

## **Expert IQ Report: Melania vs. Michelle – Divided Speeches** **COMPARING MELANIA TRUMP AND MICHELLE OBAMA SPEECHES ANALYSIS**

*Expert System's Independent Text Analysis of Melania Trump and Michelle Obama's Speeches  
Confirms Strong Linguistic Differences*



The following independent report was developed by Expert System using Cogito cognitive technology to analyze similarities and differences between Melania Trump and Michelle Obama's speeches.

The data used for this document was taken from transcripts of Melania Trump speech (<http://www.people.com/article/melania-trump-michelle-obama-similar-convention-speeches> July 18 2016) and 2006 Michelle Obama speech (Source: <http://edition.cnn.com/2008/POLITICS/08/25/michelle.obama.transcript/>).

Expert System's analysis offers only a quantitative analysis of the extracted data; focusing on transcript text, processing both speeches with using Cogito technology, and asking a simple question:

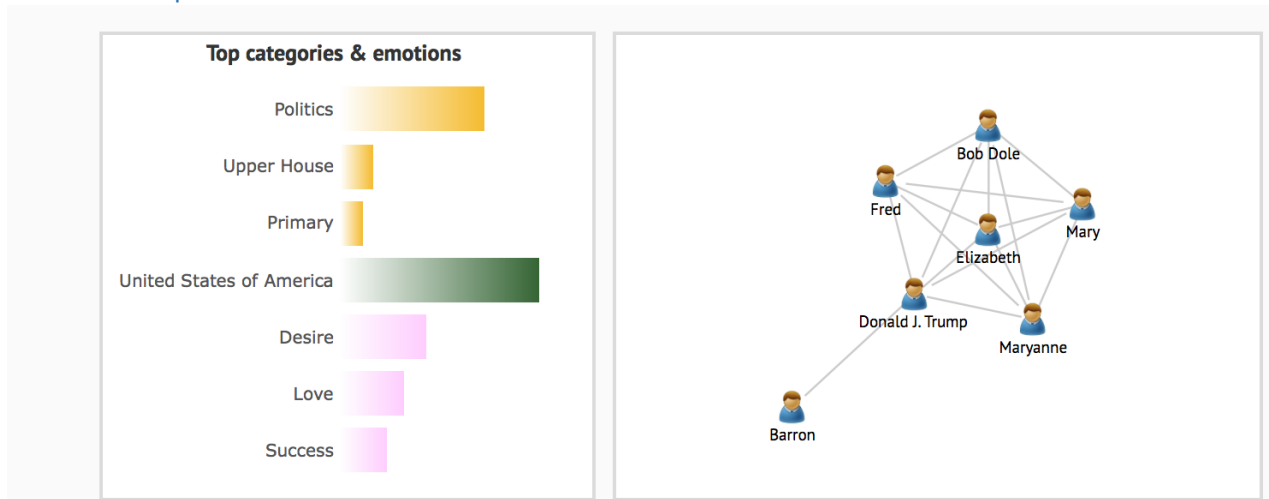
*"From a linguistic standpoint, did Melania and Michelle say basically the same things?"*

When we consider the complete speech, beyond the controversial passage, the answer is, "No".

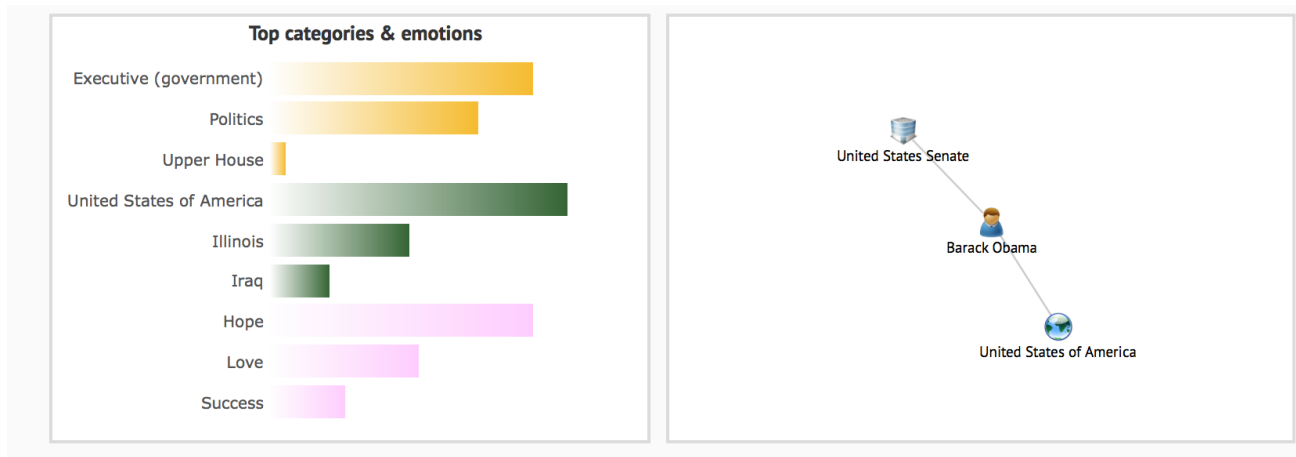
## Main topics and emotions

We first start from a general analysis of the topic covered, the emotions expressed in the speeches and an overview of the most relevant entities (people, places etc.)

### Melania Trump



### Michelle Obama



By looking at the graphs it is obvious that the women covered similar topics however with different emphasis, with Michelle Obama seeming to focus more on the executive branch of government, while Melania Trump covered more in general the topic of politics.

There is a striking difference instead in the emotions between the two speeches with “Hope”, the core theme of the campaign, the most relevant emotion in Michelle Obama speech, followed by love and success. “Desire” instead is the first emotion in Melania Trump’s speech who also covers love and success in the same order.

Michelle Obama’s speech was very focused and presents a single, strong (and highly relevant) correlation between Barack Obama, the Senate and the USA; while in Melania Trump’s speech there are different correlations.

## Main concepts and sentences

Looking at the main sentences, both Melania and Michelle talk about the key-role of the President for the future of the US. But it looks like Melania assigns a much more direct role to her husband as a single leader (*Donald wants our country to move forward in the most positive ways*) while Michelle uses a terminology that signal more the role of her husband as service to the American people (*Millions of Americans... Barack*).


### Melania Trump main concepts and most relevant sentences



Word cloud for Melania Trump's speech containing terms such as: "wonderful parents", Fred, "hidden agenda", needs, world, "love in the Trump", husband, "world needs", freedom, value, room, State, "United States of America", "country offer", "Donald J. Trump", pleasure, primary, Viktor, "kind to Donald", "tude", "then-Communist country", Maryanne, hardship, joy, "hard-working mother Amalia", Amalia, "Bob Dole", achievement, country, compassion, Ines, "president of the United States", Barron, Victor, parents, respect, attitude.

“ I am so proud of your choice for president of the United States, my husband, Donald J. Trump.  
 “ I have been with Donald for 18 years and I have been aware of his love for this country since we first met.  
 “ Donald wants our country to move forward in the most positive of ways.

### Michelle Obama main concepts and most relevant sentences

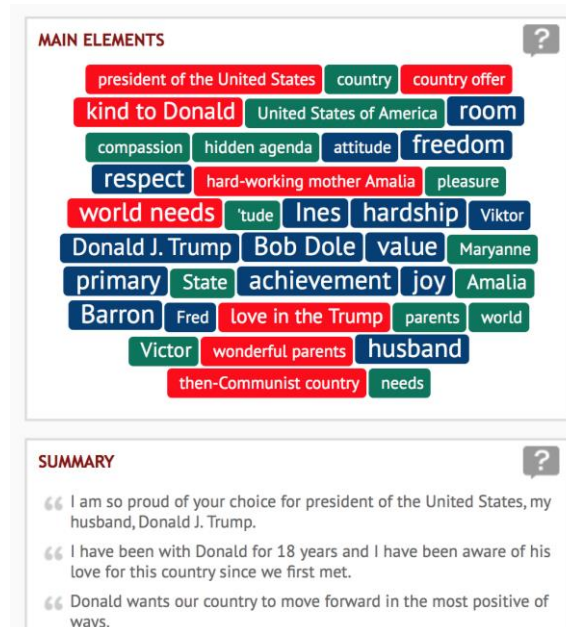


Word cloud for Michelle Obama's speech containing terms such as: "daughters' future", Craig, Iraq, "Barack Obama", "same conviction", mama, daughter, country, "White House", "good job", Chicago, "baby daughter home", folks, "good night", "hard work", mom, work, "Joe Biden", "job training", goodnight, "working class folks", conviction, "Hillary Clinton", dad, "job at a law firm", folk, grandparents, State, "United States of America", "president of the United States of America", parents.

“ As you might imagine, for Barack, running for president is nothing compared to that first game of basketball with my brother Craig.  
 “ You see instead of going to Wall Street, Barack had gone to work in neighborhoods devastated when steel plants shut down, and jobs dried up.  
 “ Millions of Americans who know that Barack understands their dreams; Millions of Americans who know that Barack will fight for people like them; and that Barack will finally bring the change we need.

If we look at the main concepts covered in the two speeches, we can also see some differences. For example, Melania gives great importance to the figure of Bob Dole, a veteran with a very important role in the recent history of the Republican Party, while none of the competitors in the primary race has had a relevant role. On the contrary, in terms of semantic relevancy, Michelle gives high visibility to Hillary Clinton, a fierce competitor in the 2008 Democratic Party primary race. It is also very important to highlight that there is a tribute to Chicago while in Melania's speech New York is just briefly mentioned at the beginning of the speech but with no semantic relevancy whatsoever.

## Melania Trump speech main elements of the most relevant sentences



## Michelle Obama speech main elements of the most relevant sentences



A more detailed analysis of the words used show that Melania gave more importance to her husband in her speech than by Michelle by mentioning Donald Trump or husband 35% more often than Michelle. When considering that Michelle’s speech was significantly longer this translates into an 80% more relevance inside the speech.

Both women mentioned country, USA, and American frequently but also in this case the theme seems more relevant in Melania’s speech than in Michelle’s with more than 60% higher frequency translating therefore even in a higher relevancy.

## Lexicons

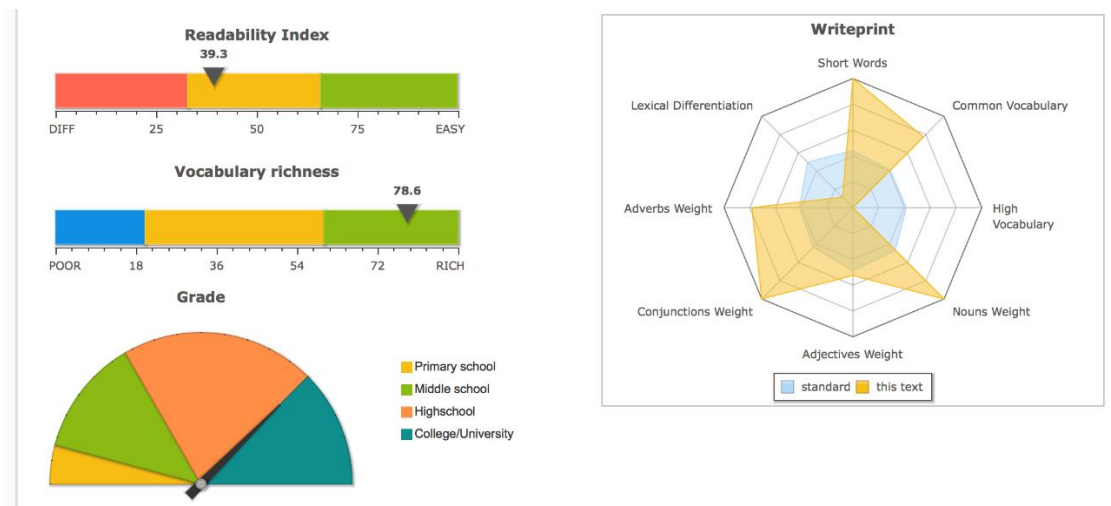
If we make a closer examination of their lexicons, we notice interesting differences.

**Melania Trump** uses easier passages in English to understand (readability English about 39.3% vs Michelle readability index about 23.35%) and a richer vocabulary (78.6% of richness vs 48.47% vocabulary richness of Michelle). **Michelle Obama** used more articulated sentences and in general her speech seemed to target an audience with a higher level of education and this is also reflected in longer sentences. (average words per sentence 28.08 vs Melania average words per sentence 16.33).

The writeprint map on the right shows some similarities in terms of use of short words and adverbs. However, it is very evident a higher use of adjectives from Melania. In this specific field Michelle is significantly below average signaling maybe an attempt to focus more directly on the content.

NOTE: The left-hand column shows a few graphs to concretely assess the document's reading difficulty, the writer's vocabulary level, the minimum schooling grade needed to read the document flawlessly, the spotted slangs and registers, and a table showing accurate and focused text analysis. The right-hand column shows a graph which associates a set of highly validating readability indexes and marks the author's style and efficacy. The two graphs below the former display a narrow grammatical inquiry centered on the verbs' genre and their tense analysis.

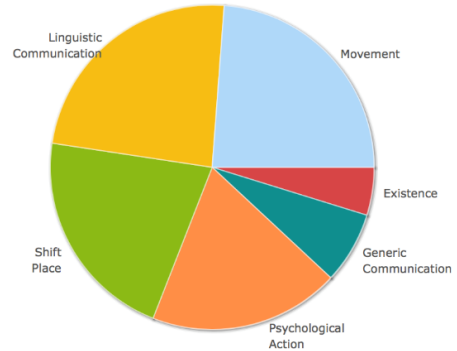
### Melania Trump



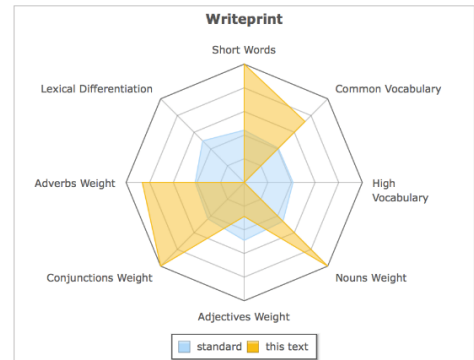
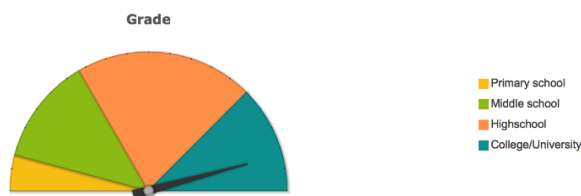
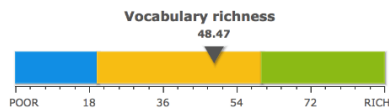
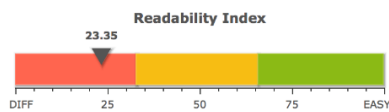
### Text Statistics

Index	Value	Standard Values
Sentences Count	61.0	-
Words per Sentence	16.33	10.06-16.92
Characters per Sentence	77.34	55.34-109.92
Short Words Count	29.89 *	5.20-9.50 %
Different Words Count	55.56 *	66.10-81.26 %
Uncommon Words Count	3.7 *	5.22-9.62 %
Common Vocabulary Weight	84.53	42.04-100.00 %
High Vocabulary Weight	2.27 *	0.96-1.15 %
Technical Vocabulary Weight	1.53 *	58.70-68.44 %
Nouns Count	14.76 *	8.32-11.67 %
Verbs Count	14.36 *	2.94-4.96 %
Adjectives Count	12.05	9.92-12.97 %
Conjunctions Count	7.53 *	2.36-4.58 %
Adverbs Count	4.92 *	2.06-4.68 %

### Verb Classes



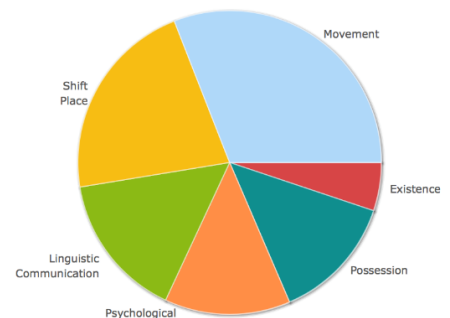
## Michelle Obama



### Text Statistics

Index	Value	Standard Values
Sentences Count	84.0	-
Words per Sentence	28.08 *	10.06-16.92
Characters per Sentence	138.99 *	55.34-109.92
Short Words Count	28.97 *	5.20-9.50 %
Different Words Count	43.15 *	66.10-81.26 %
Uncommon Words Count	2.22 *	5.22-9.62 %
Common Vocabulary Weight	81.41	42.04-100.00 %
High Vocabulary Weight	4.95 *	0.96-1.15 %
Technical Vocabulary Weight	0.62 *	58.70-68.44 %
Nouns Count	17.21 *	8.32-11.67 %
Verbs Count	15.22 *	2.94-4.96 %
Adjectives Count	9.96	9.92-12.97 %
Conjunctions Count	8.18 *	2.36-4.58 %
Adverbs Count	5.26 *	2.06-4.68 %

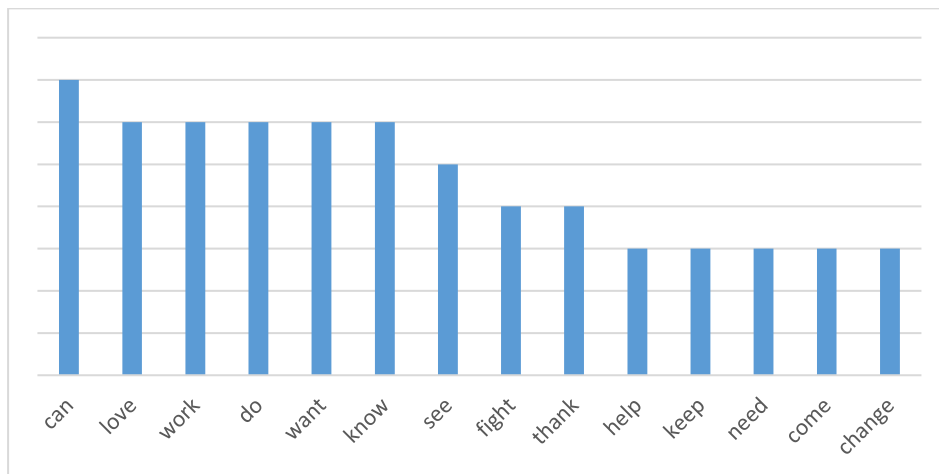
### Verb Classes



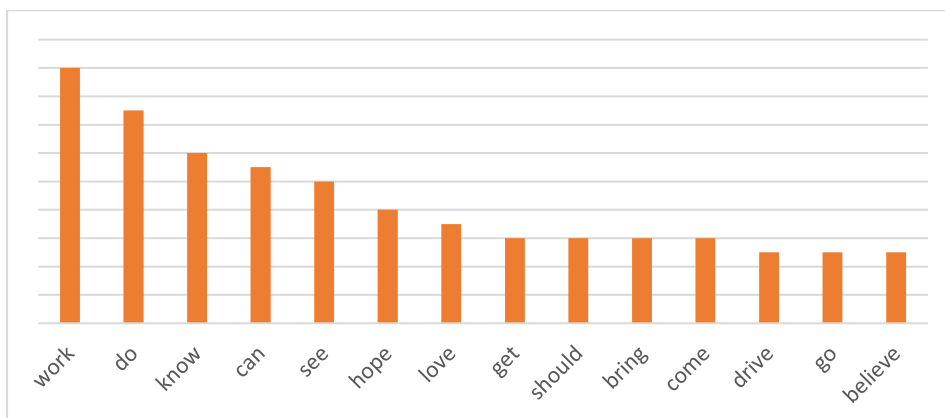
## Main verbs

The detailed analysis of verbs shows in general, and as expected, a similar pattern. However, it is worth to mention that to “hope” is of course at the center of Michelle’s speech and it is not even mentioned once by Melania, who instead uses very frequently to fight. Below a graph showing the most used verbs (be and have excluded).

### Melania Trump



### Michelle Obama



### About Expert System

Expert System is a leading provider of cognitive computing and text analytics software based on the proprietary, patented, multilingual semantic technology of Cogito. Using Expert System’s products, enterprise companies and government agencies can go beyond traditional keyword approaches for the rapid sense-making of their structured and unstructured data. Expert System technology serves some of the world’s largest industries including Banking and Insurance, Life Sciences and Pharmaceuticals, Oil and Gas, Media and Publishing, and Government.