

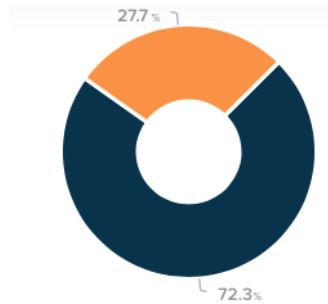


The Political Social Media Research Group
at The University of Tennessee, Knoxville

Kaine V. Pence



Kaine: 65% Negative



Pence Kaine



Pence: 67% Negative

Vice-Presidential Debate Reactions: While Pence mentions were at a 3:1 ratio compared to those referencing Kaine, the candidates were viewed in an equally negative light.

Trump & Clinton Collateral Negative



Clinton: 65% Negative

Both Presidential candidates saw negative mentions that were closely aligned with their representative VP candidates sentiments



Trump: 70% Negative

The Political Social Media Research Group at The University of Tennessee, Knoxville, provides quantitative analysis of the US presidential and VP debates and Election Day on social media platforms through the use of mass aggregate technology. PRSMG's research director is Professor Stuart N. Brotman, Howard Distinguished Endowed Professor of Media Management and Law and Beaman Professor of Communication and Information. Its members are Sarah Bass, Eddie Bryant, Joshua, Cunningham, Jamie Greig, Beth Hurst, Zachary Knott, Calyn Meade, Stephanie Rieselman, Tara Thomas and Brianna Williams.

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