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Harald Schmidbauer, Angi Rösch, Fabian Stieler

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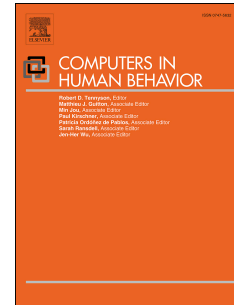
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The 2016 US presidential election and media on Instagram: Who was in the lead?

Harald Schmidbauer* / Angi Rösch[†] / Fabian Stieler[‡]

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Abstract

The present study is an effort to analyze the timing of media postings related to candidates Clinton and Trump on Instagram before and after the 2016 US presidential election. Hashtags are used to determine whether a posting was intended to support or oppose either candidate. We thus obtain four hourly time series: Clinton vs. Trump, supporters vs. opponents. Based on cross-wavelet analysis, we find that, at the 12-hour period, Trump supporters were leading Trump opponents as well as Clinton supporters the days before the election, while Clinton opponents were often leading Clinton supporters: Trump supporters and Clinton opponents were eager to post media, while Trump opponents and Clinton supporters were sluggish. Considering election forecasts, our results come as a surprise.

Keywords: 2016 US presidential election; Instagram; media hashtag; wavelet analysis; media upload timing

*BRU-IUL, ISCTE Business Research Unit, ISCTE-IUL, Lisbon, Portugal; e-mail: harald@hs-stat.com

[†]FOM University of Applied Sciences, Munich, Germany; e-mail: angi@angi-stat.com

[‡]FOM University of Applied Sciences, Munich, Germany; e-mail: stielersfabian@gmail.com

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