

# The Image of Donald Trump on the Polish-Language Twitter Profiles on the Day of Victory in the US Presidential Election

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## ABSTRACT

The paper contains an analysis of Donald Trump's image on Polish Twitter accounts, on November 8 and 9, 2016. **Scientific objective:** To investigate the attitude of Polish Twitter users to Donald Trump's victory in the presidential election in the United States. **Research methods:** Content analysis of 3372 tweets and hermeneutic method. **Results and conclusions:** The debate on Twitter contributed to the creation of Donald Trump's online image in Poland. The opinions of Twitter users on Donald Trump were significantly influenced by journalists and public figures. **Cognitive value:** These are preliminary studies that can be used to further analyze Donald Trump's image in Poland, how it was created, and how it evolved.

## KEYWORDS

Donald Trump, election, new media, political communication, Twitter



The article deals with the issue of political communication in social media and the perception of politician's image by users of these media. The purpose of this article is to investigate the attitude of Polish Twitter users to Donald Trump's victory in the presidential election in the United States. The article will analyse publications from Polish-language Twitter profiles from the US elections day. An important element is the fact that Donald Trump in his campaign used Twitter as a vital communication tool. He decided to actively build his image in social media mainly through Twitter, trying to reach the recipients in a direct way, without the imposed narrative of traditional media, in the fastest communication channel, often ahead of other media. Although Donald Trump was not the first politician to use new communication tools, he was the first to openly blame the traditional media in his communications during the election campaign (Greenwood, 2017), being repeatedly criticised by them and at the same time publicly deprecating them. Donald Trump became president of the United States of America despite the fact that traditional media suggested his defeat (RealClearPolitics, 2017, "General Election: Trump vs. Clinton"). The author put a research question on how the image of Donald Trump created by himself was commented on by Polish internet users. Reactions of Polish Twitter users to the victory of Donald Trump provide a lot of valuable information on the effectiveness of image creation policy through new media. That is why the author decided to analyse the entries of Polish Twitter users.

Electronic media have shown new opportunities in politics. Political scientists Jay G. Blumler and Dennis Kavanagh recognise that modern democracies are in the third era of political communication, which is distinguished by a modern way of communicating with politicians and the development of mass and electronic media. Social networks have a special function here (Cwalina & Falkowski, 2006, pp. 246–248). Important functions of social media in political life are: providing information, consolidating supporters and activating voters. In addition to these activities, the goal of virtual space is to create the image of a politician. Jan Garlicki (2010) also noted the potential of new media in conducting a permanent campaign by analysing the presidential campaign in the US in 2010. According to him, social media on the one hand allow politicians to have more intense and regular contact with voters, while at the same time giving citizens a qualitatively new tool power control (p. 26). In order to thoroughly examine the involvement of social media users in politics, one should look for answers not only to the question of how the environment is used by politicians, but also what civic activities are possible through social media. Grażyna Piechota (2014) analyses civic society in the context of social media (p. 231). A similar topic was taken by Kamil Łyżwa (2011), who tried to answer the question whether the new media are revolutionizing or rather causing the evolution of civic society, allowing it, among others, to respond to the politicians quicker than by voting in elections (p. 144).

Over the last years, we observe numerous internet research on political communication. Twitter enjoys a special interest of political communication researchers. Interesting analyses regarding its use were conducted in recent years by Małgorzata Adamik-Szysiak (2014), Tomasz Gackowski (2014), and Bartłomiej Machnik (2014). Also Mirosław Lakomy (2014) draws attention to the primary role of Twitter in social media, analysing the portal in terms of its use in political communication. In 2016, we could see a real Twitter election fight between Hillary Clinton and Donald Trump. The online campaign of both candidates was full of controversy related to manipulation and *fake news*, but also of the great involvement of voters of both Hillary Clinton and Donald Trump.

It is also important to specify the field of analysis to be carried out. According to data from the internet survey conducted by Gemius, in Poland, the Twitter has 3.3 million users and is a news service used by journalists, public figures, politicians, free professionals, but also by those interested in political and social life. These are people active in the field of social communication,

mostly men. The data also shows that the information on this portal is primarily sought by educated people (Gemius, 2015, “Social media as communication channels – characteristics of the users”). On the other hand, data from the American Pew Research Center shows that users usually expect from Twitter current information delivered as soon as possible and in a condensed form. It is also important for them to interact with interesting public figures (Popielarczyk, 2015). As is clear from the above-mentioned research, Twitter has become a platform for politicians and journalists, as well as currently popular bloggers, who are somehow leaders of public opinion. Thus, Twitter is today an arena for the exchange of information both between the mass media and their recipients, and directly between politicians. The Twitter user becomes not only a passive recipient of the message, but also its creator and participant. On this basis, it can be concluded that Twitter is a portal for effective and active political communication and for creating an online image in the media. Data of the Institute of Media Monitoring from the monitoring of the press, radio and TV from the period of 1.08.2012 – 31.07.2014 shows that within two years the number of citations of information from social media has increased three-fold from the average number of 400 to 1200. Twitter is mentioned among the most cited channels of communication, and corresponds to about 47% of the total number of citations. Information from Twitter is quoted in traditional media in relation to: radio (75%), TV (68%) and press (35%). Political tweets are the most frequently quoted (Tokaj, Jadaś, & Sosnowska, 2016, p. 12). This means that Twitter is becoming a source of information for other media, which makes it an important point of reference in research on social and political communication. In the context of this article, Twitter plays the role of the most opinion-forming medium, the analysis of which will allow to determine how Donald Trump perceives its users and what influences their perception of this character.

At this point, it is worth explaining a few concepts. “Image” is understood as a comprehensive picture of a person or organisation created directly in the minds of recipients. “Media image”, according to Tomasz Gackowski (2009, p. 12) is a set of features by means of which traditional media present a given person or organisation. By “Internet image”, the author understands the concept of a person, company or institution that users of a given portal have. This is not a real picture, described accurately and in detail, but it is a sum of many details taken accidentally. It should therefore be noted that an internet image is one of the elements that co-build the image. Moreover, the Internet image may differ from the media image.

In the undertaken research, the author used the method of media content analysis and the hermeneutic method. The following research questions were posed:

- 1) What image of Donald Trump the Polish-speaking Twitter users have and how do they perceive his victory?
- 2) What Twitter user groups were interested in the election?
- 3) Is there a correlation between the category of author and the number of retweeted entries?
- 4) What was the intensity of publishing of tweets within 24 hours on election day?
- 5) What were the topics of the tweets about Donald Trump?

An attempt was made to analyse and explain the Internet image of Donald Trump on Polish-language Twitter. The research was both quantitative and qualitative. Collection of research material used databases of Newspoint sp. z o.o. They contain, among others, data useful data in post analyses: date, time, author, link to external materials, including multimedia, tweet content, link to the given entry. Tweets have been selected by specifying the time interval, i.e. 8 and 9 November 2016, and keywords were: Donald Trump, Trump. The study used categorization key that includes the following features: measure of relevance, publishing time, originality, author, nature of the text, tone, multimedia, hashtags, topic of communication. The categorization key was to ensure the objectivity of the research undertaken and the proper presentation of the

results, the hermeneutic approach in turn was to help in the proper interpretation of the research results obtained. Media experts point out that the above-mentioned methodological approaches are complementary (Gackowski, 2009, p. 11). The author not only wanted to show the reader what is the online image of Donald Trump on Polish-language Twitter, but also tried to explain what this means and where does it come from.

The author puts forward the hypothesis that Polish Twitter users negatively perceive the victory of Donald Trump and his future policy, which results from his image of a fiery and controversial person. The second hypothesis assumes that public figures, i.e. journalists, politicians and opinion leaders, create an Internet image of Donald Trump on Twitter, which is duplicated by other users.

## Research results

The analysis criteria were met by 3372 entries. After receiving the quantitative data, an analysis was performed according to the categorization key.

The first analysed feature was the “measure of relevance”. This criterion made it possible to divide the texts into those directly relating to Donald Trump and those indirectly referring to him. In the case of the tweets analysed, all of them were classified as “direct”, i.e. referring to Donald Trump.

In the studied feature of “publishing time”, the research material was divided into two main categories, namely “8 November” and “9 November”. The division resulted from the fact that there is a significant time difference between Poland and the United States. The results of the election were formed on the night of 8 and 9 November, according to Polish time zone. In the category “8 November”, there were 511 tweets about Donald Trump, while in “9 November” there were 2861 of them. After this division, 24 subcategories in “9 November” were identified, defining exactly the full hour of that day, to determine when the publishing time was the most intense. The data was presented in chart 1.

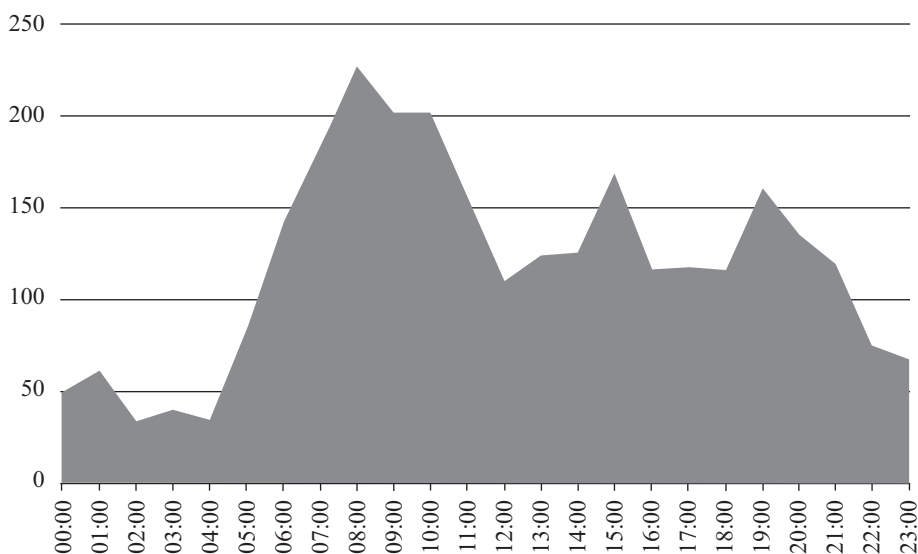


Chart 1. Intensity of publishing on Twitter on 9 November 2016 (N = 2861)

Source: own study

At midnight Polish time, the first results of individual states and the associated electors' votes for the elected candidate were given. As initially the differences between the candidates were small, after 1:00 AM Polish time the number of tweets decreased significantly. This tendency continued until 4:00 AM, which was probably caused by the sleep of a large part of Polish observers of American elections. After 4:00 AM, the number of entries began to grow very fast, which was undoubtedly related to the fact that Donald Trump began to increase his lead, winning 139 electoral votes, while Hilary Clinton had only 104. The rapid growth of tweets persisted until 8:00 AM, when Donald Trump's definite victory in the presidential election was announced. These were not yet final results, but by this hour Donald Trump already collected the required 270 electoral votes, which gave him victory. After 10:00 AM, the final results were announced and activity of Twitter users slightly decreased.

Increased activity in publishing of tweets took place two more times. The first one, from 2:00 PM to 4:00 PM, that is during the usual lunch break, the second, after 6:00 PM, that is after the end of work, when many people had time to read the reactions of politicians regarding the victory of Donald Trump. It is worth noting that after 5:00 PM Polish time, Hillary Clinton, who lost the election, gave a speech. While the graphic illustration shows the general tendency of increase or decrease in the number of tweets in particular times of the day, accurate figures allow to analyse the activity of tweet creators from early morning to late at night. This data is included in table 1.

Table 1. Number of tweets divided into hour subcategories on 09.11.2016

Hour	No. of tweets	Hour	No. of tweets
00:00	50	12:00	111
01:00	62	13:00	124
02:00	34	14:00	126
03:00	40	15:00	169
04:00	35	16:00	117
05:00	83	17:00	118
06:00	142	18:00	116
07:00	183	19:00	161
08:00	227	20:00	136
09:00	202	21:00	120
10:00	201	22:00	76
11:00	160	23:00	68

Source: own study

In the analysed feature of "originality", data has been assigned to "tweet" and "retweet" categories. The "tweet" category, i.e. author's publications, included 1188 entries, which constituted 35% of the whole. Nearly half more, or 2184 entries, were classified as non-author's publications – retweets.

The fact seems interesting because it means that the original entries constituted only one third of all entries analysed. This may suggest two things: either the authors did not have their own opinion and adopted the opinions of others, duplicated them on their profiles, or they agreed with a given author's opinion of a given entry and confirmed it by retweeting. This information is important in the light of the next feature.

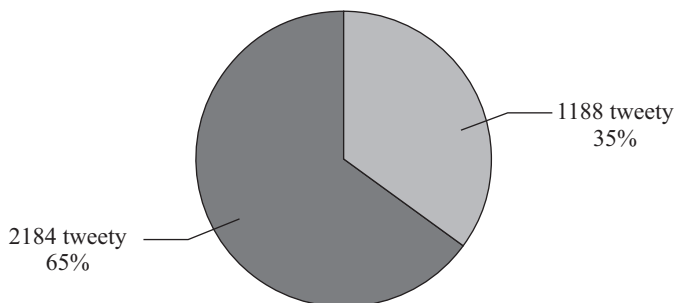


Chart 2. Tweet-retweet ratio (N = 3372)

Source: own study

The studied feature of “authors” has been divided into four categories. The first, “Institutions”, that is official profiles of companies, cultural institutions, etc. that participated in the debate about the election, contained 32 entries. The category of “Media” included official profiles of press titles and online media. There were 105 entries in this category. An example would be the official profile of TVN24 (tvn24, 2016), which actively participated in the twitter debate: ”#AmerykaWybiera | Putin may feel emboldened. What about Poland if Trump wins?” “Public figures” is a category to which entries from journalists, deputies, politicians, celebrities and scientists were qualified. It contained 425 entries. The journalist Bartosz Węglarczyk (Bweglarczyk, 2016) proved to be very active in this category, as he lived for some time in the United States and knows the American political scene. He regularly reported on the voting of individual states: “#Explaining Kentucky is a deep red state. It was obvious that Trump will win there”, ”Trump won Texas and Arkansas. Electors: DT 128, HC 97”, “Trump won in North Carolina. Getting closer PDT”. The remaining 2810 entries have been assigned to the “private person” category, containing the profiles of persons unknown by name and those who did not include the name and only a nickname. Many authors in this category (mariusz\_witek, Janusz40; dareksobkow; 2016) regularly counted electoral votes, showing good knowledge of the American system: “34 more votes and Trump will win. Let’s count: New Hampshire (4), Arizona (11), Utah (6), Wisconsin (10), Michigan (16), Iowa (6), Nevada (6), Pensyl. (20)”, “already 216 electoral votes for Trump and 190 for Clinton (270 required to win)...”, ”Trump has just won in New Hampshire. There are still 8 states left. For now: Trump has 244 electors, Clinton has 215”. The summary was presented in chart 3.

Comparison of the number of entries by private persons, public figures, media and institutions, reflects the big advantage of private persons over other individuals, i.e. the entries of the public figures, media and institutions. It is usually obvious that the majority of people commenting on an event or character on social networks are private persons. In this case, however, it is important for another reason. It is about the ratio of tweets to retweets, which was discussed and presented in chart 2. Authors’ entries accounted for 35%, so it is worth checking who posted the original messages and who only duplicated them. Table 2 contains a list of tweets, i.e. original entries divided into categories of authors.

Looking at chart 3 in this context, it can be seen that both the media (105 entries) and public figures (425 entries) account for nearly 50% of the original messages. These entries were later retweeted by private individuals and hence a large number of retweets. This means that for Polish Twitter users opinion leaders, to which the categories “public figures”, “media” and “institutions” can be qualified, are of great importance and their opinions are replicated by private individuals.

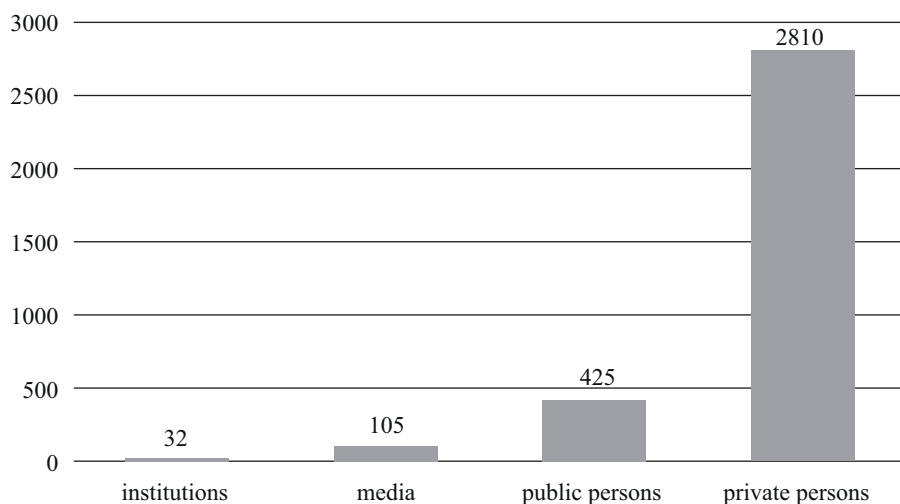


Chart 3. Authors of tweets by category (N = 3372)

Source: own study

Table 2. Categorized number of tweets and authors (N = 1188)

Number of tweets and authors		
institutions	32	32
media	105	89
public figures	425	395
private person	626	600

Source: own study

The next examined feature of “character of expression” has been divided into two categories: “information” and “opinion”. The category “information” containing facts, figures or messages was assigned to 2008 entries, which accounted for 60%, and the category “opinion”, characterised by comments, contained 1364 entries, which gave 40%. The general overview and the division into tweets and retweets are shown in chart 4.

As we can see, information prevailed in authors’ entries. There were 848 of them, which was 72% of all tweets. Publications containing opinions accounted for 28%, and there were 340 of them. Retweeted messages, which accounted for 65%, shaped completely different results. 53% of information and 47% of opinions were reproduced. This means that opinions were duplicated twice as much as published, and accounted for nearly half of the shared entries.

The next examined feature of “tone” required the use of sentiment analysis of each of the entries in which the key word occurred. Sentiment analysis is used in various areas, for example in social sciences, economic sciences, business and economy. Recently, there has been an increased interest in sentiment analysis in the area of polling and predicting election results (2015 Election. Analysis of Big Data in the Internet as alternative to pre-election polls, 2015). This method can also be employed in research on new media. The aim of sentiment analysis is to get to know opinions expressed in written language (Farhadloo & Rolland, 2016). B. Liu (2012) defines sentiment analysis as a research field in which human opinions, feelings, assessments, attitudes and emotions are examined in relation to entities such as persons, products, services, organisations, matters, events, topics and their attributes.

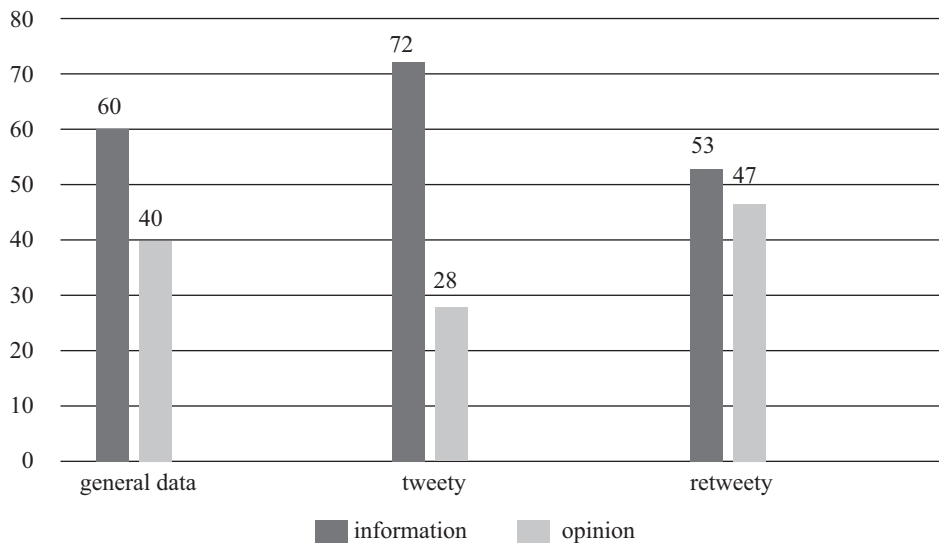


Chart 4. Character of expression divided into tweets and retweets (in percent)

Source: own study

To determine the attitude of Polish Twitter users to Donald Trump, a sentiment analysis in all selected entries was made. The research applied manual coding – all tweets from the database were read and qualified as “approving” (++), “critical” (--) or “neutral” (+ -) in relation to Donald Trump. First, the author of this article and then judge of sentiment rated the entries. Then, these opinions were compared to get the most objective effect.

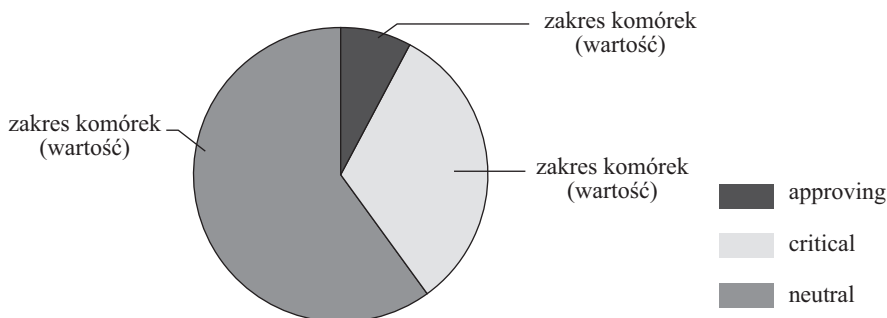


Chart 5. Tone of all tweets (N = 3372)

Source: own study

Chart 5 shows that 60% of all entries (2008) were defined as neutral, which means that their authors did not react emotionally to the victory of Donald Trump. The tweets were informative and often reported how the votes were distributed in a given state. Over 32%, or 1082 entries have been classified as “critical”. Their authors criticised Donald Trump’s election or even insulted him. These were emotional entries, sometimes vulgar, not based on a specific argument or focused on the opinions heard in the media. An example of this are entries of two private



individuals (Silvestro3012; strippedyonce, 2016) expressing their disappointment in a cultural way, although sometimes very spicy: “Hitler won, Kaczyński won, Putin won, Trump won. ... serial bad luck or blindness of the nations??”, “for me, despite the fact that Trump won, he should not be president, since he scares the other half of America and the rest of the world”.

The entries qualified as “approving” constituted 8%, and there were 282 of them. Authors of these publications were satisfied with the result of the election and expressed their support for Donald Trump. An example of such an entry is a private person’s tweet (Uzi, 2016) “after all, despite what Trump is, I would vote for him. If Clinton wins, the USA will become weaker and weaker as with Obama #wyboryusa”

The examined feature is even more interesting with division to tweets and retweets. The visual distribution of entries is shown in chart 6 and chart 7. When it comes to tweets, 848 out of 1188 messages were classified as “neutral”. This accounted for a total of 72% of authors’ messages. Approximately 142 or 12% of tweets were qualified to the “approving” category, negative opinions in 194 entries, or 16%, were classified as “critical”.

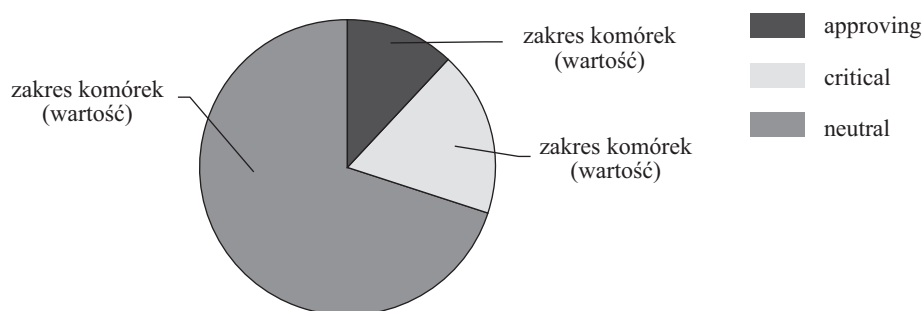


Chart 6. Tone of tweets (N = 1188)

Source: own study

It is interesting how the tweets of the authors of tweets from the category of opinion leaders – “media”, “public figures” and “institutions” looked like. This will be presented in table 3.

Table 3. Categories of authors divided according to the tone (N = 562)

	Tone of tweets		
	approving	critical	neutral
media	4	6	95
public figures	43	62	320
institutions	2	2	28

Source: own study

Although the vast majority of tweets of media, public figures and institutions had a neutral tone, it is worth noting that a total of 70 entries were critical in relation to Donald Trump and 49 were approving. For example, a radio journalist Przemysław Szubartowicz (PSzubartowicz, 2016) wrote critically: “Clinton got more votes than Trump, but the electoral system made him win. Bullshit, not a democracy in the strict sense”. Journalist Tomasz Orchowski (OrchowskiThomas,

2016), in an ironic way, refers to the theory that Trump's victory resulted from his opposition to the oligarchy: "Trump won, because he opposed the oligarchy. After all, #Trump is a people's man, a farm redneck". In turn, the example of approving posts are entries by activist Miriam Shaded (Miriam\_shaded, 2016) "I pray for Trump to win" and Robert Winnicki's policy (RobertWinnicki, 2016), who asks a question and shares a reflection: "Is Trump winning? I don't know, let's hope so. He inspired a movement expressing American nationalism and anti-globalism. Movement that is a chance for nations".

Of these publications, many have been repeated by other authors, or retweeted. And here there was a visible change. Out of 2184 entries, retweeted 53%, or 1190, were publications from the "neutral" category. Retweets from the "critical" category accounted for 41% (888), and in the "approving" category there were 138 entries, or 6%. This is a big change compared to authors' entries. In retweeted messages, the number of neutral messages decreased by 20%, and the number of "approving" tweets has decreased from 12% to 6%. The biggest difference, however, can be seen in the critical entries. In tweets they accounted for 16% of the whole, and in retweets their number increased by as much as 25%. Exactly 41% of retweeted material was critical towards Donald Trump.

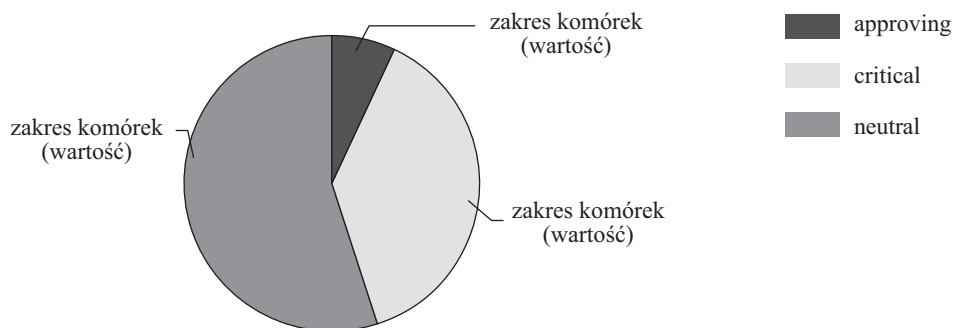


Chart 7. Tone of retweets (N = 2184)

Source: own study

These changes allow us to note certain regularities. While in the case of tweets, opinions on the victory of Donald Trump were rather restrained, and the number of approving or critical messages differed little, retweets, or shared entries, were much more emotional and the number of those with a negative tone increased. This means that Twitter users have been much more likely to replicate critical opinions. It can be assumed that for many people it is easier to share a negative entry, which someone else posted, than to write their own thoughts and reflections. This is quite a dangerous trend, because often in this way we deal with the so-called hate waves, a huge number of negative or offensive comments about people or phenomena, often based on crowd pressure. Of all retweets, ten authors were selected whose entries were shared most frequently. Five of them published tweets with negative tone and five – with neutral tone. None of the most retweeted authors posted a positive entry. The most frequently retweeted authors are presented in chart 8.

Tweet of a private person with nickname ArianaFroze (2016) "Trump wants to 'heal gays' with electric shocks ??? how did he win? why did people vote for him?" (the tweet has been edited due to vulgarity) was retweeted by 204 other people. It comments on media publications

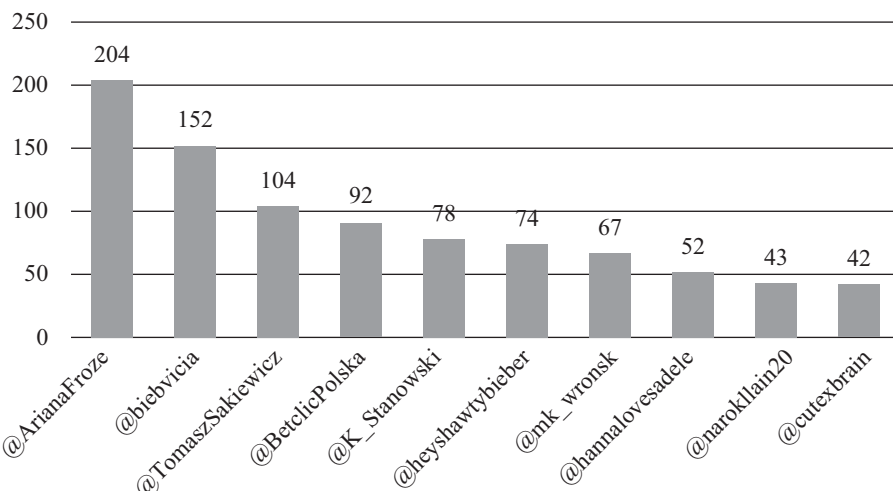


Chart 8. Ten most retweeted authors (N = 908)

Source: own study

on the attitude of Donald Trump to homosexuals. The second most retweeted entry was the publication “Trump won. WE’RE ALL DOOMED. Who else is going to Mars or Venus? Free space flights only today” (Biebvicia, 2016). Journalist Tomasz Sakiewicz (2016) finished third among the most retweeted authors. The message “After CNN compared Trump to Kaczyński, it was obvious that Trump must win” was shared by 104 people. Another entry from the betting institution BetclicPolska (2016) “If someone bet 25 zlotys that \*Leicester will be the champion of England \*UK will leave the EU \*Trump will win the US election, this person would win“ was a graphic and was retweeted 92 times. Social activist and journalist Krzysztof Stanowski (2016) wrote: “Some people think that their lives will be significantly affected by whether Hilary or Trump wins. And they forget about the elections of commune heads” referring to the civic activity of Poles. His message was retweeted 78 times. It should be noted that three of the five examples I have outlined are publications by opinion leaders, journalists or institutions. And also the most-shared tweet concerns the media image of Donald Trump. This is interesting in the context of media influencing the perception of politics by individual recipients. As it turns out, this influence is still significant on Polish Twitter.

The next examined feature of “multimedia” was divided into the categories “has” and “does not have”. A good way to draw attention to an entry is a photo, graphic or video file connected to it, or a link to this type of material, along with the extension of the text information. Among tweets from the election day in the US only 15% (506 out of 3372) contained graphic elements (mainly photos) or links to photo galleries or individual photographs. The rest were text-only tweets. Such a small number of graphic files may mean that the subject of the election itself was so interesting and exciting that it was not necessary to attract additional attention with the photo. It is possible that Twitter users did not want to limit their statements, which still have to be short due to the specificity of Twitter.

The “hashtags” feature that has been analysed requires some explanation. The system for marking selected topics with the # sign allows searching for entries related to a given issue on social networking sites. Typing a hashtag before a given word is an indication that this topic is related to a specific reference. That is why writing phrases #DonaldTrumpWins, #AmerykaWybiera, #wyboryUSA on 9 November was of such great importance – they allowed

to determine the topic of the debate. Originally this feature contained categories: “has” and “does not have”. According to an analysis of 3332 tweets related to elections in the United States, hashtags were used 738 times in 444 entries. A total of 52 sub-categories of hashtags were selected, of which 15 appear more than once, and 37 are not repeated. In the ranking of the ten most-frequently used hashtags, the phrase #DonaldTrumpWins is first, followed by: #amerykawybiera, #wyboryUSA, #ElectionDay, #ElectionNight, #Election2016, #USA2016, #trump, #USElection2016 and #OnetAmeryka. Of the ten listed, two directly concern the person of Donald Trump (#DonaldTrumpWins, #Trump), seven refer generally to elections in the US, and one concerns one of the portals reporting elections (#OnetAmeryka).

The last analysed feature is “topic of communication”. Based on the study of the election campaign and the controversy aroused by Donald Trump, as well as Twitter analysis, the following categories were distinguished: “electoral votes”, “election results”, “threat”, “chance”, “openness” and “other”. In the category of “electoral votes” there were 976 entries concerning partial results of electoral votes. It was a kind of live report on how the electoral votes change and which candidate won in a given state. The category “election results” was the most numerous and contained short information about the election won by Donald Trump. There were 1012 entries in it. The category or “threats” contained tweets about the dangers related to the unexpected victory of Donald Trump. The authors wrote in them about the World War III, war between the US and Russia, end of the world or general danger connected with the election results. There were 996 entries in this category. In the “chance” category there were entries that included topics such as chance for a new political hand, return to the roots. There were 112 entries. In the “openness” category, there were 20 entries characterised by the expectation and curiosity of what Donald Trump’s presidency would be, without evaluation of this character. The last category “other” contained tweets without a subject, expressing anger or satisfaction with the election results in the US, and jokes. There were 256 such entries.

At this point, it is worth noting that, regardless of the category, the subject in almost 70% messages was taken from media reports during the election campaign. This is best seen in critical entries. Topics discussed in them are topics publicised in traditional media both in Poland and in the US, indicating the threats associated with the person of Donald Trump.

## Summary and conclusions

The article analyses the image of Donald Trump among Polish Twitter users at the time of his victory in the presidential election in the US. The author’s hypothesis that Twitter users are negatively related to Donald Trump, because they perceive him as a controversial and impulsive person, was confirmed only partially. Well, in fact, the negative attitude towards victory resulted from the perception of Donald Trump as an unpredictable, and therefore dangerous person, but only 32% of all users felt this way. Most of them, 60%, presented a neutral tone of speech. Only 8% firmly approved Donald Trump’s victory. The second hypothesis assuming that public figures, i.e. journalists, politicians and opinion leaders, create the image of Donald Trump on Twitter, which is duplicated by other users, was definitely confirmed. The ratio of 2184 retweets to 1188 tweets indicates that the statements of Polish Twitter users about Donald Trump were of a reproductive nature. In addition, among the ten most retweeted messages, five were created by the so-called opinion leaders. In turn, the subjects of Twitter users’ statements show that the user, even if she/he expressed own opinion on Twitter, this opinion was shaped by the media during the election campaign. Negative entries were dominated by rhetoric of fear of another war and a threat to the world, and Donald Trump’s lack of experience. Positive entries showed a picture of a chance for political cleansing and a new look at geopolitics. Undoubtedly, Trump

himself had a big influence on this fact, as he used very controversial rhetoric during the election campaign, which in turn was used by traditional media. It is also important that Polish Twitter users did not refer to Donald Trump's original entries on Twitter, but to what the media wrote about him.

The author also analysed the results presented in the context of the new way of political communication through social media presented in the introduction. According to the research, Polish Twitter users prefer to repeat the opinions of journalists than the original entries of Donald Trump. This is a clear signal that even in social media traditional journalism still has a great influence on opinion shaping and politician's image building in public opinion. This does not mean, however, that the new media in Poland are not an effective channel of political communication. On the contrary. Activity on social networks, for example on Twitter, allows to build political credibility. As noted at the beginning, Twitter is a portal with the largest number of citations in traditional media. This means that effectively run campaign in social media has a good chance of occurring also in traditional media. The research also shows that opinion leaders play an important role on social networks. Their messages are retweeted most often, which means that they have a significant impact on the Internet image of politicians. This is important not only for the politicians themselves, but also for journalists. Twitter turns out to be an extremely fast medium thanks to which journalists can reach a huge number of recipients.

Summing up the previous scientific reflections, it should be stated that the Twitter debate contributed to the creation of an online image of Donald Trump in Poland. It would be good to study all the tweets regarding the election campaign published on Twitter in various languages, mainly in English, throughout the entire campaign, and also take into account all abbreviations used to describe Donald Trump or synonyms. It would also be worth to trace the publications after the victory of the President of the USA.

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