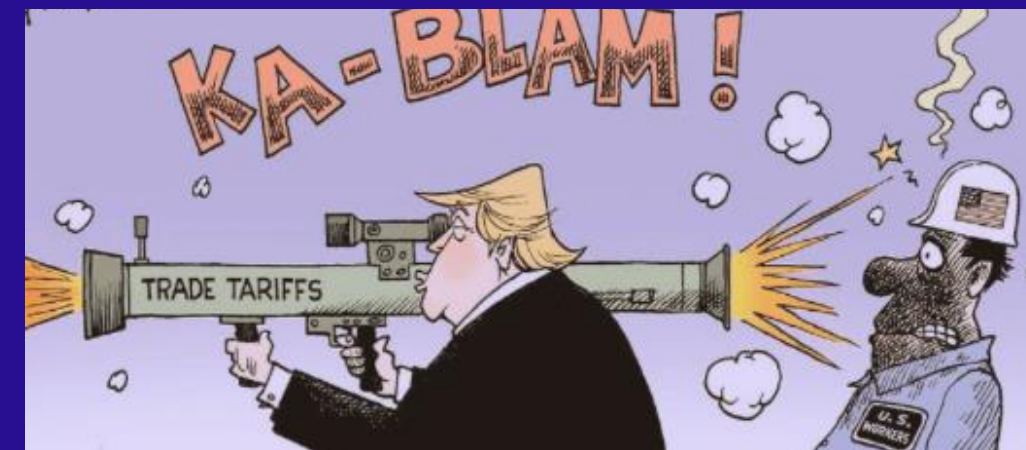


Reddit Users' Perceptions of Trump's Tariffs

Social Media Sentiment Analysis

ECMM 6014 Final Project
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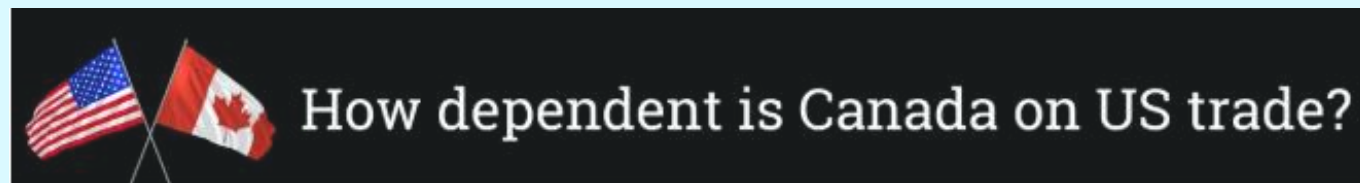
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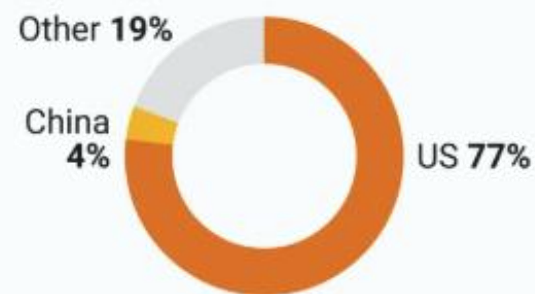
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Introduction



The US is by far the largest destination for Canada's exports

Destination of Canadian exports as share of total (2023)

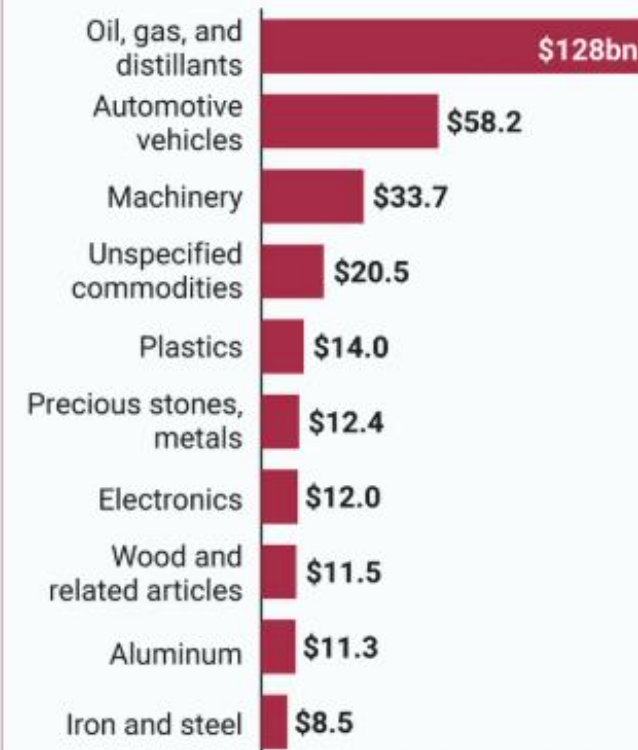


Exports are 33% of Canada's GDP



What does Canada export to the US?

Total exports to the US (2023): **\$440 billion**



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Source: Trading Economics

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This project explores Canadians' reactions to Trump's tariff policies through Reddit comment analysis.

Last month, Trump announced he would impose 25% tariffs on imports from Canada, sparking controversy. According to the warning of Canadian Chamber of Commerce's Business Data Lab (BDL), Canada's GDP would shrink by 2.6% (or roughly CAD \$78 billion), costing Canadians approximately \$1,900 per person annually.

Using data mining techniques, we analyzed comments from the 'Economics' subreddit to uncover public sentiment and key concerns.

Project Goals

- What are Reddit users perceptions of the USA's tariffs on Canada?
 - What is the polarity among Reddit users?
 - What are users concerned about?
- How can businesses adapt to meet consumers' needs and concerns?
- How can governments adjust policies to address users' worries?

Methodology



Data Collection

- Reddit API
- Comments with “tariff” in headline
- Economics Subreddit
- From January 1, 2025
- 686 comments



Data Preprocessing

- Normalized nested comment data
 - Flattening lists
 - Splitting multiline text into separate entries
 - Stripping special characters
- Standardize text using NLTK
 - Converting to lowercase
 - Removing stopwords
 - Lemmatizing words



Sentiment Analysis

- Evaluate sentiment polarity scores for each comment



Visualize Results

- Frequency Distribution Charts
- Word Cloud

Results: Most Frequent Words

- Central Themes: Keywords like "tariff", "trump", "trade", "us", "economy", and "american" dominate, showing that discussions often link tariffs to U.S. politics, economic impact, and trade policies.
- Economic Aspects: Words like "cost", "price", "inflation", "manufacturing", and "investment" suggest users care about the financial effects of tariffs.
- Global Context: Terms such as "countries", "canada", "china", and "world" imply that the discussion spans international trade and geopolitical implications.

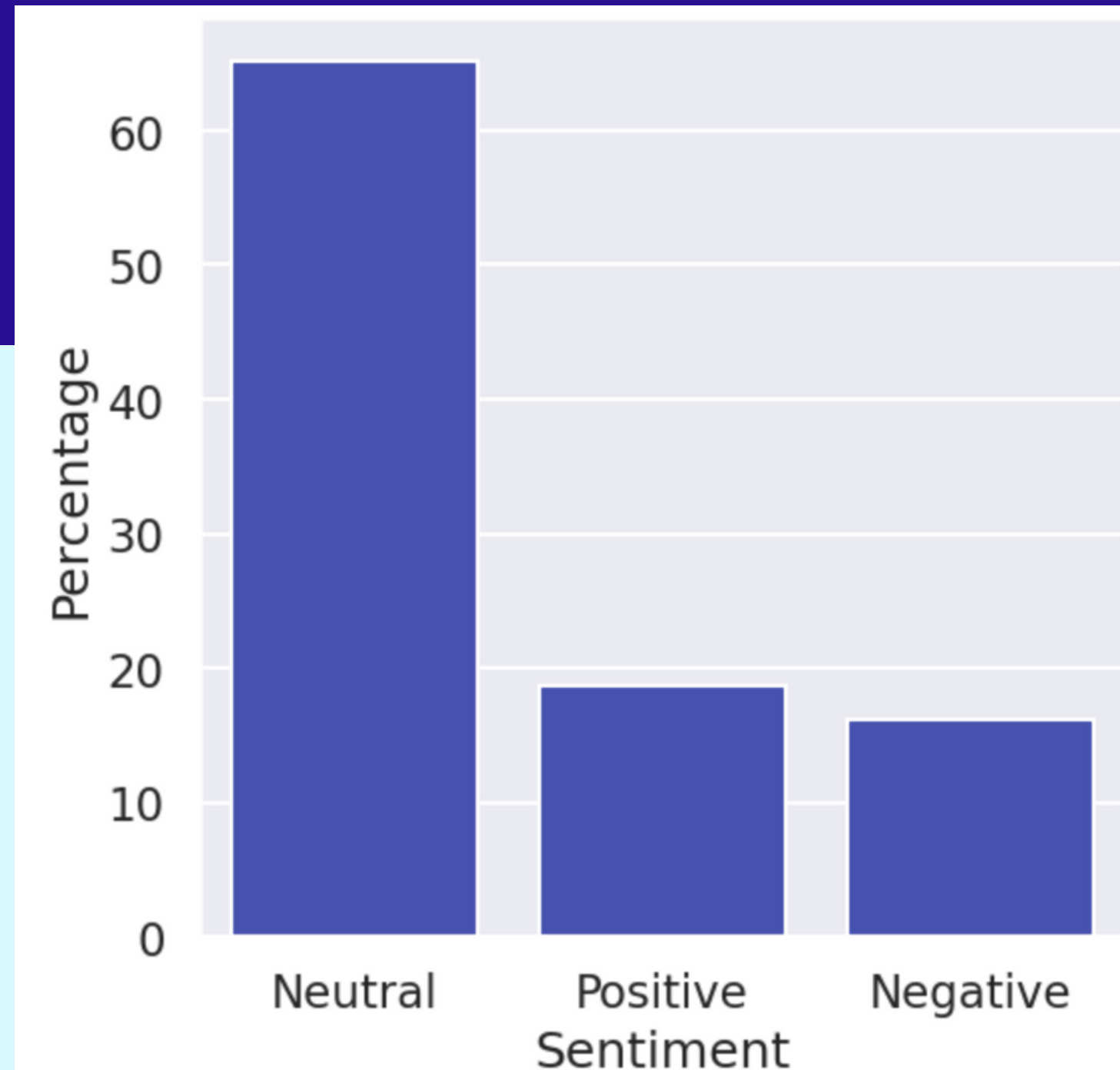


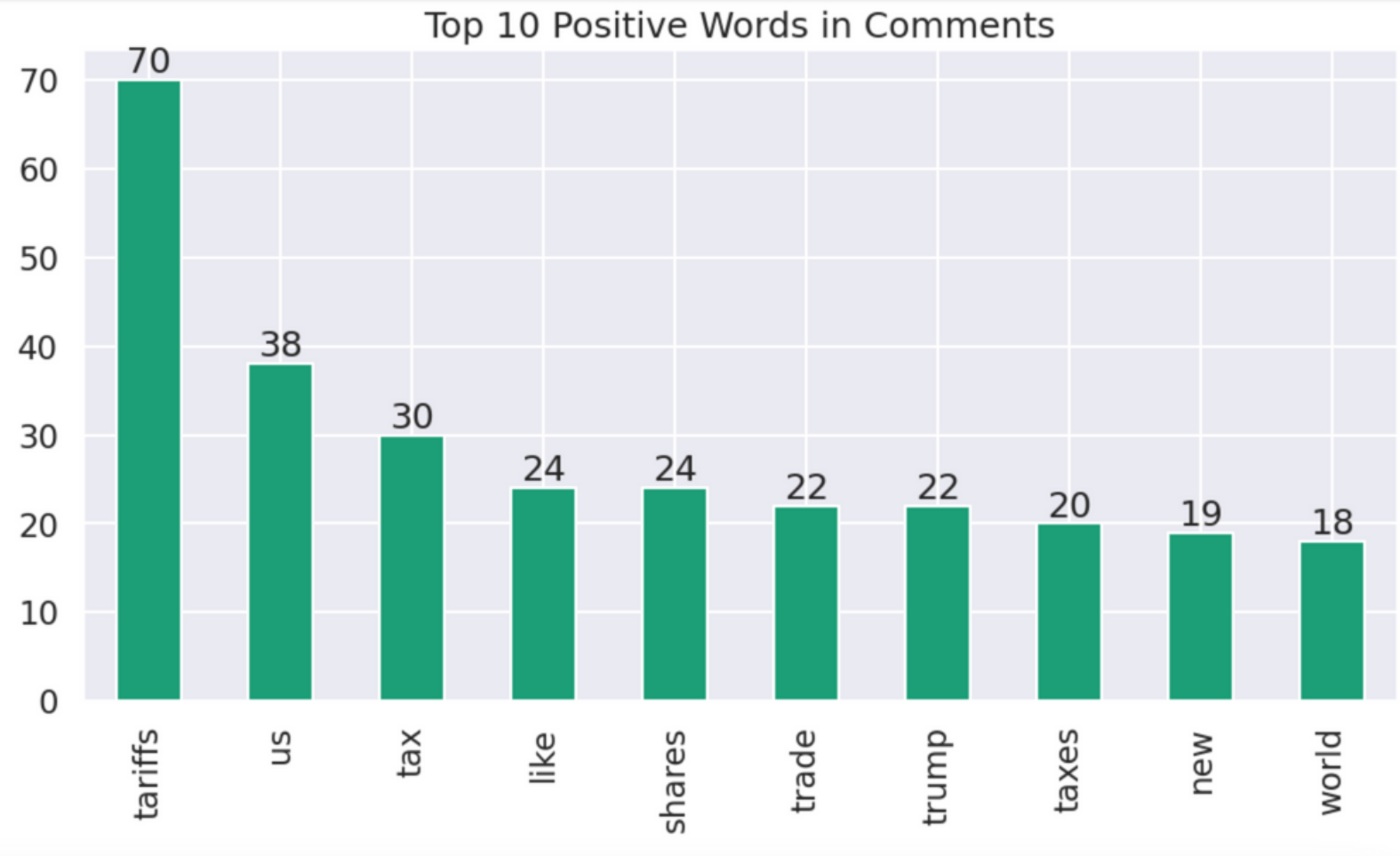
Results: Sentiment Scores of Comments

- When using social media, individuals share stronger opinions, which can become highly influential (Lim & Bentley, 2022)
 - Strong views attract large audiences

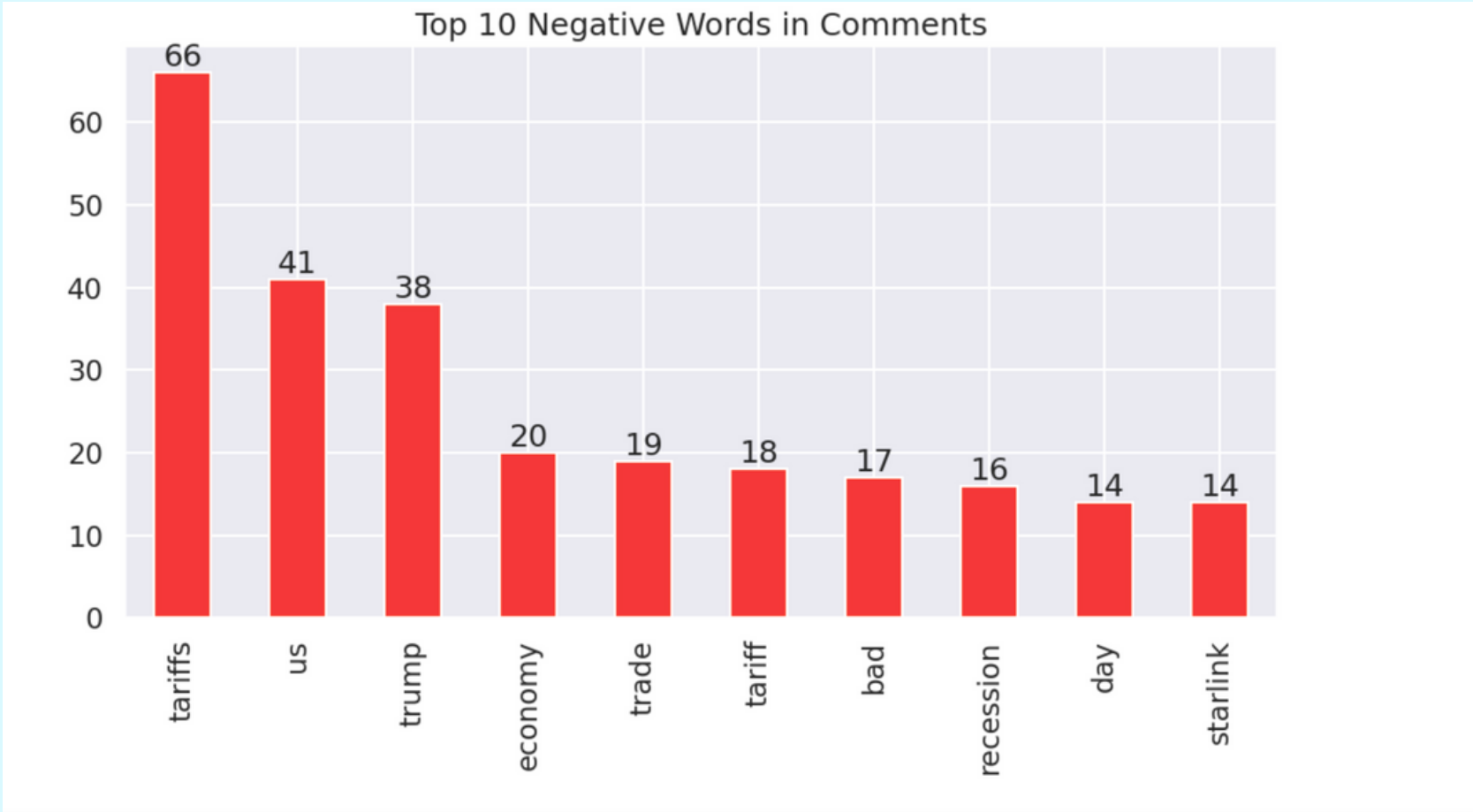
AI Implications

- Bots can generate realistic social media comments that distort sentiment (Ricciardone, 2024)



[illegible]

Results: Most Frequent Negative Words

A word cloud on a white background featuring various negative words. The most prominent words are 'government', 'really', 'people', 'is', 'day', 'power', 'cut', 'low', 'time', 'raise', 'countries', 'plan', 'year', 'products', 'price', 'well', 'along', 'international', 'factor', 'isolation', 'poor', 'controlling', 'trade', 'war', 'less', 'big', 'factor', 'tmobile', 'provide', 'let', 'rival', 'spending', 'illegal', 'areas', 'tmobile', 'raised', 'know', 'applied', 'brings', 'republican', 'gets', 'paid', 'happened', 'started', 'starlink', 'partnered', 'tmobile', 'assumed', 'paid', 'winning', 'gotus', 'countries', 'raise', 'getting', 'applied', 'brings', 'republican', 'gets', 'paid', 'happened', 'started', 'starlink', 'partnered', 'tmobile', 'assumed', 'paid', 'winning', 'gotus'. The words are in various colors including blue, red, green, and black, and are arranged in a dense, overlapping manner.

Analysis



Canadian Government

- Prevent recession panic (David, 2022)
 - Clear communication
- Stimulate local economy (Barnichon, 2021)

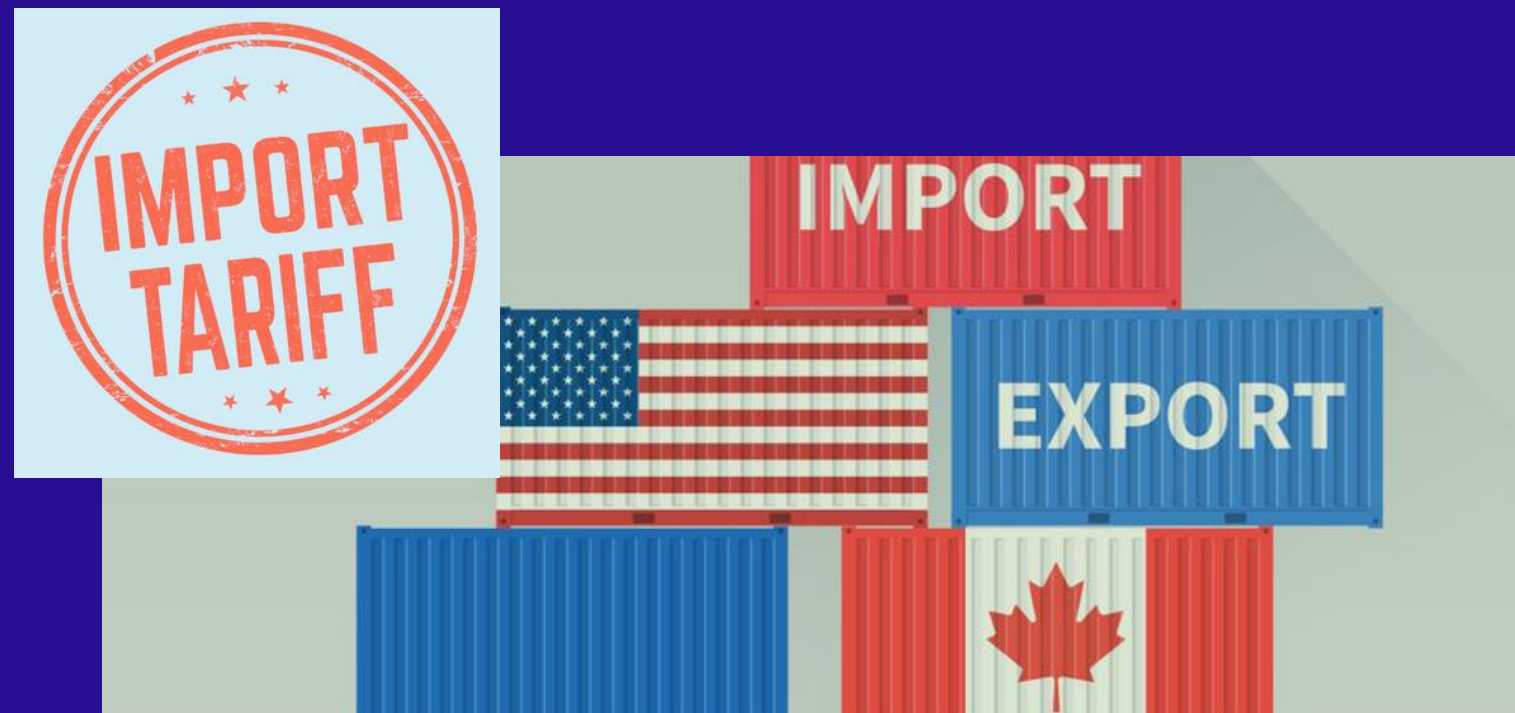


Canadian Businesses

- Marketing to price-sensitive consumers
- Broaden and expand logistics (“Tariffs,” 2025)



<https://www.instagram.com/pizzapizzaltd/p/DGglX7epZ6->



Conclusion

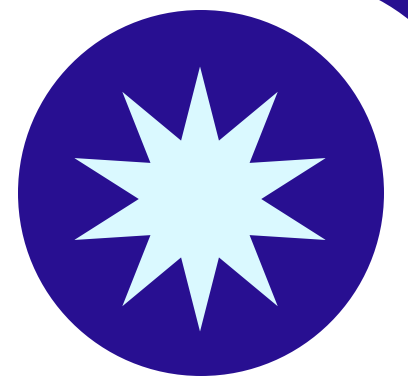
This analysis of Reddit comments highlights a complex discourse around tariffs, the US, trade, and taxes, with polarized views evident in the dual sentiment of key terms like "Tariffs." While most users remain neutral, a slight positive tilt among emotional responses suggests cautious optimism.

The study's reliance on Reddit data and basic sentiment tools limits its scope, but future research could enhance its depth and breadth through cross-platform analysis, demographic breakdowns, and advanced text processing. These steps would offer a richer picture of public sentiment on these critical economic topics.



**Thank
You**

**Any
Questions?**



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