organizations, it is coded as media-related tweets. As for

the links for websites, they were checked to find out if they are part of media organizations or

not. If they are part of media organizations, they are coded as media-related tweets.

The next step in the research aimed at determining the tweets that include the names of

media staff.

Table 3. 1 The Third Reliability Test to Determine Media Staff Among Media-related Tweets

Agreement Level of Reliability Test for Media Staff			
	Match	Total	Percentage of Agreement
1st Reliability Test	43	45	96%
2nd Reliability Test	43	45	96%
3rd Reliability Test	42	45	93%
4th Reliability Test	42	45	93%
5th Reliability Test	42	45	93%
TOTAL	212	225	94.2%

The third reliability test for media staff applied the same method for just media-related

tweets. The first and second coders just analyzed names of media staff and coded them

respectively. After every set of data was completed, disagreements on media staff were discussed

and the codebook was developed. The agreement level reached to 94.2 percent on this part. After

the reliability test was completed, the first coder analyzed the tweets to code media staff and put

them on an excel document for the SPSS program.

The codebook was developed to determine tweets regarding media-staff. Whenever a

name is seen on the tweet content, it was checked on the google to find out the professional

affiliations of names with the media. The first six search results on Google allowed ascertaining

their affiliations with the media. If the tweet or photos on tweets include a name, it is searched on

Google except for looking at Wikipedia and the first coder also looked at their Twitter accounts to see how they describe themselves. If the name is represented on official TV channel address, newspaper address, their personal Twitter accounts, and professional business pages including "Linkeding" as "journalist", "correspondent", "writer", "columnist", "host", "anchor", and "columnist", "media contributor", "TV host", "political analyst", and "political consultant", "investigative journalist", "political commentator", "talk show host", "media contributor", tweets were coded as media-related tweet and media staff.

The next part of the research investigated the media-related tweets to find out their connections with TV channels and their related Twitter accounts. To ensure the reliability, the first coder and second coder analyzed the tweets and conducted a reliability test for this part.

Table 4. 1 The Fourth Reliability Test to Determine TV Channels and Their Related Twitter Accounts among Media-related Tweets

Agreement Level of Reliability Test for TV Channels			
	Match	Total	Percentage of Agreement
1st Reliability Test	41	45	91%
2nd Reliability Test	42	45	93%
3rd Reliability Test	43	45	96%
4th Reliability Test	43	45	96%
5th Reliability Test	42	45	93%
TOTAL	211	225	93.7%

The fourth reliability test for news organizations applied the same procedure for just media-related tweets. The coders respectively analyzed and coded media-related tweets to find out tweets that are related to TV channels. After every set of tweets was completed, disagreements on media staff were discussed and the codebook was developed. The agreement

level reached to 93.7 percent among 225 tweets. After the reliability test was completed, the first coder coded tweets by the codebook.

The directions of the codebook defined how to approve the names of TV channels. If the media organizations and related Twitter accounts represent themselves as part of a broadcasting company and TV channels, they were coded as media-related tweets and TV channels. The directions on the codebook were applied to approve the names.

The research also investigated the connections between media-related tweets and the names of media organizations among media-related tweets. The reliability test firstly was conducted with the second coder. The reliability test was successful with 98 percent of agreement level on media-related tweets which are associated with news organizations.

Table 5. 1 The Fifth Reliability Test to Determine News Organizations among Media-related Tweets

Agreement Level of Reliability Test for News Organizations			
	Match	Total	Percentage of Agreement
1st Reliability Test	42	45	93%
2nd Reliability Test	44	45	98%
3rd Reliability Test	42	45	93%
4th Reliability Test	44	45	98%
5th Reliability Test	44	45	98%
TOTAL	216	225	96%

After the fifth reliability test was conducted, the first coder applied the directions on the codebook to determine the names of news organizations. News organizations encompass the names of newspapers, news agencies, magazines, and their related Twitter accounts. To approve the names of news organizations, they are checked on Google by looking at the first 6 results,

their professional accounts, and their websites. If they represent themselves as newspapers, news agencies, and magazines, they were coded as news organizations.

The last part of the content analysis focused on the names of TV channels and news organizations. At this part, the reliability test wasn't conducted as the coder just wrote the names of TV channels and news organizations. For the table of the names of TV organizations, the first seven TV channels that are mostly referred to PRTAs are analyzed and found out how many times they were referred on tweets. Table 10 was created to show mostly referred TV channels by PRTAs. Names of media organizations were written once per tweet to put the table. The same method was applied for news organizations including newspapers, news agencies, and their related Twitter accounts. The names of news organizations were counted for per tweet and the eight news organizations that are mostly referred by PRTAs were numbered in Table 11.

The cross-tabulation analysis was applied for Table 6.1, 7.1, 8.1, 9.1, and 10.1 to be able to analyze and compare the differences between selected units. The cross-tabulation analysis is an SPSS analysis that is appropriate for quantitative research methods. Crass-tabulation analysis allows researchers to analyze and to compare two and more variables (DeFranzo, 2018). With cross-tabulation analysis, the percentage of values and numbers are represented in a table for comparison and to see frequency as a percentage between variables and total. Table 6.1 represented information of media-related tweets among all tweets during the period of 1st of July 2018 and 31st of December in 2018 by PRTAs. Table 7.1 represented the relationships between PRTAs and media linkages such as photo, link, and video with cross-tabulation analysis. Table 8.1 was created to demonstrate the relationship between media-related tweets and media staff with cross-tabulation analysis. Table 9.1 also was formed to show the relationship between media-related tweets and TV channels and their related Twitter accounts by applying cross-

tabulation analysis. Lastly, the cross-tabulation analysis was applied to show the relationship between media-related tweets of PRTAs and news organizations including newspapers, news agencies, magazines, and their related Twitter accounts.

Linguistic Inquiry and Word Count (LIWC)

The language and words that individuals use in their daily lives to conduct their relationship in the society and to communicate with others are ways allowing them to commute their thoughts and feelings (Tausczik & Pennebaker, 2010). The language and words are the things that psychologists and communication professionals utilize to understand people (Tausczik & Pennebaker, 2010). The development of technology, the internet, and the computer technology enabled researchers to analyze the extensive amount of texts with new strategical statistics and to investigate the connections between the usage of language and individuals' personal, cognitive, and social behaviors (Tausczik & Pennebaker, 2010).

LIWC is a tool that characterizes and analyzes the large document of texts as a computerized textual analysis means (https://liwc.wpengine.com). LIWC gives the information by designed categories such as dimensions of texts, tone of language, emotions of texts, time orientations and grammar of a language. LIWC is a software program that analyzes the language and its linguistic dimensions by showing what percentage of some words are used in the texts such as emotion words reflecting negative and positive emotions. (Leshed, Hancock, Cosley, McLeod, and Gay, 2007). The computerized technology of LIWC basically analyzes the percentage of texts by the 72 created categories that have connections with the words that are available in its dictionary (Schwartz and Drotar, 2004). It makes a calculation in the text to show the percentage of words and the connections by the 72 dimensions in the dictionary (Schwartz and Drotar, 2004).

The language characteristics of president-related tweets could be analyzed by LIWC software. LIWC is defined as a program that helps to analyze the written texts with its dictionary that enables the categorization of texts varying from the tone of language to emotions of the written texts (Pennebaker, Boyd, Jordan, & Blackburn, 2015). The research of Pennebaker, Slatcher, and Chung (2005) examined the interviews of presidential candidates of the USA such as John Kerry, John Edwards, and Al Gore on television by extracting their interviews between 2000 and 2004 as text documents to be able to use in LIWC. The linguistic analysis on the texts of interviews demonstrated that presidential candidates such as Kerry and Edwards used words reflecting positive emotions in a similar amount (Pennebaker et. al, 2005). In terms of the negative language, Kerry is seen to utilize three times more negative words in his interviews compared with John Edwards (Pennebaker et. al, 2005). The study shows how the LIWC can analyze the language characteristics and dimensions of different political leaders and different people in terms of their language. The dimension of the psychological process in LIWC enables to categorize the words in terms of their relationships with negative and positive emotions (Pennebaker et. al, 2005). In this research, table 14 was created to analyze the language dimensions of PRTAs to analyze and to compare their emotions toward the media. LIWC enabled to calculate and to organize what percentage of emotional words such as negative and positive emotions are used toward the media. Table 15 was formed also to analyze the relationship between specific media organizations and PRTAs in terms of their tone of language.

The last part of the analyzing covers the relationship between seven media organizations and PRTAs in terms of their tones of language and emotions.

Preparing the Text for LIWC Software

The dataset includes 902 media-related tweets in total. The bare tweets that include just hyperlinks were firstly removed from the excel sheet and 872 media-related tweets left for the analysis of LIWC. After hyperlinks were removed from the data, PRTAs were distributed to three different excel sheets. 432 tweets of the account of Donald J. Trump, 201 tweets of the account of President Trump, and 241 tweets of the account of White house are gathered for the analysis of LIWC on three different Excel sheets.

After the distribution of raw data to excel sheets, the manual of LIWC was applied for preparing the text by the software. The LIWC manual firstly suggests preparing the text as suitable to the software by taking the data from the sheet to paste to Microsoft word document with their names (Pennebaker et. al, 2015). Thus, the tweets of PRTAs were extracted from Excel sheets and pasted to Microsoft files separately to be able to be read by LIWC software properly and to get results more accurately. All the files were named by PRTAs separately. The second step of preparing the texts was to replace and remove some of the Internet notations. The LIWC suggested removing unwanted texts from the data before the software is processed (Pennebaker et. al, 2015). As the data includes so many URL addresses such as hyperlinks to videos and websites, the preparing process started to remove all of them from the data. After removing all URL addresses, Twitter handles were removed from the data if they are not part of the sentence. Some of the Twitter handles were discovered to be used in the sentence with pronouns. At this point, just the internet notations such as "@" were removed from the text and the names of Twitter handles left as a word to not disrupt the meaning of the sentence and to not lose the number of pronouns in the text.

As the data was proper for the LIWC software, it was processed by some dimensions in the dictionary. Table 13 was created to show the summary of media-related tweets by LIWC by looking at the number of words used in tweets, analytical thinking, emotional tone and authenticity of tweets by PRTAs. In the part of analytical thinking, the higher number in the results represents more formal and logical thinking compared with the lower numbers that reflect informal and personal language (Pennebaker et. al, 2015). This dimension applied to find out and compare the PRTAs in terms of analytical thinking. The part of Authentic represents more honest and personal language if the numbers are higher compared with the lower numbers that represent more distanced language (Pennebaker et. al, 2015). The emotional tone of LIWC is one of the main points that research chose the software program to analyze and to compare the language of PRTAs toward the national media. The manual of the dictionary clearly defines how emotional tone is interpreted by numbers. Higher numbers in emotional tone represent the more positive language even though lower numbers reflect negative emotions such as anxiety and hostility (Pennebaker et. al, 2015). This part basically explains the percentage of language characteristic of PRTAs toward the media and to allow to compare the data between these accounts.

Table 14 was created to see the percentages of positive and negative emotions of PRTAs toward to national media. The function of LIWC enables the user to categorize emotions as positive and negative and also provides the subcategories of negative emotions as a percentage in the text as anxiety, anger, and sadness (Bantum and Owen, 2009). All these categories were included in table 14 to see percentages of emotions toward the media by PRTAs.

To be able to create table 15, the most referred seven media organizations were determined before they were analyzed by LIWC software. The first step of the analysis was to

categorize the tweets of specific media organizations by three different Twitter accounts. Thus, the tweets of PRTAs were distributed into three different Excel sheets. After the distribution of tweets, the tweets that referred to media organizations such as Fox News, Fox Business, CNN, and the New York Times, etc. were distributed to different excel sheets. In total, the date included tweet contents on 20 different excel sheets as the account of the White House never referred to "fox and friends". After the data were categorized and distributed, they were put into twenty Microsoft word documents to be analyzed by LIWC. Lastly, the data was cleaned by the manual of LIWC and analyzed to find out the tone and the emotions of tweets that were written by PRTAs.

CHAPTER 4

Findings and Analysis

    Media-related Tweets

MRTs are described as tweet contents that refer to the national media through Donald Trump, the President of the USA, twitter accounts. Three different accounts represent the current president of the USA: personal account (@realDonaldTrump), official account (@POTUS), and the institution account (@WhiteHouse).

The study found out that Trump-related Twitter accounts referred to the national media by mentioning the name of journalists, TV channels, and news websites through sharing internet links, videos that include TV logos, photos containing media staff's names and user names that are related to media and its members.

Table 6. 1 The Number of Tweets from the President-related Twitter Accounts among Tweets of Six Months Period that Refer the Media between 1st July of 2018 and 31st December 2018.

		Non-media related tweets	Media-Related Tweets	Total
Donald J. Trump (@realDonaldTrump)	Count	1541	448	1989
	Percentage within its own tweets	77.5%	22.5%	100%
President Trump (@POTUS)	Count	1221	209	1430
	Percentage within its own tweets	85.4%	14.6%	100%
The White House (@WhiteHouse)	Count	1415	245	1660
	Percentage within its own tweets	85.2%	14.8%	100%
Total		4177	902	5079
	Percentage within all tweets	82.2 %	17.8 %	100%

After the coding processed is completed, the study reached to 902 media-related tweets among 5019 tweets that belong to PRTAs. The cross-tabulation analysis in Table 6 showed that Donald J. Trump tends to write more tweets that refer to the media than the account of @POTUS and (@WhiteHouse). 448 tweets among 902 media-related tweets among three accounts are written on the account of @realDonaldTrump. The White House account also included more media-related content than President Trump (@POTUS) account. While the White House tweeted for 245 times by referring the national media, the account of President Trump (@POTUS) just tweeted for 209 times. The table shows that Trump-related Twitter accounts refer to the media with 902 tweets during the six months. MRTs during the selected period refer to the media by mentioning their names, sharing media contents that include the name of media organizations and media staff through tweets that are located on three different Twitter accounts. The account of Donald J. Trump tends to write more tweets that are related to media relative to the other two accounts.

The percentage of media-related tweets within own tweets of PRTAs demonstrates that the account of Donald Trump includes more media-related tweets as percentage and numbers than the other two accounts. While the percentage of media-related tweets of Donald J. Trump is 22.5% within its own tweets, the percentage of the accounts of @POTUS and @WhiteHouse is less than 15 percent in total. Almost half of the media-related tweets are written on the account of Donald J. Trump.

Tweets with Media Linkages

The contents of tweets were analyzed to determine if they have any linkages that refer to the national media in written texts. Tweets included several types of content such as photos, website links, videos provided from TV channels.

Table 7. 1 Crosstabulation Analysis Between Selected Accounts and Media Linkages

		No Linkages	Photo	Link	Video	Total
Donald J. Trump (@realDonaldTrump)	Count	318	3	60	67	448
	Percentage within its own tweets	71%	0.7%	13.4%	15.0%	100%
President Trump (@POTUS)	Count	68	46	39	56	209
	Percentage within its own tweets	32.5%	22%	18.7%	26.8%	100%
The White House (@WhiteHouse)	Count	46	103	45	51	245
	Percentage within its own tweets	18.8%	42%	18.4%	20.8%	100%
Total	Count	432	152	144	174	902
	Percentage within media-related tweets	47.9%	16.9%	16%	19.3%	100%

Table 7 demonstrated that the PRTAs mostly referred to national media by using videos of TV channels, sharing the websites of news organizations, and photos included the statements and information of the media organizations. The table shows that over 50 percent of the MRTs contains media linkages such as images that refer the name of media organizations and media staff, news website links, and videos provided from TV channels. The rest of the tweets did not include any linkages that are associated with the media. The tweets with no linkages could just tweet contents that refer to the media with Twitter handles of media organizations and their names as text in the tweets. PRTAs also utilized the news websites by sharing the links of their internet address as a connection link on their tweets.

The table represents which ways PRTAs mostly prefer to share information that refers the media. The account of Donald J. Trump was found out that 71 percent of its media-related tweets do not contain any media linkages while almost 80 percent of MRTs of the White House account and 77.5 percent of POTUS account do have media linkages among their media-related tweets. The figure of no linkage also shows that @realDonaldTrump mostly tweeted without adding any linkages to his tweets. The account of WhiteHouse and POTUS significantly utilized the images as linkages higher than the account of Donald J. Trump. While the personal account of Donald Trump just utilized the photos with 0.7% as a linkage in his personal account, the White House account used the photos as a linkage referring the media with 42 percent in total. Also, PRTAs are seen to utilize links and videos similarly in terms of numbers while the account of POTUS referred to the media more with videos as a percentage with 26.8 percent in its own tweets.

Figure 1. 1 The Example of the Linkages of Tweets

Figure 1 shows how photos and videos are presented with tweets. The linkages could be used to support the meaning of tweets and to provide more information in addition to bare tweets. Information and speeches provided by journalists and TV channels are shared by a photo

and videos from TV channels are disseminated by PRTAs in addition to written texts. In images, the logos of TV channels, names of media organizations such as TV channels and newspapers, and the names of media staff are shown.

Some of the MRTs are seen to not have any linkages to the Media, the reason of that PRTAs refer the media without giving any specific names such as Twitter handles and names of media organizations. Some specific words such as "fake news", "journalists", "news", and "reports" are used to refer the media on tweets. Figure 2 explains how Donald J. Trump talks about the media by using specific words such as "the Fake News" to criticize the media to not cover the current developments on their coverages.

Figure 2. 1 Example of a Tweet that Refers to the Media without Giving Any Names of Media Organizations

Tweets that Refer the Media Staffs

The preliminary research on media-related tweets shows that PRTAs use some names on their tweets as text and Twitter handles. Also, images that associated with tweets include names that PRTAs refer to. It was discovered that some of the names on tweets referred to media staff that works on the media industry.

Table 8. 1 Crosstabulation Analysis between PRTAs and Tweets that Refer to Media Staff

		Non-media staff	Media Staff	Total
Donald J. Trump (@realDonaldTrump)	Count	315	133	448
	Percentage within its own tweets	70.3%	29.7%	100%
President Trump (@POTUS)	Count	157	52	209
	Percentage within its own tweets	75.1%	24.9%	100%
The White House (@WhiteHouse)	Count	175	70	245
	Percentage within its own tweets	71.4%	28.6%	100%
Total	Count	647	255	902
	Percentage within its own tweets	71.7%	28.3%	100%

The study found out that some of the names that are written on tweets have professional affiliations with the media. The research discovered that names are represented themselves in different professions which are associated with the media industry such as "journalist", "correspondent", "writer", "columnist", "host", "anchor", "columnist", "media contributor", "TV host", "political analyst", "political consultant", "investigative journalist", "political commentator", "talk show host", "media contributor". PRTAs could use their names by sharing the names of their Twitter accounts, writing their names directly in the tweets, and providing their short statements with the photo linkage.

The account of @realDonaldTrump is prone to use the names of media staff in his own tweets. 29.7 percent of MRTs of Donald Trump includes names of media staff and it equals to

133 tweets in total. Also, the account of @POTUS and @WhiteHouse respectively refers to the media staff with 24.9 percent and 28.6 percent in their tweets among MRTs. In total, PRTAs refer to the media staff on with 255 tweets among 902 MRTs.

Figure 3. 1 Example of a Tweet that Refers to the Media with Names of Media Staff

The figure 3.1. demonstrates how PRTAs use the names of media staff on their tweets. The account of the White House referred to names by sharing a text of media staff with quotation marks in the tweet. Also, the figure shows the names of media staff are shared with the images that include their statements about a topic and newspapers that they work in and write articles for.

Tweets that Refer to TV Channels and Their Related Twitter Accounts

The preliminary research on tweets of PRTAs suggests that TV channels and their related Twitter accounts are mentioned on the tweets in several different ways.

Table 9. 1 Crosstabulation Analysis between PRTAs and Tweets that Refer to TV Channels and Related Twitter Accounts

		Non-TV channels and related Twitter accounts	TV channels and related Twitter accounts	Total
Donald J. Trump (@realDonaldTrump)	Count	284	164	448
	Percentage within its own tweets	63.4%	36.6%	100%
President Trump (@POTUS)	Count	109	100	209
	Percentage within its own tweets	52.2%	47.8%	100%
The White House (@WhiteHouse)	Count	160	85	245
	Percentage within its own tweets	65.3%	34.7%	100%
Total	Count	553	349	902
	Percentage within its own tweets	61.3%	38.7%	100%

The tweets of PRTAs present several types of linkages such as videos that belong to TV channels. The name of the TV channels and their related Twitter accounts are evaluated under this category. The table shows that PRTAs constantly refer to channels by mentioning their names and sharing videos that Twitter users could easily see the logo at the first look. The research found out that PRTAs frequently refer to TV channels and their related twitter accounts on their Twitter accounts. Table 9 demonstrates that the account of @realDonaldTrump refers to TV channels for 164 times in his own tweets with 36.6 percent among 902 media-related tweets. As for the account of @POTUS, almost 48 percent of MRTs includes contents that mention TV channels. It frequently refers to media by using the names of media channels and their contents, and it is a higher percentage among the three accounts. In total, 38.7 percent of MRTs has a connection with TV channels.

The research also found out that some TV channels are referred by PRTAs frequently. The study demonstrated which TV channels are mention mostly per tweet. The results are calculated to count the names of TV channels manually per tweets.

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Table 10. 1 The TV Channels and Programs that the President-related Twitter Accounts
Frequently Referred

	Donald J. Trump (@realDonaldTrump)	President Trump (@POTUS)	The White House (@WhiteHouse)	Total Number
Fox News	82	52	49	183
Fox Business	9	14	15	38
foxandfriends	20	3	0	23
CNN	21	1	1	23
CNBC	2	8	13	23
ABC – ABC News – ABC Politics	11	4	2	17
CBS – CBS Sports	5	2	1	8

It is clearly seen that Fox News, Fox Business and fox and friends are ordinarily

mentioned on tweets of the account of PRTAs. The Fox News is mentioned for 183 times on

tweets by sharing its videos, Twitter handles, and names in tweets. Also, Fox Business is referred

by PRTAs. For 38 times in total among 902 media-related tweets. As for fox and friends, the

account of Donald J. Trump is seen to refer to this name significantly more than the other two

accounts by sharing the name for 20 times. Also, while CNN is mentioned by the account of

Donald J. Trump for 21 times its own MRTs, the White House and POTUS account just refer to

CNN for 2 times. The result shows PRTAs prefers to some specific TV channels its own MRTs.

Tweets that Refer to News Organizations and Their Related Twitter Accounts

The preliminary research on MRTs suggests that PRTAs referred to news organizations

on their accounts with tweets such as the names of newspapers, news agencies, news magazines,

and their related Twitter accounts. The research presented that PRTAs mentioned the names of

news organizations on their Twitter accounts with different methods. The images that PRTAs

shared on their tweets could include information taken from news organizations and their names

to show the reference. Also, twitter handles and direct names of news organizations are used on

Twitter to refer to media organizations to explain a topic and to give information about the news.

Table 11. 1 Crosstabulation Analysis between PRTAs and Tweets that Refer to News Organizations (Newspapers, News Agencies, and News Magazines) and Related Twitter Accounts

		Non-news organizations and related Twitter accounts	News organizations (newspapers, news agencies, and news magazines) and related Twitter accounts	Total
Donald J. Trump (@realDonaldTrump)	Count	385	63	448
	Percentage within its own tweets	86.1%	13.9%	100%
President Trump (@POTUS)	Count	145	64	209
	Percentage within its own tweets	69.4%	30.6%	
The White House (@WhiteHouse)	Count	125	120	245
	Percentage within its own tweets	51 %	49%	
Total	Count	655	247	902
	Percentage within total tweets	72.7%	27.3%	100%

The table 11 demonstrated that PRTAs mentioned the names of news organizations' names in 247 tweets with 27.3 percent among 902 tweets in total. Almost half of the MRTs of the White House account referred to media by using the names of the news organization in the account. The White House account mentioned the names of news organizations in 120 tweets with 49 percent. Also, the account of POTUS referred to news organizations in 64 tweets with 30.6% while the account of Donald J. Trump referred them in 63 tweets with 13.9 percent in total.

Table 12. 1 The Names of TV News Organizations Including Newspapers, News Agencies, and their Twitter Accounts that PRTAs Referred Mostly.

	Donald J. Trump (@realDonaldTrump)	President Trump (@POTUS)	The White House (@WhiteHouse)	Total Number
Washington Examiner	4	13	29	46
The Wall Street Journal	8	9	26	43

Table 12.1 (Continued)

The New York Times	20	10	9	39
The Washington Times	1	6	12	19
The Daily Signal	0	5	7	12
REUTERS	0	3	6	9
Business Insider	0	3	5	8
The Hill	1	1	6	8

Table 12 presented information about the names of news organizations that are referred by PRTAs mostly. It is seen that PRTAs ordinarily mention some newspaper names such as Washington Examiner, The Wall Street Journal, and The New York Times. The White House account was found out to refer to the Washington Examiner and The Wall Street Journal significantly more than the other two accounts. Also, The New York Times was referred by the account of Donald J. Trump more than the other two accounts. The result shows that the accounts could be differentiated in terms of mentioning the names of news organizations and sharing information from different media companies.

The Language of Tweets Toward the Media

The study on MRTs suggests that the media is referred by PRTAs and the language that is used in tweets includes sentiments such as positive and negative emotions. To be able to analyze the language characteristic of MRTs and the tones of tweets toward the media, the LIWC software was utilized for the analysis. Some dimensions of LIWC software were used to discuss the language characteristics and sentiments of tweets of PRTAs toward the media.

Table 13. 1 The Summary of Media-related Tweets by LIWC

	Donald J. Trump (@realDonaldTrump)	President Trump (@POTUS)	The White House (@WhiteHouse)	Total Number and Percent among all tweets
The Number of Words in total tweets	13684	5678	7337	26699
Analytical thinking within percent	78.34%	92.99%	96.27625%	89.20%
Authentic within percent	25.42%	34.67%	39.49%	33.19%
Emotional Tone within percent	29.80%	53.50%	59.45%	47.58%

Table 13 provides a summary of 902 media-related tweets in terms of the total number of words that are written on PRTAs, the percentage of analytical thinking in the texts, the authenticity of tweets, and the emotional tone of tweets. The feature of LIWC enables us to count the total numbers of words that are written on the document.

The account of @realDonaldTrump created more words in the tweets that include media connections. While the account of @realDonaldTrump used 13684 words in media-related tweets, the account of @POTUS just used 5678 words. There is a significant difference between the two accounts which are related to the total number of words associated with media-related tweets. The White House account was discovered to use 7337 words which cover the media-related tweets on its own account.

Analytical thinking is one of the categorizations in the LIWC software program. This analysis investigates what percent of texts reflect analytical thinking. The LIWC manual informs that the higher number in analytical thinking demonstrates formal and logical thought in the text while smaller numbers are related to informal and personal opinions in the written texts (Pennebaker et. al, 2015). The table demonstrated that the official (@POTUS) and the

institutional (@WhiteHouse) accounts of the president reflect more analytical thinking in the written texts. While personal account (@realDonaldTrump) just 78.34 percent analytical thinking in the tweet contents, the official (@POTUS) and the institutional (@WhiteHouse) accounts provide 92.99 and 96.27 percent of analytical thinking in their tweets.

The manual of LIWC states that the higher number in authenticity refers to the more honest and personal contents even though smaller numbers reflect the more protected form of discourse (Pennebaker et. al, 2015). The accounts of @POTUS and @WhiteHouse reflect more authenticity with 34.67 and 39.49 percent respectively in their tweets compared with the account of Donald J Trump. The personal account of Donald Trump reflects a smaller number in terms of authenticity in his MRTs.

The category of the emotional tone in the manual of LIWC informs that the higher numbers provide positive sentiments in the text while smaller numbers reflect some negative sentiments such as anxiety and hostility (Pennebaker et. al, 2015). Also, number around 50 is described as confusion in emotions. The table shows that the account of @realDonaldTrump reflects more negative language toward the national media with the language that is used on his Twitter account. The emotional tone of Donald J. Trump is 29.80 percent and the number is smaller compared with the account of POTUS and the White House. By the LIWC manual, the accounts of @POTUS and @WhiteHouse reflect a more positive tone in their language toward the national media as the number is higher than 50.

Table 14. 1 Emotions of Tweets Reflected by PRTAs toward the Media

	Positive Emotion within percent	Negative Emotion within percent	Anxiety within percent	Anger within percent	Sadness within percent

Table 14.1 (Continued)

Donald J. Trump (@realDonaldTrump)	3.80	3.73	0.16	0.88	0.50
President Trump (@POTUS)	3.59	2.11	0.19	0.49	0.48
The White House (@WhiteHouse)	3.27	1.46	0.21	0.31	0.36
Total Percent among all tweets	3.55	2.43	0.18	0.56	0.44

The LIWC software also allows us to analyze and categorize the sentiments of tweets by dimensions such as positive emotions and negative emotions. The literature informs that researchers utilized the LIWC software to analyze the sentiments of public messages toward the political parties and politicians, emotions of political comments on political blogs, sentiments of Twitter users toward the politicians and celebrities, and emotional tones toward the political stances (Tumasjan et. al, 2010; Dang-Xuan and Stieglitz, 2012; Bae and Lee, 2012 and Nulty et. al, 2016). The literature indicated that LIWC software could analyze the sentiments of language toward several topics and variables. In this research, the LIWC software was utilized to analyze the sentiments of PRTAs toward the media.

The table 14 shows that PRTAs reflect positive language in a similar amount. The personal account of Donald J. Trump is seen to reflect more positive tones in his own tweets compared with his presidential (POTUS) account and official account (The White House). The 3.80 percent of his personal account includes positive emotions toward the national media while the account of POTUS includes 3.59 percent and the account of the White House contains 3.27 percent of positive emotions toward the media. As for the negative emotions, the account of

Donald J. Trump reflects more negative emotions toward the media in his own tweets with 3.73 percent.

The result section demonstrated that PRTAs mentioned the names of the media organizations on their accounts in several ways such as using their Twitter handles, sharing videos from TV channels, and referring their names in tweets. Some media organizations such as "Fox News", "Fox Business", "CNN" and "The New York Times" were discovered to be referred PRTAs more than other media organizations. As the data was categorized also by the names of specific media organizations and names of Twitter accounts, it enabled to analyze the sentiments of PRTAs toward the specific media organizations in terms of comparing the tones and emotions of tweets by using LIWC software. The table 15 showed how the sentiments of PRTAs are differentiated toward to some media organizations with their sentiments and tones of their language. Table 15 just presented seven media organizations that are mostly referred by PRTAs. The analysis part counted in the tweets that referred the media organizations if the number of the words on the account refers media organizations over 100 words

Table 15. 1 Emotions of PRTAs toward Some Specific Media Organizations

		Fox News	Fox Business	Fox and Friends	The Wall Street Journal	Washington Examiner	CNN	The New York Times
Donald J. Trump (@realDonald Trump)	Word Count	1723	215	674	262	121	779	872
	Tone	82.6%	5.7%	59.5%	39.51%	40.65%	1%	1.05%
	Positive Emotions	5.33%	0.47%	3.56%	3.05%	1.65%	2.05%	1.95%

Table 15.1 (Continued)

	Negative Emotions	2.10%	2.33%	1.78%	2.29%	0.83%	6.16%	5.28%
President Trump (@POTUS)	Word Count	1153	400	71	331	397	3	380
	Tone	60.74%	80.22%	-	71.18%	54.22%	-	34.93%
	Positive Emotions	3.06%	3.50%	-	3.63%	2.27%	-	2.89%
	Negative Emotions	1.08%	0.50%	-	1.21%	0.76%	-	2.37%
The White House (@WhiteHouse)	Word Count	1199	409	0	807	840	37	295
	Tone	79.61%	58.14%	0	63.36%	61.90%	-	93.98%
	Positive Emotions	4.71%	2.20%	0	3.10%	2.86%	-	4.41%
	Negative Emotions	1.71%	0.49%	0	1.12%	0.95%	-	0

The category of the tone is described as a dimension in the LIWC software and the higher numbers in the result represent the positive sentiments in the text while smaller numbers symbolize negative sentiments (Pennebaker et. al, 2015). The table indicated that the tones of PRTAs represented a higher percentage toward Fox News TV channel. The figures under the personal account of Donald Trump include 82.6 percent of tone toward the Fox News while the figures of presidential account reflect 60.74 percent emotional tone. Also, the account of POTUS and the White House is seen to reflect a more positive tone toward the Fox Business while the

account of Donald Trump presents negative emotions in his own tweets that have connections with Fox Business.

Figure 4. 1 Example of a Tweet that Includes a Positive Word by LIWC

Positive emotions of @realDonaldTrump's tweets generally refer to some certain names of media groups and media staff on the account. Figure 4 provides information about how Donald J. Trump refers to media staff and a TV channel in a tweet. The dictionary of LIWC identifies the word of "enjoy" as a positive emotion in the text. If the tweets have a connection with adherent media organizations such as "FOX NEWS", "FOX BUSINESS", "The Wall Street Journal", and "Washington Examiner", the contexts of tweets could be supportive and informative for the policies of PRTAs. Also, positive emotions of PRTAs were discovered to be higher than negative emotions toward the specific media these media organizations. The linkages of tweets are frequently related to these media organizations as table 10 indicated which media

organizations are referred mostly. The table clearly shows that the negative emotions of PRTAs'

tweets toward the aforementioned media organizations such as Fox News are pretty low.

Table 15 also shows that CNN and the New York Times have smaller numbers in terms

of tone of tweets written by Donald J. Trump. The figures show that the personal account of

Donald Trump used significant negative emotions in his tweets that referred to these media

organizations. The percentage of negative emotions toward CNN and the New York Times is

also higher compared with positive emotions. The official account of the White House indicates

a significant difference toward the New York Times in terms of tone of language and positive

emotions. The figures of the White House show that the percentage of its tone toward the New

York Times is pretty high with 4.41 percent and the percentage of negative emotions is zero

percent compared with the 4.41 percent.

The study also found out that the account of @realDonaldTrump referred to the media

with certain words that are categorized as negative emotions in the LIWC dictionaries. It is seen

that there are some specific words and phrases that @realDonaldTrump accounts frequently used

to criticize and to state its negative emotions against the media organizations that make coverage

against the policies of Donald J. Trump. The popular phrases of Donald J. Trump stated on his

personal accounts to criticize the national media are "fake", "fake news", "fake story", "the fake

news media", "the enemy of the people", "wrong", and "inaccurate".

The personal account of Donald J. Trump criticizes ordinarily the media by not giving

any specific organization and media staff's name. When @realDonaldTrump account articulates

the name of media organizations, it could describe them with an adjective. Reporters could be

criticized by using some phrases such as "fake reporters" and "dishonest reports". Also, media

organizations could be criticized by using some adjectives and phrases that reflect negative

emotions such as "failing New York Times", "enemy of the people", and "lowly rated CNN".

The feature of categorizing words in LIWC software shows which words are categorized under

the negative and positive emotions, thus these examples were supported by the LIWC.
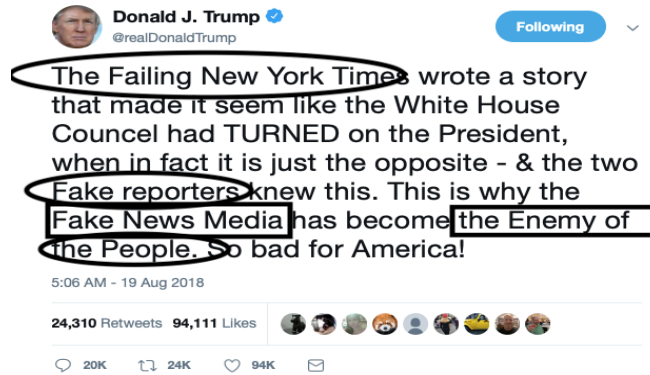

Figure 5. 1 Example of a Negative Tweet that Targets a News Organization Directly

Figure 5 indicates how tweets aim the media, media staff, and the specific media

organization with several words reflecting negative emotions.

Overall, the analyzing part by LIWC indicates that personal account

(@realDonaldTrump), official account (@POTUS) and institutional account (@WhiteHouse) of

Donald Trump both show similarities and significant differences toward some media

organizations. In terms of the tone of language, official and institutional account of Donald

Trump tends to use more positive emotions and tones toward the media. As for the personal

account, adherent media organizations are referred to with more positive emotions while

dissident media organizations were referred to with more negative emotions and tone.

CHAPTER 5

Discussion and Conclusion

The aim of the study was to investigate the ways of interactions of PRTAs with the media and their language characteristics toward the media in terms of the tone and emotions of their language. The first research question asked to find out how the president-related Twitter accounts refer to media and what ways they are using on Twitter. The findings show that PRTAs referred to the national media by mounting the name of media staff, sharing contents from TV channels and news from news organizations websites. The study found out that there were 902 media-related out of 5079 tweets during six months between 1st July of 2018 and 31st December of 2018. Donald J. Trump (@realDonaldTrump) referred to the national media 448 times with tweets on his personal account.

The study of Hemphill (2013) demonstrated that president candidates or politicians utilize the Twitter for some reasons in terms of their relationship with the media such as presenting information about media coverage, talking about their media coverage and speeches on media organizations, and presenting information which is related to media coverage (Hemphill, 2013). Twitter is used by politicians as a tool that allows them to make interaction with their supporters and to provide information about a current topic (Hemphill, 2013). PRTAs was observed to utilize some linkages that are related to media such as images, website links, and videos. Almost, 52 percent of MRTs has a connection with the media by using the linkages that refer to the media. The most common way of referring to the media was the sharing of videos

about policies and daily agendas of PRTAs. For the President, Twitter was found out that as a mean that supports his policies and thoughts varying from the foreign policies to the economy.

Twitter is known to present an opportunity for politicians to disseminate information like media organizations through their accounts and propagate their own agendas to the public (Ekman & Widholm, 2015). Politicians also make corrections and comments about the news coverage of national media on their personal accounts (Enli & Skogerbo, 2013). The study found out that PRTAs frequently referred to media to disseminate information about their agendas, policies, and positions toward a topic. One of the points is that president-related accounts utilize the national media to make speeches and policies more visible. Overall, the result demonstrated that almost 18 percent of all tweets that belong to PRTAs referred to the media during the six months period. The results showed that PRTAs performed several ways to disseminate information and to display their positions about a topic by using outputs of media organizations such as videos and news and sharing the statements and opinions of media staff with images and tweets if they are related to policies of the president.

The second research question was asked to investigate the tone and emotions of PRTAs toward the media and some specific media organizations. The names of media staff were discovered on the tweets with their short speeches that are favorable for the side of the President. Also, videos from certain media groups were shared on PRTAs to disseminate president speeches and opinions. The second research question also investigates the differences between personal, official, and institutional PRTAs in terms of their tone and emotions toward the media. The reasons of using negative language by the president should be news coverage that refers to policies and positions of the President. It is reported that politicians could share tweets that aim at criticizing the media organizations and media personals because of media coverage (Beavers,

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2017). Donald Trump was discovered to criticize and target some media organizations such as the New York Times and Amazon Washington Post with his own tweets (Beavers, 2017). The result part of this study demonstrated that the personal account of Donald J. Trump used negative tone and negative emotions toward CNN and the New York times while his language includes positive emotions toward Fox News and similar adherent media organizations.

Framing theory was applied to be able to investigate tweets and to perceive cultural background the PRTAs and the Republican Party. In the social media age, framing is defined as a political strategy that politicians use to structure their statements and for controlling the perspectives of individuals and administer some certain topics that are discussed by society and the media (Johnson, Jin, & Goldwasser, 2017). Framing could include the process of promoting specific problem, stating moral judgment on certain topics, and making reality more salient in the text (Entman, 1993). It is considered that politicians prefer using the language efficiently by constructing texts with their selected words to affect the perspectives of people and their thoughts (Entman, 2007). Content analysis with the LIWC software presents an opportunity to find out some certain characteristics of the language which belong to the personal, official, and institutional accounts of the president in terms of his tone and emotions toward the media. The comparison shows that the personal account of Donald J. Trump prefers using more negative tone and negative emotions in his media-related tweets. Official and institutional accounts were discovered to use more positive language even if the media organizations they referred are located on the opposite sides of Republicans.

The categorizations in the LIWC enabled us to find out the level of tone and percentage of his positive and negative emotions in tweets toward the media. Framing theory enabled to interpret the tweets and the meaning of their contexts. Framing theory on this study focused on

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how tweets were framed and how media fractions are represented with the framed contexts by PRTAs. The findings showed that tweets that reflect negative languages make certain negative words more salient in the context. When the tweets that refer to the media organizations that personal account of Donald Trump use negative tone and emotions are analyzed by LIWC, it was found out that some specific negative words against became more salient in the text. Some negative words such as "fake", "enemy", "wrong", and "inaccurate" are especially used in the text.

In the USA, it is seen that national media was criticized by American society and the president of the USA as they believe news coverage of national media is biased and against their point of view (Mitchell and Barthel, 2017; Hwang et. al, 2006). To clarify how politicians use their twitter accounts toward the national media, the study investigated what kind of language is used by PRTAs during the selected time period. Overall, the research found out that the personal account of Donald J. Trump reflected a more negative tone in his own tweets toward the media than the other two accounts. The tweets that include positive and negative sentiments generally refer to adherent media organizations and dedicated media staff for Donald J. Trump and the Republican Party. As for the account of POTUS and the White House, the tendency level of using positive tone and emotions toward the media is overall higher than the account of Donald J. Trump.

White House was also observed to reflect a more positive tone in its language toward the media. A personal account of Donald J. Trump was observed to be utilized more active to criticize the media and make statements about the negative coverage of the national media. As for the emotions in the text, the account of @realDonaldTrump was found out that to mount negative emotions more in his tweets compared with his official and intuitional account. PRTAs

reflect similar positive emotions with tweets. This study overall demonstrated that there are significant differences between personal and professional accounts of the president in terms of the tones of language and sentiments of emotions.

Limitations

The study includes some limitations in terms of Twitter accounts, the time period, and the data size. The study only focused on one politician, Donald J. Trump, and his related Twitter accounts. The time limitation of the study constitutes the 6 months of the time period between 1st July of 2018 and 31st December of 2018. It covers a small period of time even though PRTAs include tweets that encompass a bigger period of time. Also, the study obtained the data as tweet contents from three different accounts including Donald J. Trump (@realDonaldTrump), President Trump (@POTUS), The White House (@WhiteHouse). The data constitutes just 902 tweets that refer to the media during the selected six months period. Even though tweets include data that includes answers of users, likes, and retweets options, the study focused just tweets and its' linkages such as photos, websites, videos containing written texts on them. As for the analyzing part, this study coded a few aspects of tweets such as the number of tweets, their connections with national media, media organizations, and media fractions and sentiments of tweets. The study just utilized the cross-tabulation analysis on the SPSS and content analysis with the LIWC software to analyze and interpret the findings.

Future Research

The study provided information to be able to understand the relationship between national media and PRTAs through tweets. Also, the study presented a chance to compare president related accounts as personal account (@realDonaldTrump), official account (@POTUS) and institutional account (@WhiteHouse) in terms of their language differences

toward the national media and their relationship with the media. Similar studies could be applied to different target groups and datasets. The language of PRTAs could be analyzed again by expanding the data. The reactions of people could be investigated toward tweets written by PRTAs that refer to the media with positive, neutral, and negative emotions. The approval rate of tweets could be detected if responses of Twitter users under media-related tweets are investigated. The comparative analysis could be another option for the same study. The presidents of some selected countries such as the USA, Republic of Turkey, British Kingdom, and France could be compared in terms of their behaviors on their personal accounts toward the national media and the differences in terms of their language tone. Also, the approval rate of internet users toward the policies of presidents in terms of immigration, economy, domestic and international politics, and safety could be other topics that researchers could study.

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APPENDIX

The Codebook

Instructions of determination of media-related tweets:

Media Related Tweets: Media-related tweets constitute the tweet contents that include any piece of information which is associated with the Media. The information could be the name of media staff, TV channel, news organizations, and their related twitter accounts.

-The first coder and second coder firstly analyze 1050 tweets out of 5079 tweets to find out media-related tweets. The feature of random selection in Excel allows selecting tweets randomly. To test the reliability and evaluate the agreement level among two coders, choose tweets into five different groups that every one of them includes 210 tweets.

-After completing every set of tweets, evaluate the agreement level between two coders and focus the disagreements to develop the codebook.

-Media-related tweets refer the tweets that include media contents such as video, photos, links, and names which are associated with the media. The Media both refers to all American media and international media. If the tweet includes media content, code it as media-related tweets.

-The category of media-related tweets also covers the tweets that refer to the media without giving any specific names of media organizations.

-If tweets include some specific words such as "media", "news", "TV", "journalist", "fake news", "reports", "television", "watch" etc., code the tweet under this category.

-Do not code some specific words as media-related tweets by looking at the tweet such as "good news", "news conference" and "press conference" if the tweet doesn't have an explicit connection with the media.

-If the tweet includes a link that has a connection a news website and the name of the news website is seen on the tweet, code it under this category.

-Check the name of the news website also on Google to find out their official address and how it is described. If the website is described as a media branch or news organization, code it as a media-related tweet.

-If you see a media link that is associated with the tweets, code it as media-related tweets.

-If you see a name that describes himself as social media director of White House and Donald Trump, do not code it as media-related tweets. If a name has a professional affiliation with the media, code it under the media-related tweets.

-If the Twitter account is an official account that provides information about their agenda and news about their tasks, do not code it as media-related tweets. Do not code some Twitter organizations as media-related tweets such as "USCG Mid-Atlantic", "NHC Storm Surge",

"Homeland Security", "NWS Honolulu", "National Hurricane Center", "FEMA", and "National Weather Service" etc.

-Code the name of "Marketwatch" as media-related tweets as it provides news about finance and economy.

-Code the name of "Politico" as media-related tweets as it is a magazine.

-Code the name of "Rasmussen Reports" as media-related tweets and news organization.

-Code the name of "Bloomberg" as media-related tweets and news organization.

-Code the news websites under the category of media-related tweets even if they include the part of name of TV channels and news organizations on their web address with "www". The category of the name of news websites will represent the name of news websites.

-Code the Twitter account of Diamond and Silks as a media related tweets and media staff as the account represents media staff on TV.

-If the tweet includes the name of TV program such as 60 minutes, just code it as media-related tweets.

-For the details, look at the headings

Types of Media-Related Tweets and Determination of Media-Related Tweets

This part allows to find out media-related tweets by the created instructions after preliminary research and reliability test.

1) **What are the names of Twitter accounts?**
   1) Donald J. Trump (@realDonaldTrump)
   2) President Trump (@POTUS)
   3) The White House (@WhiteHouse)

      The phyton program reached 5079 tweets from three Twitter accounts.

   2)Linkages of Tweets

   The linkages of tweets include the photos, links, videos, and newspaper pages that refer the national media branches such as TV channels, media staff, news websites, and national media.

   -The first coder and second coder firstly analyze 225 tweets out of 902 tweets to find out linkages of tweets. The feature of random selection in Excel allows selecting tweets randomly. To test the reliability and evaluate the agreement level among two coders, choose tweets into five different groups that every one of them includes 45 tweets.

   -After completing every set of tweets, evaluate the agreement level between two coders and focus the disagreements to develop the codebook.

2.1)   Photo

   -Check the tweet to find out if it includes any photos that referred to the media with its contents.

   -If the photo includes the names of media staff, TV channels, and news organizations, code it under this category.

   -Approve the names in the photo to find out if it is media-related or not. Apply the procedure of approving and determining media-related tweets.

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-If the photo includes any names of TV channel, media staff, and news organizations, code it as a media-related tweet.

2.2)   Link

-Check the tweet to find out if it includes any website links which are related to a news organization.
-If the website link directs the user to a news website, code it under this category.
-Approve the names in the photo to find out if it is media-related or not. Apply the procedure of approving and determining media-related tweets.

-If the tweet content includes a link of a news organization, code it as a media-related tweet.

2.3)   Video

-Check the tweet to find out if it includes any videos that refer the media with its contents.
-If the video constitutes a name of a TV channel or media organization, code it under this category.
-Approve the names in the photo to find out if it is media-related or not. Apply the procedure of approving and determining media-related tweets.
-If the tweet content includes a video that shows the name of a TV channel, code it as a media-related tweet.

The list of media fractions that are referred by tweets

3)Media Staff

-The first coder and second coder firstly analyze 225 tweets out of 902 tweets to find out the tweets that include the names of media staff. The feature of random selection in Excel allows selecting tweets randomly. To test the reliability and evaluate the agreement level among two coders, choose tweets into five different groups that every one of them includes 45 tweets.
-After completing every set of tweets, evaluate the agreement level between two coders and focus the disagreements to develop the codebook.
-If you see a name in the tweet or the photo associated with the tweet, look at this part of Media Staff to determine if the tweet is media-related or not.
-Check the tweet to find out if includes a name as an account name or text in the tweet.
-Check the photo linkages to find out if tweets constitute the names of media staff.
-If the tweet or photos on tweets include a name, search it on Google and look at their Twitter accounts to see how they describe themselves. On Google, just look at the first six search results except for Wikipedia. If the name is represented ion official TV channel address and newspaper address as "journalist", "correspondent", "writer", "columnist", "host", "anchor", and "columnist", "media contributor", "TV host", "political analyst", and "political consultant", "investigative journalist", "political commentator", "talk show

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host", "media contributor", code it as media-related tweet and media staff. It is necessary to find out these names on official accounts of media organizations and their professional affiliations on these organizations.
- Approve the names of media staff. Apply the procedure of approving and determining media-related tweets.

4)TV Channels and their Related Twitter Accounts

-The first coder and second coder firstly analyze 225 tweets out of 902 tweets to find out the tweets that include the name of TV channels and their related Twitter accounts. The feature of random selection in Excel allows selecting tweets randomly. To test the reliability and evaluate the agreement level among two coders, choose tweets into five different groups that every one of them includes 45 tweets.
-Exclude the links of news website and do not code them under this category. Just code the tweet contents under this category if it includes any names of TV channels and related Twitter accounts in the text of tweet even if it includes a news website links.
-If you see TV channel name and related Twitter Accounts in the tweet or the photo associated with the tweet, look at this part to determine if the tweet is media-related or not.
-Check all the names of TV channels and related twitter accounts that are mentioned by three Twitter accounts. Tweets could directly include the names of TV channels and account names of TV channels.
-If the twitter accounts in tweets include the name of a TV channel or represent a TV channel, code it under this category.
-Approve the names of TV channels and related Twitter accounts. Apply the procedure of approving and determining media-related tweets.

5)News organizations (Newspapers, Magazine, News Agency, related Twitter accounts)

-The first coder and second coder firstly analyze 225 tweets out of 902 tweets to find out the tweets that include the name news organizations and their related Twitter accounts. The feature of random selection in Excel allows selecting tweets randomly. To test the reliability and evaluate the agreement level among two coders, choose tweets into five different groups that every one of them includes 45 tweets.
-Exclude the links of news website and do not code them under this category. Just code the tweet contents under this category if it includes any names of news organizations and related Twitter accounts in the text of tweet even if it includes a news website links.
-The category of news organization refers to the newspapers, magazine, news agency, and their related Twitter accounts.
-If you see a name news organization and related Twitter accounts in the tweet or in the photo associated with the tweet, look at this part to determine if the tweet is media-related or not.
-This category codes the names of newspapers, news agency, and related Twitter accounts as news organizations under the media-related tweets.

-If a tweet includes the name of news organizations or represents a news organization, code it under this category.
- Approve the names of news organizations. Apply the procedure of approving and determining media-related tweets.

The procedure of approving and determining media-related tweets

- Check all the names of news organizations and related twitter accounts that are mentioned by three Twitter accounts. Tweets could directly include the names of news organizations and account names of news organizations.
-Check the photo linkages to find out if tweets constitute names of the news organization. Also, check the names of TV channels in photos on Google including the first six results to search and to find out if the name represented as a news organization.
-If the official accounts describe themselves as newspaper, magazine, and news agency, code it as news organizations under the media-related tweets category.
-Check the photo linkages to find out if tweets constitute names of TV channels. Also, check the names of TV channels in photos on Google including the first six searches to find out if the name represents a TV channel.
-Check the video linkages to find out if they explicitly show the logo of TV channels. Just watch the first three seconds of videos.
-To make sure if a name is TV channel or not, type the name of the media organization on google and find out how the name is described on their official account. If the name is described as a TV channel, code it as media-related tweet and TV channel.
-When you are not sure about names, check also their social media accounts to see their bios to determine if they have a professional affiliation with the media.
-Also, you could check the Linkedin accounts of name to see their professions.
-If the personal page of media staff, first 6 searches of Google, and Linkedin explicitly demonstrates that the name that is searched has a relationship with the media, code it as media staff.