

Trump's Twitter Files: Emotional Shifts from 2016, 2020, and 2024

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Previous analyses have shown that Donald Trump uses emotional and provocative language on Twitter to mobilise support and shape political discourse (Elayan et al. 2020; Kreis 2017; Schneider 2021). There is, however, limited research on his tweets from 2024. This paper addresses that research gap by examining the evolution of Donald Trump's tweets across the election years of 2016, 2020, and 2024, highlighting his distinctive tactics that exploit Twitter's advantages over traditional media such as newspapers and television.

Our analysis is based on three separate corpora, each representing one of the election years. We work with all of Trump's tweets (excluding retweets) from 2024 (1.5 mil characters), 2020 (750k characters) and 2016 (470k characters). We analysed the tone and topics in his tweets using the linguistic analysis tool Wmatrix5 and compared results across the three periods to provide a detailed understanding of the evolution in Trump's communication style.

Preliminary results indicate a sharp decline in Trump's use of emotionally positive words after 2016. His favourite positive emotional words are *love*, *enjoy*, *proud*, *like* and *happy*. His most frequently used negative emotional words are *attack*, *fighter*, *sad*, *threat*, *hit* and *violent*.

Another significant finding is the identification of key domains through the comparison of keyword frequencies and semantic tagsets with Wmatrix5. This analysis reveals that in 2024, Trump tweeted considerably more about topics such as *Border*, *Secure* and *District* compared to 2016. Trump's top five key domains overall are *Politics*, *Government*, *Evaluation: Good*, *Law and Order* and *Crime*.

Elayan, Suzanna, Martin Soykora & Tom Jackson. 2020. "His Tweets Speak for Themselves. An Analysis of Donald Trump's Twitter Behavior." *The International Journal of Interdisciplinary Civic and Political Studies*, 15/1. 11-35. DOI: 10.18848/2327-0071/CGP/v15i01/11-35

Kreis, Roman. 2017. "The "Tweets Politics" of President Trump". *Journal of Language and Politics*, 16/4. 607-618. DOI: 10.1075/jlp.17032.kre

Schneider, Ulrike. 2021. "How Trump tweets: A Comparative Analysis of Tweets by US Politicians." *Research in Corpus Linguistics*, 9/2. 34–63. DOI: 10.32714/ricl.09.02.0