

X vs. Truth Social: Where Is Trump More Aggressive?

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Donald Trump is very active on social media platforms. After being banned from Twitter (now known as X) a few years ago, he launched his own platform called “Truth Social.” Although Trump’s old Twitter/X account has since been reinstated, he remains active on Truth Social. Although extensive research exists on Trump’s Twitter activity (Hoffmann 2018; Schneider 2021), much less is known about his presence on Truth Social.

In our project, we compare how Trump shared his thoughts on these two platforms in 2024. Our main goal is to examine whether his tweets and “truths” vary across platforms. Using the analysis tool *Linguistic Inquiry and Word Count* (Boyd et al. 2022), we performed sentiment analyses on Trump’s social media postings. In sentiment analysis, words in a text are assigned to different semantic categories, such as *negative emotions* or *sad emotions*. These categories are further analysed with the following questions in mind: Do particular months stand out? What do these months stand out for? Which emotions does Trump evoke, and how? Another important aspect of our project is the comparison of the two datasets. Do they differ from each other? If so, why, and in which ways?

Hoffmann, Christian R. 2018. “Crooked Hillary and Dumb Trump: The Strategic Use and Effect of Negative Evaluations in US Election Campaign Tweets”. *Internet Pragmatics*, Bd. 1, Nr. 1. 55–87. DOI:10.1075/ip.00004.hof.

Boyd, Ryan L., Ayush Ashokkumar, Saif Seraj & James W. Pennebaker. 2022. *Linguistic Inquiry and Word Count: LIWC-22*. Austin, Texas: Pennebaker Conglomerates. URL: <https://www.liwc.app/>.

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