

**Generating Twitter insights: analytical study of emotional interconnection
between political leaders and international organisations**

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The investigation is aimed at identifying the emotional closeness of world political leaders to the values underpinned in the agendas of international organizations - those ones, which claim the high priority of human rights. The strength of relationship between political leaders and world organizations was measured by intellectual pair-comparison of the last 200 tweets made by both contractors of different type.

Summarizing the numbers, in a whole, 15 world political leaders and influential public figures, 22 international organizations, 200 tweets from each of 37 official Twitter accounts (extracted on December 10, 2016), 2 APIs were used to conduct the investigation [1,2].

Some remarks toward analysis limitations

Certain technical issues has narrowed down the scope of this study and, thus, reduced the number of potential public figures - since the natural language processing (NLP) systems of IBM's libraries for trial usage is spread over only 4 languages [2].

Here in the list one can find most influential world political leaders - who, definitely, are Donald Trump, Barack Obama, Vladimir Putin, Theresa May - as well as those governors, whose duty behind their electorate is far from the ordinary roadmaps and concerns solving core environmental and life-quality problems - the leaders of Tanzania and Ghana. All of them (or their PR spokesmen) are keeping their accounts in English.

Even though official Twitter accounts of political leaders do not have much in common with their representatives, certain personality insights (at least, in a form of the image political engineers try to create) can easily be gained - thanks to IBM Watson initiative and their intellectual groundwork.

Study: Part 1, or *under the skin of a strong political leader, (s)he is hiding timid body of a gentle fluffy rabbit...*

By analyzing the last tweets posted from the official (either personal or public) account, we made the personality portrait for each political leader in a sample. In this way, tweets, as representing the semi-official type of statements, have been analyzed rather through their emotional context, instead of the announcements' direct message. Based on the retrieved context, we designed a series of so-called emotional maps - illustrating which personality traits are predominantly intrinsic to a particular candidate.

According to IBM's methodology, all personality characteristics were grouped around 5 main facets - agreeableness, conscientiousness, extraversion, emotional range and openness - and then disintegrating to lower levels [2]. Each politician was given with scores - from 0 to 1 - for all his psychological traits. Based on these numbers, we identified which traits are the most intrinsic to him/her.

The most interesting outcomes:

- Sheikh of Saudi Arabia has the greatest portion of liberalism, even more than the profile of Dalai Lama demonstrates;

- Adventurousness is in abundance in psychological portraits of both Russian and African politicians;
- Trump and Clinton are assertive and striving for achievement to the same extent.

Study: Part 2, or *quality of life and political leaders - connection has been successfully established*

With the knowledge of what political leaders and powers that be represent as persons (or their images instead), we can spread our insights on organizations - and see, who's more suitable for close interconnection in specific spheres. To add more information about political leaders' images, we compared the profiles of each of them with the results given by international life-quality organizations - to identify whether s(he) is open enough to cooperate and reach global humanity goals.

These insights are illustrated on the heatmaps designed for all listed 'life-quality' organizations: the higher the score on emotional suitability the candidate was assigned with, the more probable s(he) reaches consensus with international organization - the faster the life-quality issues are to be resolved.

In addition, the most important 3-5 personality qualities, which declare connection establishment, have been defined.

The most interesting outcomes:

- Sheikh of Saudi Arabia is a perfect candidate on having the closest emotional connection with the European Court of Human Rights;
- Both Trump and Putin are good at understanding the needs of International Atomic Energy Agency;
- The best connection with World Bank would be formed in coalition with Trump, Clinton, Obama, Putin and Medvedev.

All extracted data insights were visually presented in the infographic form [3].

Источники и литература

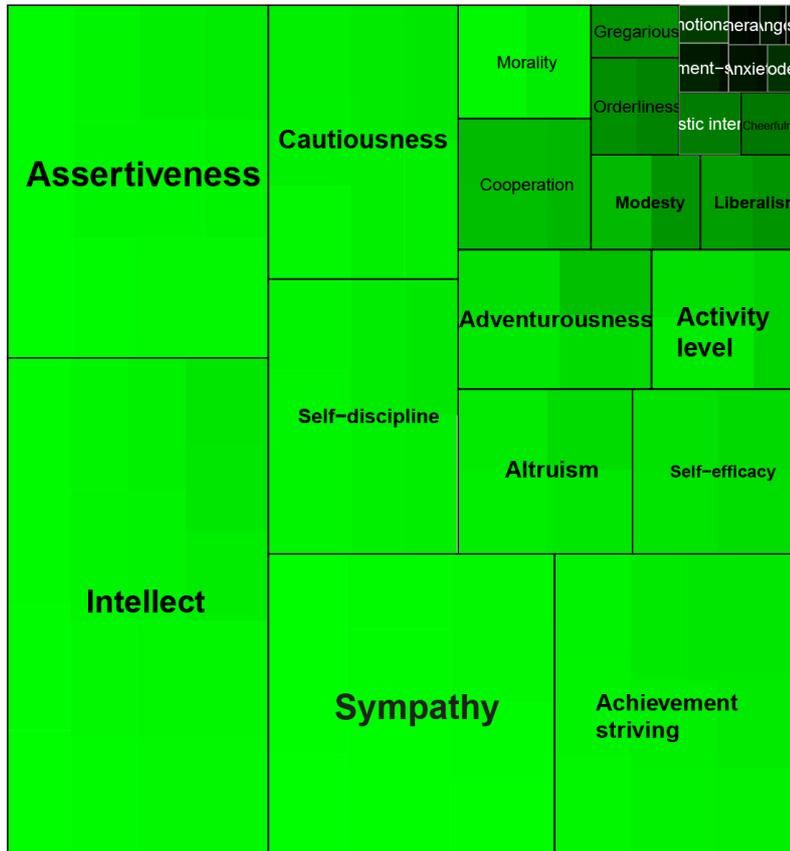
- 1) <https://dev.twitter.com/rest/public> (Twitter API)
- 2) <https://www.ibm.com/watson/developercloud/personality-insights.html> (IBM Watson Personality Insights API)
- 3) <http://project133204.tilda.ws/> (Infographic made by author as a result of investigation)

Иллюстрации

Donald Trump



Difference with Tweets posted by international life-quality organisations



Values

mostly common with organisations upholding high life-quality standards:

- Intellect
- Assertiveness
- Sympathy
- Achievement striving

The candidate is...

- Philosophical
- Assertive
- Empathetic
- Driven

Which means (s)he...

- Opened to and intrigued by new ideas and loves to explore them
- Tends to speak up and take charge of situations, feels comfortable leading groups
- Feels what others feel and is compassionate toward them
- Sets high goals for himself and works hard to achieve them

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Рис. 1. Example: Donald Trump personality portrait

United Nations Human Rights

@UNHumanRights

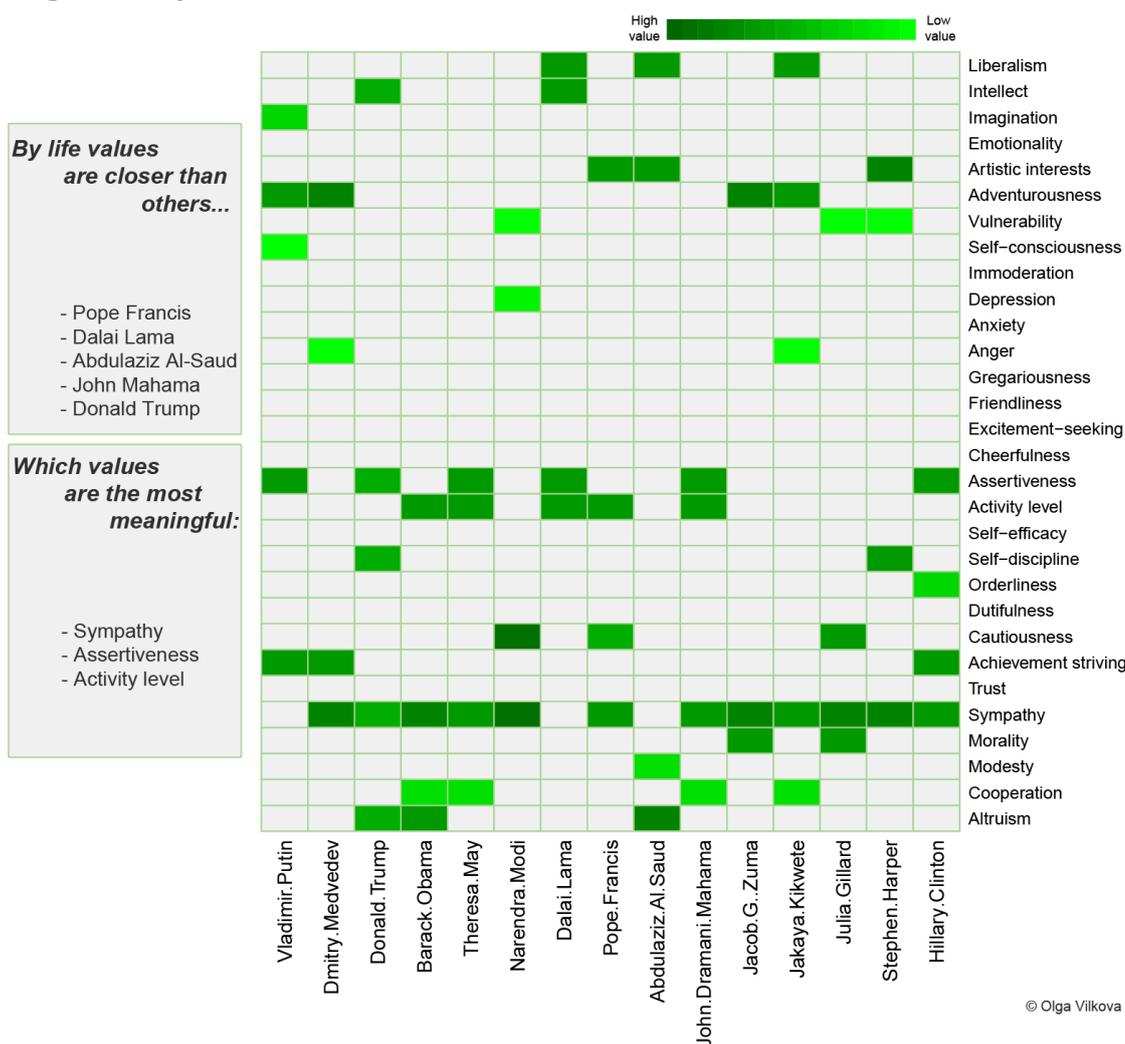


Рис. 2. Example: European Court of Human Rights and its interconnection with political leaders - whose life values are the closest