

TRUMP TRIAL

SOCIAL MEDIA ANALYSIS

April 2024

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INTRODUCTION

For this investigation, our objective was to ascertain the proportion of X (formerly Twitter) discussions related to the current Trump Trial, with a specific focus on Trump's allies. Cyabra's advanced AI algorithm analyzed popular hashtags associated with the trial, categorizing profiles based on their authenticity and identifying their main narratives and discussion topics. The average percentage of fake accounts participating in a conversation online typically varies between 4 and 8 percent. In many of our scans for this report, we uncovered conversations consisting of 15–32% fake accounts.

Hashtags and Phrases Analyzed:

- President Trump
- #TrumpTrial
- #StopElectionInterference
- Marjorie Taylor Greene
- GOP Page
- #HushMoney
- #StormyDaniels

Social Media PLatforms Analyzed:



Timeline: April 2024

EXECUTIVE SUMMARY

INAUTHENTIC PROFILE ACTIVITY

- **Bot Influence:** Bots responsible for 15% of all Trump-related discussions measured, influencing political discourse.
    - **Inauthentic Activity:** 80 mentions of "president trump" and 40 of "trump innocent" driven by fake profiles.
- **Potential Reach:** Bots reached an estimated 49.1 million unique users across social platforms.
- **Bot Influence:** Bots responsible for 17% of all Trump-related discussions on X, 0% on Facebook, and 10% on Tik Tok, influencing political discourse.
- **Targeted Engagement:** High bot activity on posts by Trump allies, using polarizing sentiments to sway public opinion.

SENTIMENT ANALYSIS

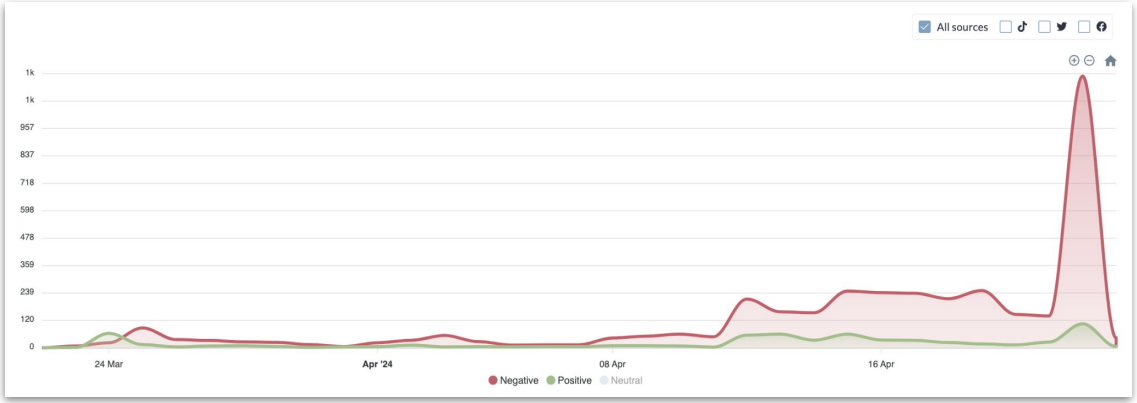
- **Negative Sentiment:** Dominates the conversation with 73.44% of mentions. This sentiment is strongly associated with discussions around allegations and criticisms.
- **Positive Sentiment:** Accounts for a minor portion at 4.38%, typically found in supportive comments towards Trump and in dismissals of the trial's legitimacy.

SECTION 1:

NARRATIVES AROUND TRUMP

TRUMP TRIAL ANALYSIS





Sentiment Analysis: 49% of the Conversation was Negative

Explanation

Cyabra analyzed over 7500 posts with relevant phrases, hashtags, and authors during the online conversation about Donald Trump's current criminal trial.

Insight

Bots played a significant role in the discussion, responsible for spreading 15% of the conversation.

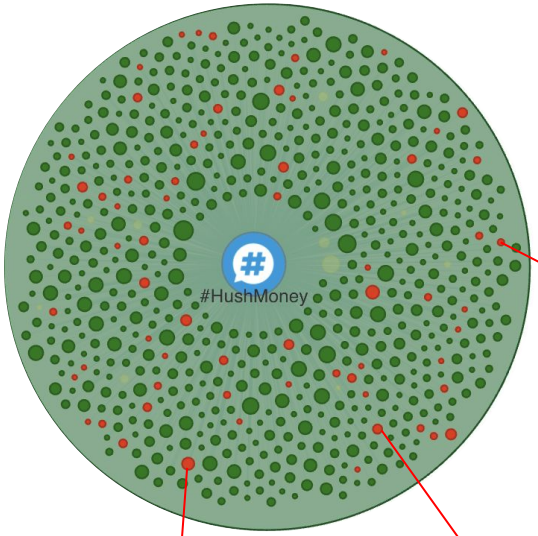
Impact

Posts and comments created by the fake accounts have the **potential to reach 49,106,000.00 unique users** across social media platforms.

Disproportionate Influence:

A small number of inauthentic accounts can have a large reach, highlighting the potential for significant impact on the perception of the trial's public sentiment.

COORDINATED ACTIVITY



Fake Accounts Interacting with Authentic Accounts ex. #HushMoney

FAKE

Anthony Debenny
@AnthonyDebenny

Could you believe trump is so innocent in the hush money case that as late as Friday he appealed to have it pushed back and moved out of New York. Of course we all know president Biden who is 100 n senile n can't speak is responsible for all Donnie 's problems. Ha ha ha

7:16 AM · Apr 21, 2024 · **15** Views

FAKE

Uncle Mike
@mic810

After @realDonaldTrump gets convicted for #HushMoney cover up, it's time for the taxpayers to stop paying for his #SecretService protection.

#StormyDaniels #KarenMcDougal #MichaelCohen #MelanieTrump #AlvinBragg #NDA #CatchAndKill

FAKE

Mark Stachowski
@MarkGStachowski

So the Republicans want the judge in the #tRUMP #HushMoney case should recuse himself for the political opinions of his daughter but are totally fine with #SCOTUS #ClaranceThomas not recusing himself from any insurrection decisions when his wife was a planning participant

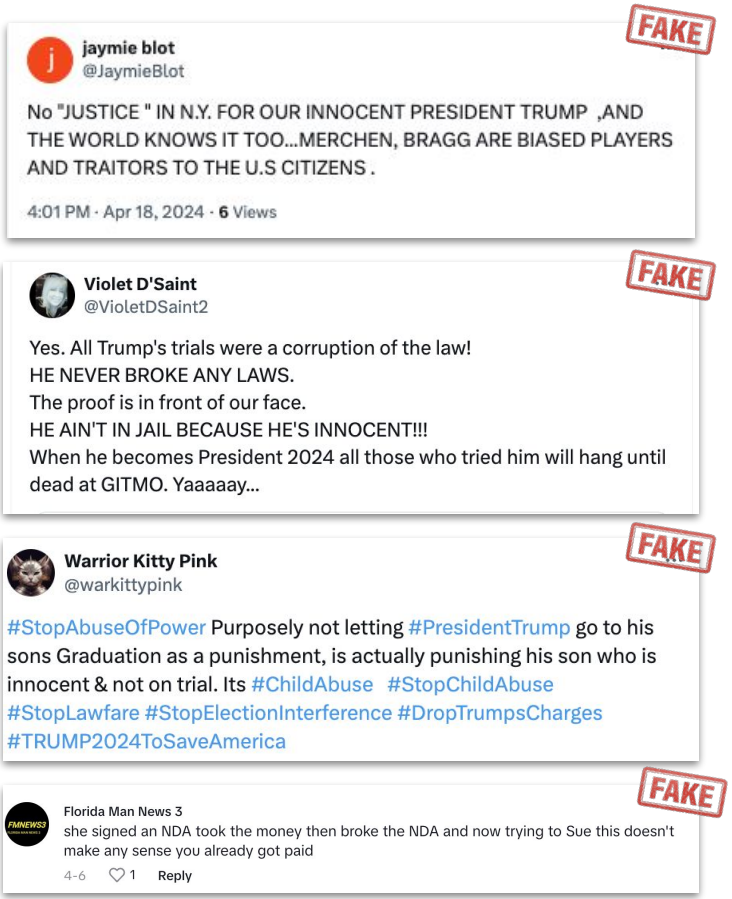
Explanation

Cyabra examined the connections and similarities among the fake accounts to identify any coordinated activity.

Insight

- In the conversation, 73.44% of mentions were negative, 22.19% neutral, and only 4.38% were positive.
- Bots use hashtags like **#HushMoney** to serve as a bridge for fake accounts to insert themselves into conversations with authentic accounts, potentially manipulating the dialogue and expanding the reach of specific narratives.

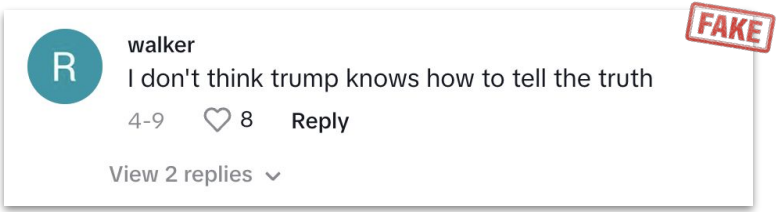
FAKE ACCOUNTS DEFENDING TRUMP

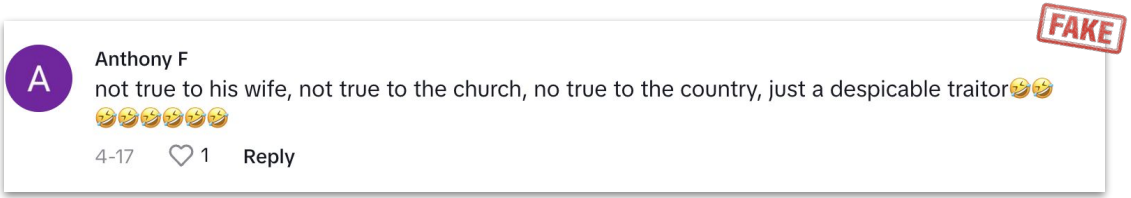


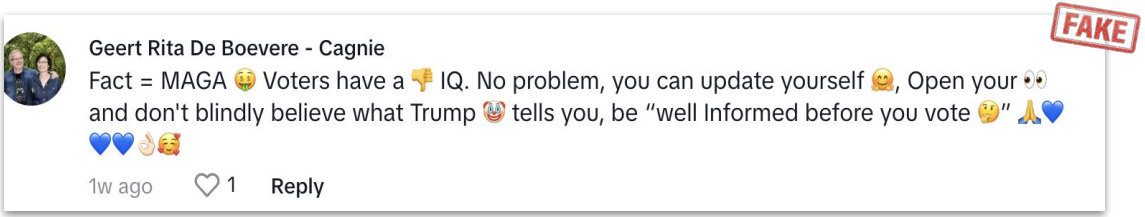
Insight

- Inauthentic profiles on X/Twitter prominently feature the word "Trump" alongside MAGA phrases such as "president trump" (80 mentions) and "trump innocent" (40 mentions), **indicating a concerted effort to foster a narrative of support and defense.**
- This strategic amplification, emphasizing Trump's innocence and framing legal proceedings as biased seeks to rally support and foster a sense of injustice among observers.
- By defending Trump so vigorously and painting a picture of systemic bias against him, groups of **fake accounts cultivate an image of Trump as a political martyr**, which could serve to strengthen loyalty among his supporters.

FAKE ACCOUNTS AGAINST TRUMP







Insight

- On Tik Tok, inauthentic content largely consists of **criticism and satire aimed at Donald Trump** and his supporters, highlighting controversies and ethical concerns in his political and personal conduct.
- The discussion reflects a critical view of Trump's supporters, questioning their rationale and integrity, and indicates a predominantly negative sentiment.
- **Many of the bots commented on posts by authentic users**. These bots systematically engage in conversations at pivotal moments of the trial, likely aiming to shape public perception around Stormy Daniels and Donald Trump.

SECTION 2:

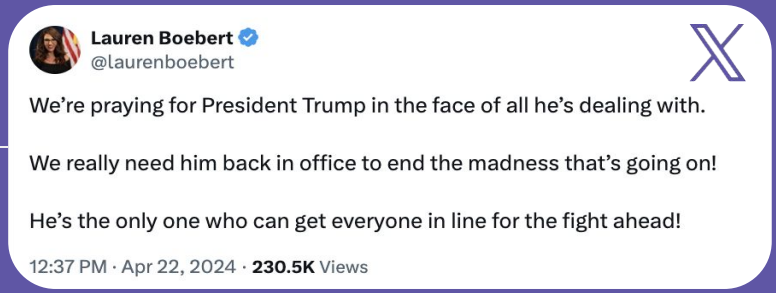
SOCIAL MEDIA SENTIMENT TOWARDS POLITICAL FIGURES SUPPORTING TRUMP

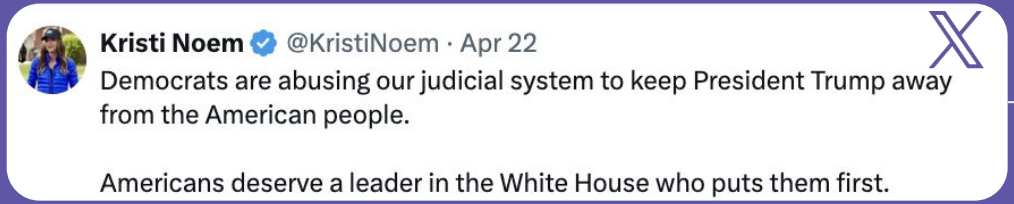
TRUMP ALLIES BOT INTERACTIONS



32% of comments made by inauthentic profiles

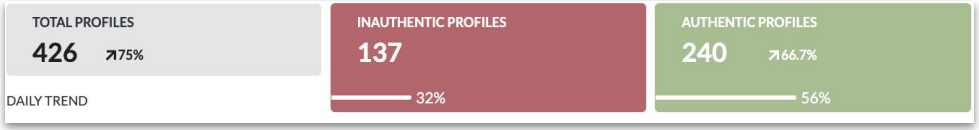
20% of comments made by inauthentic profiles



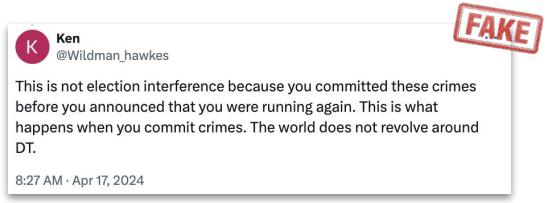


29% of comments made by inauthentic profiles

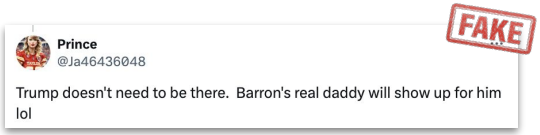
FAKE ACCOUNTS INTERACTING WITH MARJORIE TAYLOR GREENE











Explanation

Cyabra examined an X post shared by Marjorie Taylor Greene to analyze the presence of bots in conversations around Trump.

Narrative

- On Marjorie Taylor Greene's post, bots amplify the scrutiny of Trump's legal commentary, shaping public discourse on the integrity of judicial proceedings.
- Conversations driven by bots also speculate on how Trump's family dynamics influence his behavior during the trial.
- Bots Engaged in Election Interference Dialogue: Bots contribute to the contested narratives of election interference, a MAGA driven narrative about Trump's Trial, affecting the discourse on democratic processes and legal accountability.
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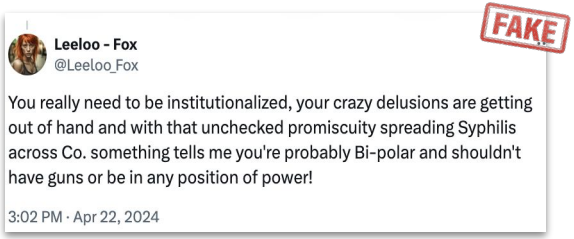
FAKE ACCOUNTS INTERACTING WITH KRISTI NOEM

TOTAL PROFILES	INAUTHENTIC PROFILES	AUTHENTIC PROFILES
359	74	264
DAILY TREND	20%	73%









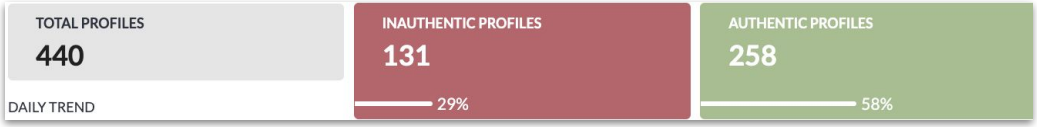
Explanation

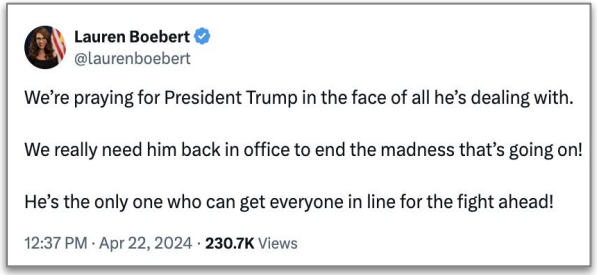
Cyabra examined an X post shared by Kristi Noem to analyze the presence of bots in conversations around Trump

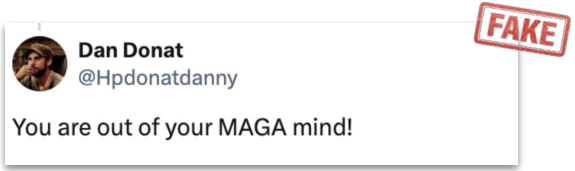
Narrative

- On Kristi Noem's post, bots are expressing a critical view of Kristi Noem's political stance and alliances, especially her connection with Trump, with terms like "Team Fascist" and "sycophant" implying unyielding and opportunistic support.
- The narrative around Trump's "CRIMINAL trial" and the "biased NY JURY" is prominent, with many expressing that Trump's actions are indefensible, and by extension, Noem's support tarnishes her reputation.

FAKE ACCOUNTS INTERACTING WITH LAUREN BOEBERT











Explanation

Cyabra examined a X post shared by Lauren Boebert to analyze the presence of bots targeting him on his official account.

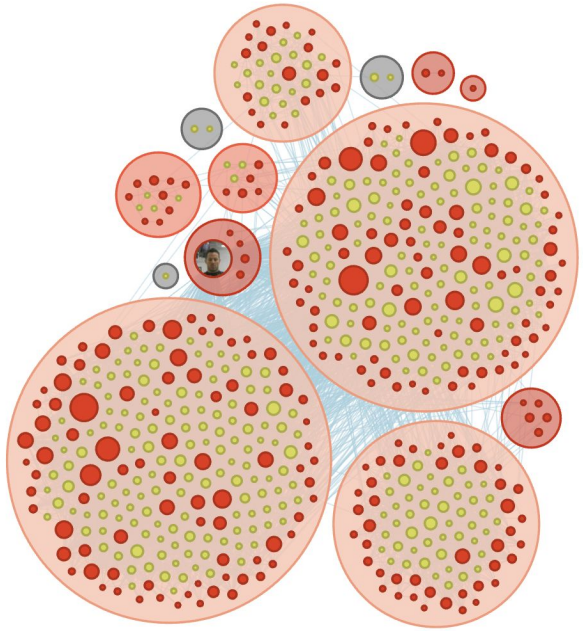
Narrative

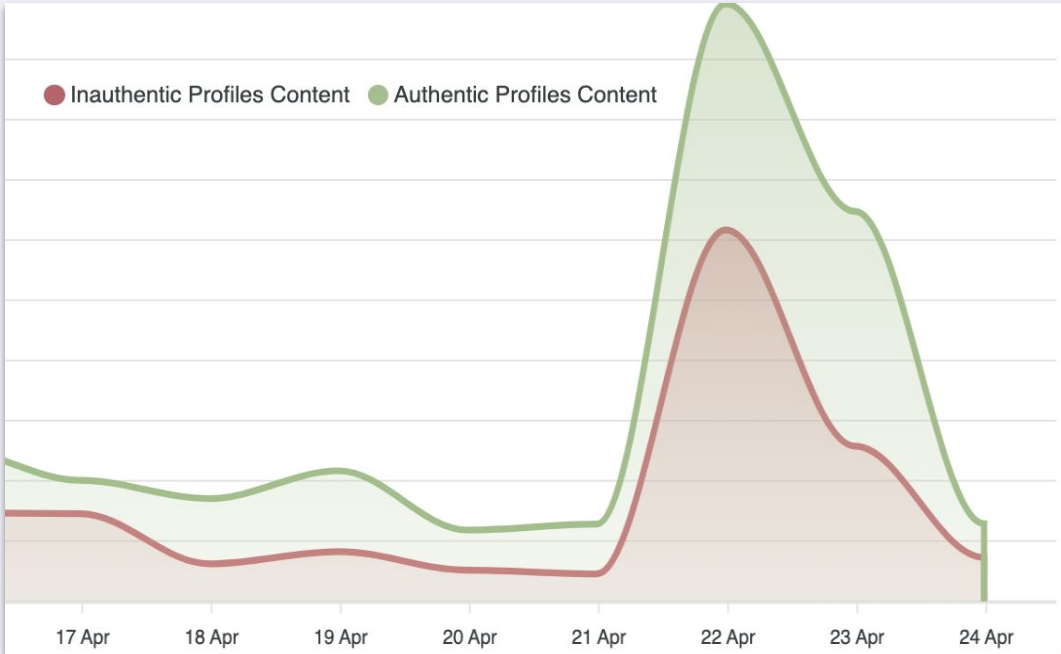
- In bot discussions on Lauren Boebert's tweet, Trump is often mentioned in a negative light, with some users expressing disdain for his actions and impact on the political landscape. He is accused of creating division and engaging in behavior deemed unfit for a public figure.
- The tweets are peppered with personal jibes and some contain offensive remarks directed at Boebert's character and actions.
- **~90% of the inauthentic comments interacting with the tweet had Anti-Trump sentiments**.

FAKE ACCOUNTS BREAKDOWN BY LOCATION ESTIMATIONS



FAKE ACCOUNTS RESPONSIBLE FOR 15% OF ALL TRUMP-RELATED DISCUSSIONS ANALYZED





ASSESSING BOT ACTIVITY IN TRUMP-CENTRIC SOCIAL MEDIA DISCOURSE

Main Findings:

- Widespread Bot Activity: Our research highlights that bots are not just background noise; they actively shape political narratives by promoting specific viewpoints. This automation is pervasive and plays a significant role in skewing public perception and debate.
- The Necessity of Critical Engagement: The prevalence of bots underscores the need for both the public and content creators to critically engage with online material. The sophistication of these automated accounts means they can significantly distort perceptions and influence public opinion.
- Implications for Journalism: As digital platforms continue to battle with misinformation, the role of journalism in identifying and countering bot influence is increasingly vital. Journalists must lead the charge in ensuring public discussions are genuine and transparent, free from the manipulation of hidden actors.

Conclusion:

Our findings are a stark reminder of the ongoing challenges within our digital ecosystems. As bots grow more sophisticated, so too must our strategies to counteract them. This report aims to inform and empower readers with the knowledge needed to discern truth in the digital age, ensuring that our political discourse remains a fair and factual battleground.

Thank You

Questions? Reach Out





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