

# Social analysis shows majority of Americans against Trump's immigration order

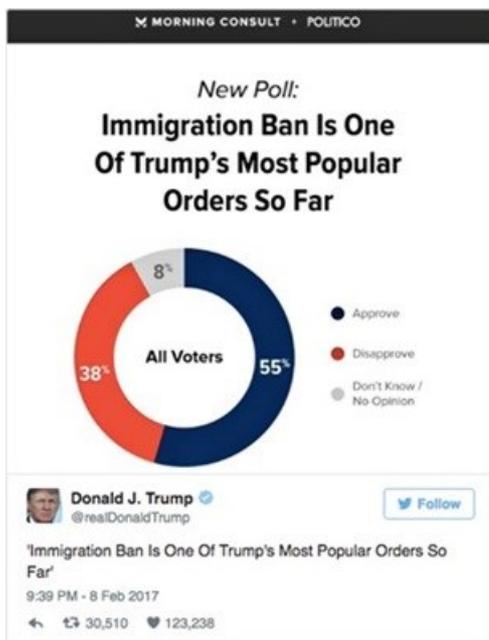
By JP Kloppers

2 Mar 2017

Analysis of sentiment based social media points to the unpopularity of proposed Trump policies – such as the border wall and the so-called 'Muslim ban' – contrary to findings of traditional polling.

President Trump has been quick to point out the polls which seem to be in favour of his immigration crackdown.

A Morning Consult/Politico poll, which Trump tweeted out early February, showed that 55% of Americans supported the travel ban with only 33% explicitly disapproving the suspension of immigrants from seven Muslim-majority nations.



While some polls have shown a slight disapproval overall of the executive order, others seem to concur with the popularity shown by Trump's preferred poll.

Reuters have shown 49% approval; Rasmussen 57% approval; but then a CBS News poll showed 51% in opposition.

Two conclusions thus emerge – the polls are scattered, but a vague pattern of a split country does emerge from the traditionally sourced data.

Intriguingly, social media paints a starkly different picture – a picture worth viewing when one considers the credibility earned by social media analytics in defying the polls to call both [Brexit and Trump's victory](#).

And such a source shows massive disapproval of the travel ban, which has been suspended by US federal courts.

A revised version is, however, expected imminently – with Trump set to drop Iraq from the list of banned countries, as well as an indefinite ban of all Syrian refugees. The temporary halt on admission of all refugees is set to remain. It remains to be seen how the revisions will affect public sentiment.

For now, not only in the US, but in other countries affected by the US, or undergoing similar debate, it would appear that social media users are overwhelmingly negative about the ban.

What is important to remember with social media is that you can only analyse data from those individuals willing to share an opinion, and as a result findings can be exaggerated. That said what is clear from our analysis is that there is a huge amount of negative sentiment towards both the immigration order and the wall.

Data was collected from mid-January into early February, and paints a vastly different picture for Trump as compared to the polls:

This pattern is repeated in online conversations concerning the proposed border wall between the US and Mexico (for which Trump requires approval from Congress).

In general, American polling has been similar concerning the border wall as the immigration ban – as with all conventional polling, samples and wording of questions offer massive fluctuations, but the country seems to be split down the middle with regards to the wall, with many in favour.



## ABOUT JP KLOPPERS

CEO at BrandsEye

- Do you know how people really feel? - 6 Jul 2017
- Social analysis shows majority of Americans against Trump's immigration order - 2 Mar 2017
- Data analytics compares social media chatter surrounding Pizza Hut in UK vs SA - 14 Dec 2016
- Social media sentiment shows why customer expectations matter - 8 Dec 2016
- When fame is no longer enough: Brand ambassadors in the age of social media - 5 Dec 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>