TRUMP vs CLINTON

Who insults each other the most often?

★★★★ A MEDIA ANALYSIS ★★★
After analyzing speech and interview transcripts of both candidates from January to mid-August 2016, and tweets from April to mid-August, MediaMiser found that:

★ Nearly 70% of Donald Trump’s mentions of Hillary Clinton on Twitter consisted of personal attacks, compared to nearly 40% of Clinton’s mentions of Trump

★ Clinton mentioned Trump an average of 12.5 times per transcript, compared to Trump mentioning Clinton an average of 11.2 times per transcript

★ 16% of Clinton’s mentions of Trump on Twitter concerned his business interests

★ 35% of Hillary Clinton’s mentions of Donald Trump in speeches and interviews were personal attacks, compared to 17% of Trump’s mentions of Clinton

★ 77% of Trump’s mentions of Clinton in transcripts were policy-based, compared to 32% of Clinton’s mentions of Trump

★ Of all of Trump’s mentions of Clinton on Twitter, 60% referred to her as “Crooked Hillary”

★ 21% of Trump’s mentions of Clinton in transcripts referred to her solely as “Hillary”, compared to 9% of Clinton’s mentions of Trump as “Donald”

MediaMiser Enterprise software was used to collect and analyze a sample of available speech/interview transcripts from both Donald Trump and Hillary Clinton from January to mid August 2016 (15 transcripts of Hillary Clinton and 11 of Donald Trump). All instances where each candidate mentioned their rival were analyzed.

Original tweets sent from each candidate’s official Twitter account (@hillaryclinton and @realDonaldTrump) were also analyzed, focusing on tweets sent by both candidates mentioning their rival by name between April 1 and August 23.

Individual mentions were coded by how each candidate was commonly referred to, as well as type of mentions (whether about a candidate’s policy, personal life or characteristics, or business interests). It should be noted that “policy” mentions were based on an analysis of the candidates’ spoken or tweeted mentions and may not reflect the actual policies of a candidate.

From this analysis we were able to determine the quantity, rate, and nature of their criticisms and attacks.
After reading headlines covering the 2016 U.S. presidential election, it would be easy to think this year’s campaign is nothing but a series of attack ads and negative advertising. Indeed, outlets have repeatedly called out both Hillary Clinton and Donald Trump for their political attacks against each other. The Washington Post recently published a piece titled “Trump’s sickening attacks on Clinton’s health,” while The New York Times wrote that a “Barrage of Attack Ads Threatens to Undermine Donald Trump.”

The Washington Post also reported on Hillary Clinton’s attack ads, including an article headlined, “Hillary Clinton’s new attack ad paints Trump as a bad role model.” Similar coverage can be seen in The Financial Times article titled, “Clinton deflects with attack on Trump as ‘Kremlin puppet’.”

All this coverage makes it obvious how often each candidate goes after the other in the realm of TV advertising.

But which candidate calls out, questions, and otherwise insults their opponent more often in their speeches and tweets — and how do they do it?
Of the transcripts collected, Hillary Clinton mentioned Donald Trump by name the most often in total (which isn’t surprising, considering there were slightly more Clinton transcripts analyzed). Of the 312 instances where a candidate mentioned the other candidate, Hillary Clinton mentioned Donald Trump 188 times for 60 per cent of total mentions. Trump mentioned Clinton the remaining 124 times.

But she also led in average mentions per transcript, with an average of nearly 13 opponent mentions in every interview or speech compared to 11 for Trump.

Clinton also had 3.2 mentions of Trump per 1,000 words vs. 2.4 mentions of Clinton per 1,000 words of Trump’s transcripts.
We dug deeper into these individual mentions to determine the context of each one: Which mentions were actual verbal attacks? Which stuck to policy? Which did both? And which simply mentioned the other opponent without an attack at all?

Types of Mentions

- Clinton mentions Trump: 32% policy, 35% personal, 25% business, 8% neutral
- Trump mentions Clinton: 77% policy, 17% personal, 6% business, 0% neutral

PERSONAL MENTIONS AND ATTACKS

It was determined that, within speeches and interviews at least, Hillary Clinton had a higher proportion of personal attacks against Donald Trump than Donald Trump did the same (personal attacks are defined as mentions by candidates that criticize their opponent’s personal lives or characteristics).

In her mentions of Donald Trump, Clinton used a personal attack 35 per cent of the time (64 total mentions), compared to 17 per cent for Trump.

In her “National Security” speech on June 2, Clinton said, “Donald Trump’s ideas aren’t just different – they are dangerously incoherent. They’re not even really ideas – just a series of bizarre rants, personal feuds, and outright lies.”

Speaking in Ohio, Hillary Clinton stated, “Now just imagine if you can, Donald Trump sitting in the Oval Office the next time America faces a crisis... Someone thin-skinned and quick to anger, who’d likely be on Twitter attacking reporters or bringing the whole regulatory system down on his critics, when he should be focused on fixing what’s wrong.”

As mentioned, personal attacks on Clinton only accounted for 17 per cent (24 total) of Trump’s mentions of his opponent in transcripts.

Most of Trump’s personal criticisms involved describing Clinton as unstable or a liar. In his “Second Amendment Speech,” Trump stated, “Unstable Hillary lacks the judgement, now; Bernie Sanders said she lacks judgement, right?”
POLICY-TYPE ATTACKS

Rather than personal attacks, Trump far more often seemed to criticize what he said were Clinton’s proposed policies or those she helped implement under the current administration. Of his total mentions of Hillary Clinton in our transcripts, 77 per cent (107 total) attacked Clinton on the basis of her platforms or past policies.

In his policy speech to the Detroit Economic club, he harshly criticized Clinton’s economic platform yet didn’t resort to personal attacks: “Clinton not only embraces President Obama’s job-killing energy restrictions but wants to expand them, including going after oil and natural gas production that employs some 10 million Americans.”

Beyond questioning economic policies, Donald Trump spoke out against her immigration platform as well: “My plan is the exact opposite of the radical and dangerous immigration policy of Hillary Clinton.”

But Clinton wasn’t silent on Donald Trump’s policies either: 32 per cent of her opponent mentions (62 total) criticized Trump’s policy propositions. Speaking in Pittsburgh following the Orlando shootings, Clinton called Trump out on the topic of gun control: “Donald Trump has been very clear about what he won’t do. He won’t stand up to the gun lobby.”

The charts below shows how Trump’s policy attacks of Clinton jumped significantly following his nomination in July, while Clinton’s policy mentions of Trump peaked in June.
BUSINESS

Clinton also had a lot to say about Donald Trump’s business dealings. Of her mentions of Trump, 25 per cent were in regards to Trump’s business ventures. While speaking in Atlantic City on July 6, she stated (while standing in front of the shuttered Trump Plaza casino), “He says he’s a businessman, and this is what businessmen do. Well, as CNN has pointed out, no major company in America has filed Chapter 11 more often in the last 30 years than Trump’s casinos.”

HOW DO THEY REFER TO EACH OTHER?

From the transcripts, it was also possible to glean insight on the exact words candidates used to refer to each other.

Most of the time, Hillary Clinton referred to Donald Trump by his full name. Of her total mentions, she used “Donald Trump” to refer to her opponent 63 per cent of the time (118 total mentions).

How Clinton Refers to Trump

- Donald Trump: 63%
- Trump: 20%
- Donald: 9%
- Trump ©: 8%
- President Trump: 1%

HOW DO THEY REFER TO EACH OTHER?
Donald Trump also used his opponent’s full name more often than not, with Clinton’s full name used 59 per cent of the time (73 total mentions).

But Trump also had a tendency to refer to Hillary Clinton by her first name only more often, as “Hillary” without a surname was used by Trump 21 per cent of the time (a total of 26 mentions).

At the same time, Clinton used “Donald” without a surname 17 times, comprising nine per cent of her total mentions of him.

If a Clark Mindock article in International Business Times is to be believed, the more casual use of Hillary Clinton’s first name could actually be advantageous to her: Mindock reported in 2015 that use of a politician’s first name may make them more relatable to voters.
It was found that Hillary Clinton mentioned Donald Trump by name on Twitter far more often: Clinton called out Trump 328 times during the April to August period, whereas Trump mentioned her by name only 173 times. Clinton mentioned Donald Trump by name in her tweets 30 per cent more often than Trump mentioned her.

But whereas in his speeches and interviews Donald Trump appeared to focus on policy issues, personal attacks against Clinton were far more common on his Twitter feed. Of tweets that mentioned Clinton, nearly 70 per cent featured attacks against her personal life or character.
In the above tweet Trump describes Clinton as someone who is crooked, with bad judgment and a temperament that makes her unfit for the White House:

Again he uses the title “Crooked Hillary” to refer to his opponent, which as the next chart shows is the primary title used to refer to Clinton on Twitter.

Instances of "Crooked Hillary" Title

Crooked Hillary 60%

Other titles 40%
While Donald Trump never used the “Crooked Hillary” title to describe Clinton in transcripts, he used this title more than any other on Twitter.

Trump also used Twitter to criticize her policies as well: of Trump’s tweets, 30 per cent criticized Clinton for her platforms/policy or her tenure as Secretary of State:

Like the above tweet, many of Trump’s attacks blame Clinton for mishandling the Islamic State group (ISIS), or in some cases even “unleashing” the terrorist group:

Trump also used Twitter to attack Clinton’s position on the economy and immigration:

In such tweets he accused Clinton of supporting “dangerous” immigrants coming to the U.S.
Whereas Clinton often used personal attacks against Donald Trump in her speeches and interviews, her tweets focused more on his policies. Of the total number of tweets where @HillaryClinton mentioned Donald Trump, 43 per cent attacked his platforms or political decisions.

Many tweets focused on Donald Trump’s political choices during his campaign, such as his decision to go with running mate Mike Pence:

<table>
<thead>
<tr>
<th>Issue</th>
<th>Trump</th>
<th>Pence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports tax cuts for millionaires, opposes a higher minimum wage</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Would defund Planned Parenthood and restrict abortion access</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Would deport millions of immigrants and oppose immigration reform</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Wouldn’t fight climate change</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Would repeal the Affordable Care Act</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

If you like Donald Trump, you’re going to love his choice for vice president.

11:45 AM – 15 Jul 2016

3.019 likes 4.982 retweets
Clinton also used Twitter to call Trump out on his proposed policies, especially his proposals to reduce the minimum wage, cut taxes, and support gun ownership.

$7.25 an hour is a starvation wage. So sorry Donald, if you’re watching, we’re not cutting the minimum wage, we’re raising the minimum wage.

12:08 PM - 12 Jul 2016

Clinton was also critical of Trump’s business ventures, calling him out for his company’s bankruptcies and treatment of employees. Of Clinton’s tweets that mentioned Trump, 16 per cent were attacks on his business proceedings.

FACT: No major company has filed for Chapter 11 more often in the last 30 years than @realDonaldTrump’s casinos.

8:03 AM - 22 Jun 2016
She also gave a considerable amount of attention to Trump University and how this venture “scammed” people out of money:

FACT: Trump University identified those most vulnerable and then targeted them with predatory marketing tactics.

[wapo.st/1WXQPz3](https://wapo.st/1WXQPz3)

4:02 PM - 1 Jun 2016

Trump involved in crafting controversial Trump University ...
Deposition from former company president is among documents unsealed in fraud case.

[washingtonpost.com](https://washingtonpost.com)
But Clinton’s tweets were not devoid of personal criticisms of Trump: 39 per cent of tweets where Trump was mentioned contained a personal attack (versus 59 per cent combined business and policy attacks).

In many of her criticisms, Hillary Clinton attacked Trump for offending minorities and having a bad temperament:

Further personal criticisms accused him of lying and falsifying his taxes.

**SUMMARY**

MediaMiser’s analysis suggests that Clinton mentions Trump in interviews and speeches slightly more often, and that she calls out Trump more often on Twitter as well.

But the nature of how they call each other out is quite different. Clinton employs personal attacks against Trump more often in her speeches and interviews, while Trump uses Twitter as his medium of choice for these kind of verbal assaults on his rival: As mentioned, 60 per cent of Trump’s tweets about Clinton used the term “Crooked Hillary”.

And as the campaign trail for both candidates winds its way toward November, it seems likely that this kind of rhetoric from both sides will only escalate.