

How Presidential Candidates Are Shaping Inequality Rhetoric in the New Gilded Age

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Research Questions

Q1: As inequality rose as a campaign issue in the 2020 Presidential Election, how were the Democratic candidates talking about the gaps between various socioeconomic, racial, or gender groups?

Q2: Are there gender or racial differences in candidate rhetoric?

Data and Methods

The data being analyzed are tweets posted by Democratic presidential candidates in the time leading up to the election. We developed a codebook for the data and coded the data for mention of the wealthy, the middle class, the working class, the poor, racial inequality, and gender inequality.

