International Twitter Comments About 2016 U.S. Presidential Candidates Trump and Clinton: 
Agenda-Building Analysis in the U.S., U.K., Brazil, Russia India and China

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ABSTRACT

Based on agenda-building theory, this study performs content analysis on 6,019 international 
Twitter comments about Trump and Clinton in the 10 days prior to the 2016 U.S. presidential 
election. Even excluding bots and trolls, the preponderance of Twitter comments were positive 
about Trump and negative about Clinton in Russia, in the U.S. and also in India and China. In the 
U.K. and Brazil, Twitter comments were largely negative about both candidates. Individuals and 
nonprofessionals build the Twitter agenda in every nation, as do conservative journalists, but the 
topics on Twitter are not the same as those in mainstream media. This is a foundational study 
that expands communications research on social media, as well as political communications and 
international phenomena on Twitter.