FROM TWITTER TO LATE NIGHT: DO PRESIDENT TRUMP'S TWEETS SET THE

AGENDA FOR LATE NIGHT POLITICAL SATIRE?

By

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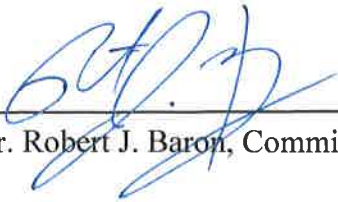
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Kimberly Lyon   12/07//2018

I dedicate this research to my family, who encouraged me through the entire process.

ABSTRACT

KIMBERLY M. LYON. From Twitter to Late Night: Do President Trump's Tweets set the Agenda for Late Night Political Satire? (Under the direction of Dr. Yunying Zhang.)

The president's interaction with the media has long been a topic of interest and research. As social media becomes more widely used as a tool for both promotion and communication, this research examines the relationship between the president's personal Twitter agenda and the media agenda, specifically in the instance of late night political satire. Using content analysis, this study seeks to fill a gap in intermedia agenda setting research by answering research questions about the ability of the president to set the agenda for late night political satire. Ultimately, this research seeks to determine if the president is better able to set the agenda of late night political satire monologues through direct Twitter posts from @realDonaldTrump or through traditional White House press materials.

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CHAPTER I

Introduction

When it comes to how people receive information, the world is flooded with media sources. At the touch of a button, citizens of the world have access to information from across the globe, the opinions of celebrities and politicians, and live streams from events unfolding. As for who sets the agenda, researchers have studied the theory of agenda setting since the '70s. As technology has evolved, research has expanded to include how intermedia agenda setting works as sources feed on each other (Conway, Kenski, & Wang, 2015; Dunn, 2009; Harder, Sevenans, & Van Aelst, 2017). In more recent years, research has further expanded to include the place new media such as Twitter and Facebook have in intermedia agenda setting (Aruguete, 2017; Kushin, 2010; McCombs, Shaw, & Weaver, 2014).

At the advent of agenda setting theory research, McCombs and Shaw (1972) looked at a presidential election and determined the media could likely influence the public in regards to issues they found to be of relevance during the election. Though their data at the time could not draw a hard conclusion, they inferred the public learned issue salience from the vast quantity of information that was available in the media. The frequency with which an issue was mentioned by a candidate or a newspaper could affect how the public viewed the value of the issue. Since the advent of the agenda setting theory, more research supports the idea that the media, feeding information to the public, could set the agenda for issues the public feels are important (Sava, 2017).

Additionally, more recent research into non-traditional news sources (especially cable and online) finds the non-traditional media's coverage of presidential topics is greater than even traditional media, inferring stronger agenda power of non-traditional media (Eshbaugh-Soha, 2016). In addition to finding the media can set the agenda for the public, continued research into how political candidates influence the media indicates issues important to candidates often float to the top of the issue hierarchy in the media (Dunn, 2009).

The current study seeks to expand the inquiry into intermedia agenda setting. To date, the relationship between media sources and political candidates has been explored, as has the relationship between social and traditional media. Additionally, the way in which the White House communicates with the public in an evolving technological landscape has been researched. However, as new technologies continue to develop, social media is becoming more widely used and the current research seeks to add to the body of research into agenda setting by examining the relationship between the president's personal Twitter agenda and the media agenda, specifically in the instance of late night political satire. This study seeks to fill a gap in the research by answering research questions about the ability of the president to set the agenda for late night political satire. Ultimately, this research seeks to determine if the president is better able to set the agenda of late night political satire monologues through direct Twitter posts from @realDonaldTrump or through traditional White House press materials.

Chapter Two of this thesis will review the literature on agenda setting research, intermedia agenda setting, the role of technology at the White House, and the role of political satire in the media. Three research questions and two hypotheses are proposed

based on agenda setting literature. Chapter Three will outline the methods used to

develop this content analysis. Chapter Four will outline the results of this study with

Chapter Five discussing those results, their implications, and ideas for future research.

CHAPTER II

A Review of the Literature

Traditional Media's Role in Agenda Setting

Research into the agenda setting effects of the media, specifically in relation to politics, is nothing new. In fact, when McCombs and Shaw first published research on agenda-setting in 1972, their research focused specifically on mass media and political campaigns. Their research suggested a strong relationship between issues presented in the media and those judged by voters to be important in the 1968 American presidential election, though not enough to completely support their hypothesis of agenda setting theory. Instead, McCombs and Shaw's 1972 research laid the groundwork for continued study, as they found evidence to support the conditions that must exist for mass media agenda setting to occur.

McCombs and Shaw interviewed 100 voters, randomly selected from a representative sample pool of North Carolina's population. These voters were selected from a greater group based on the undecided nature of their vote for the upcoming presidential election. These voters were interviewed to find issues important to them in the election. At the same time, local mass media was recorded and coded in terms of issue prominence – television news items with a length 45 seconds or longer, or one of the top three stories of the newscast; and print items with a placement of prominence as a lead item in print newspapers or magazines were labeled "major." Meanwhile, political items of shorter length or less prominent placement were labeled "minor."

Of the 15 issues coded, there was evidence the issues the mass media presented to the public and those the voters felt were important were in agreement, when the media issue coverage data was looked at as a composite. Based on how individual candidate issues were presented in the media, the study did not find significant evidence to the support the hypothesis. While they did not find significant correlation as evidence to support the hypothesis, the research indicated the conditions existed for mass media agenda setting to take place and the hypothesis warranted further research.

Fifty years later, much research has been done on agenda setting, regularly looking into the relationship between the media and political issues. Beyond continued research into McCombs and Shaw's original hypothesis that the mass media could set the agenda for the public, researchers have delved into and often find support for the idea that there is a strong relationship between political agendas and the agenda of the media (Conway et al., 2015; Dunn, 2009; Harder, Sevenans, & Van Aelst, 2017).

While researching the 2004 presidential election to determine agenda setting in Virginia newspapers, Dunn (2009) pulled press releases from two major party candidates, articles in four main newspapers mentioning either candidate, and assessed candidate and media agendas for September and October 2004. By reviewing keywords in candidate press releases, and cross referencing with keywords in subsequent press releases by the other candidate and newspaper articles, she was able to determine to what extent the candidates' press releases affected the agenda of the other candidate and the agenda of the newspapers reporting on them. The research found the candidates had a reciprocal relationship with two of the newspapers, which also had an intermedia agenda setting

effect on each other. At the same time, the candidates were setting the agenda for the two other newspapers studied.

Intermedia Agenda Setting

Traditional agenda setting theory focuses on the public as recipients of information and a lag is expected for the agenda to be absorbed (Arufuete, 2017). "Intermedia agenda setting" explains the transfer of information from one form of media to another, rather than focusing on the general public. Dunn's 2009 findings that the different news outlets followed each other with stories and there were consistent issues among multiple newspapers supports the idea of intermedia agenda setting.

Golan (2006) set out to measure how inter-media agenda setting could influence international news coverage. Through content analysis, Golan coded a year of international news coverage in the U.S., preceding the September 11, 2001 tragedy. By studying stories in the *New York Times* and comparing them to stories covered by ABC, NBC, and CBS, Golen found all limited their international news coverage to a very few countries and the international news agenda for the networks was very similar to the news agenda of the *New York Times*. Golen concluded that the international agenda of evening news has less to do with media gatekeeping than with the inter-media agenda setting process. More importantly, his research supported the idea that the global coverage in the morning newspaper set the agenda for evening television news programs. Golen's research predates the use of social media, which the current research will include to study the effect social media has on late night political satire on YouTube, as far as intermedia

agenda setting is concerned. As media diversified and we moved to a 24/7 news cycle, often transferred to the public using new media technologies, agenda setting research began looking at intermedia agenda setting between traditional and new media. Groshek and Groshek (2013) explored the relationship between Twitter, news and an audience that is both producer and consumer of media. Their research collected headlines and trending stories from *New York Times*, CNN, Twitter and Facebook for three weeks before and three weeks after the 2010 U.S. midterm elections. At the time, Twitter had been in use for four years. Among the headlines studied, their research found a limited Granger-causal relationship between Twitter and CNN on political issues. The Granger-causal relationship, in this research, indicate one variable follows another in a timeline, though the variables may not have a direct effect on each other. Twitter discussed the issues previous to the issues appearing on CNN during the studied timeline, not necessarily that Twitter caused the CNN references, supporting a Granter-causal relationship, using a "very generous level of statistical significance" (p. 21) at $p=0.11$ to reach this conclusion. When it came to trending topics of culture and politics, there was clear evidence that Twitter influenced CNN, but did not influence *New York Times*. Groshek and Groshek concluded at the time, that agenda setting is no longer a top-down process from traditional media to audience. They stated there was a clear indication media agendas could intersect and cross amateur and professional boundaries, which called for additional intermedia agenda setting research topically, to determine if topic has more to do with intermedia agenda setting flow.

In their research of the 2012 presidential primary, Conway, Kenski and Wang (2015) also took their agenda setting research into the realm of social media to determine

the relationship Twitter has with traditional news media. Their research used newspaper articles, tweets from presidential candidates, campaign Twitter feeds, and political party Twitter feeds. Additionally, they reviewed candidate, Republican National Convention, Democratic National Convention Twitter feeds. Through content analysis of issues, their study found newspapers mentioned issues more frequently than Twitter feeds, though Twitter predicted newspaper mentions in six of the top seven issues. However, this research points out it is inconclusive in regards to Twitter's ability to directly influence traditional media, because so many sources and events are in play during political campaigns. They concluded the research suggests Twitter feeds of politicians, campaigns and parties are involved with the traditional media in the source cycle, but did not find significant evidence to support their hypotheses about Twitter feeds from either party affecting the traditional media agenda.

Harder, Sevenans and Van Aelst (2017) found intermedia agenda setting relationships between newspapers and websites in their study of the 2014 Belgian election campaign. They coded 28 issues across newspaper, radio, TV, news Web sites, and Twitter to determine if different media platforms were involved in intermedia agenda setting. Their research points out print newspapers were typically first with many stories, printed overnight, while news Web sites rounded-up the stories for their coverage. They found the media types work in tandem to both set and follow each other.

In the same study, Harder and his colleagues also looked at how politicians and media professionals used Twitter to impact the coverage of the Belgian campaigns. They found Twitter to be influential when news items were tweeted by journalists, news organizations, or political actors. They concluded certain people, especially powerful

actors like politicians and political parties, could exert influence on media coverage. Harder et al.'s (2017) research did not drill down into specific political actors and their effect on the media, an area the current research will look into.

When researching social media as a news source, it has been found that social media may function less like a social outlet and more like a news outlet when used by high-profile individuals (Kwak, Lee, Park, & Moon, 2010). Additional research confirms some political candidates use Twitter more as a broadcast medium than as a place to interact with the public (Stromer-Galle, 2014). Conway et al. (2015) also supported this notion, as their research suggest "Twitter may constitute a resource to bypass media gatekeepers, serving as a new source for journalistic content" (p. 364).

While there is a robust body of work research into intermedia agenda setting, the current political climate includes a President who often uses Twitter to directly address the public. The research into a single person, or political position's, effect on intermedia agenda setting, rather than a group or a set of candidates, is not very vast. However, with the rapid changes to technology and the increase in prominence of social media, it is worth further exploration. As individuals are able to use social media as a platform to reach the public and potential influence the public and traditional media, further research is needed on individual social media effect on agenda setting. The current research seeks to look specifically at President Trump's use of Twitter to affect traditional media.

The Role of New Technology in the White House

Most of the communication research into agenda and intermedia agenda setting in the political arena focuses on the relationship of political actors with traditional media.

New media technologies are changing at a rapid pace and in March 2018, at the time of this research, Twitter was the eighth most visited website in the world (Alexa, 2018).

The internet began changing presidential communication with the Clinton/Gore campaign and their groundbreaking text-only internet campaign site during the 1992 election (Owen & Davis, 2008). In their research, Owen and Davis (2008) created a timeline of White House internet milestones. Once in office, the Clinton White House created the first White House website, which launched as www.whitehouse.gov in 1994. This original site was fairly static, with information about the President himself, tours of the White House, photos of the First Family, and a bit of history.

The website's transition to the George W. Bush administration in 2001 was bumpy, with broken links and little content. A new version of the website was unveiled in 2007, with daily updates and access to presidential speeches and policy papers. The George W. Bush White House was the first to use Twitter, launching soon after the White House website redesign in 2007. Owen and Davis (2008) predicted future administrations would wrestle with how to use new media technologies in a way that allowed them to send messages to the public without a journalistic filter.

Snead (2013) discusses how this prediction became action in his research into social media use in the executive branch. When Barak Obama was elected president, all presidential internet access transitioned to his team – this included the White House website and the White House twitter feed. Additionally, President Obama instated an Open Government initiative to increase agency information on the internet. By collecting data from a sample of 25 Executive branch sample sites, Snead studied the types of adopted social media for each site. He found that social media applications were used on

84% of the sampled sites, with 80% of the sites using three or more social media applications. Of the latter, 72% were using Twitter. Snead's study demonstrates the impact social media had among organizations in the Executive Branch of the U.S. government, including the White House. Many areas of the government were on board with messaging the public directly, in order to keep a measure of control over the message.

As internet and social media usage evolved, President Barak Obama harnessed social media for a multimedia campaign launch to kick off his 2012 re-election campaign. Jennifer Stromer-Galley (2014) outlines this launch in *Presidential Campaigning in the Internet Age*:

> "When Obama announced, not only did he do the usual announcement video, relaunched website, and Twitter announcement, the campaign also created an "Are you in?" application that connected people through their Facebook friends to other Obama supporters (and also hijacked the news feed to share the announcement on the Facebook update of those who installed the app). Obama held a town hall meeting with Facebook creator Mark Zuckerberg at Facebook's headquarters and invited supporters to watch a live-stream video of Obama taking questions from viewers. This simultaneous launch online and offline, with the heavy emphasis on social media, served as a harbinger of the Obama campaign's approach to the 2012 election" (p. 156).

The Clinton administration launched the first White House website. The George W. Bush administration made it more personal and added Twitter to presidential communications. The Obama administration created a whole new animal, leveraging the power of social media to connect people more directly to the president through social media.

While the 2012 election introduced social media town halls and Twitter debates, President Barack Obama used the @BarackObama account and did officially post on

twitter from a presidential account until 2015, when the @POTUS account began (now archived at @POTUS44). The 2016 presidential election began with a strong social media player in Donald Trump. Social media allows a more direct connection from source to media, as many political actors tweet for themselves or their campaigns.

During the 2016 Presidential campaign, social media campaigning was more in play, as it has developed since the Obama campaign of 2012. Digital media enabled voters and the media to fall into the "spectacle" of personalities more than issues (Sava, 2017). With scandal appearing on the media radar, Sava's (2017) study found Donald Trump was able to dominate on-air news time during the primary, taking up 327 of the 701 minutes of news coverage of Republican candidates in the year leading up to the election. Additionally, the impact of stories spread through Twitter bots and online sharing created an online media climate that was more favorable for Trump than for his opponent Hilary Clinton. This case study helps establish that Trump dominated online and on-air political news coverage, even before the election.

In the months since his election, President Trump is often featured in the news and in evening political satire. Much of the time Trump is featured in response to his statements on Twitter, a social media vehicle he uses regularly to comment to the general public. In a world of rapidly evolving technologies, Trump is the first president to continue using his personal Twitter account while in office (Ingram, 2017). It is commonly acknowledged by the White House that the president himself is the one in control of the @realDonaldTrump account. Instead of polished messages from the administration through @POTUS or @WhiteHouse, the use of the @realDonaldTrump Twitter account allows an unprecedented, and generally acknowledged as unfiltered, flow

of information from the president to the general public, "breaking previously accepted norms" (p. 78). The White House traditionally uses press releases, press briefings, fact sheets and presidential speeches to disseminate the messages from the administration. With the election of Donald Trump in 2016, Twitter became a frequent mouthpiece of the administration, as the president sends messages directly to the public.

With indication that Twitter is part of the reciprocal source cycle for media and the changing landscape of social media in politics, the current study looks at the intermedia relationship between a political actor's Twitter messages and late night political satire, to add an additional facet to this body of research.

The Role of Political Satire in Media

Satire has been used since the founding of the republic to make statements about politics (Bakalar, 1997) but now is available to the masses through network television and internet. Opening monologues from late night hosts no longer have to be viewed when aired live but can instead be replayed on demand via YouTube. In the world of non-traditional new sources, political satire is increasing its presence through late night television offerings. Former cable host Stephen Colbert and Seth Meyers have transitioned to late night television on major networks, making their shows available to a greater population.

Political news satire is entertainment, not meant to be a substitute for news, rather consumed alongside traditional news. A 2007 Pew Research study found that viewers of political satire had a better understanding of news and social issues than consumers of

Fox News. McClennan (2011) asserts, "satire has the ability to engage greater public awareness of significant issues" (p. 7). Both studies show issue salience transfers to the public via political satire.

Colbert himself referred to satire, specifically *The Daily Show* where he began working in 1997, as a "repackager of news" in a 2003 interview with internet media website IGN. He stated the show was "in some ways a valid source. As long as people can understand when we're goofing and when we mean it" (p. 1). In the same interview, Colbert pointed out they make fun of newsmakers and the news style, and viewers are better off watching the real news before watching *The Daily Show.*

Research into political satire has found that people find the satire amusing both if the sentiment expressed is in line with their view and if they do not fully understand that the satire is making fun of their view -- the satire can, in fact, be making fun of them and they laugh without getting the joke (Boukes, 2015). Satire is then appealing to all audiences, and the purveyors of satire look to the president to provide material on a regular basis.

Researchers have begun delving into the impact of satire on the political process. Hoffman and Young (2013) looked at late night programming to differentiate the effects of satire/parody and late night comedy shows. Using *The Colbert Report*, *The Daily Show*, *The Late Show* and *The Tonight Show*, they found the satire/parody format of *The Colbert Report* and *The Daily Show* had a larger effect on political participation than the other shows. Their research suggests this effect on participation could be, in part, due to the face that satire is designed to build on information people already have, concluding satire is viewed by people with some political/current event knowledge. This finding

confirmed their previous work (2011), which demonstrated that *The Daily Show* and *The Colbert Report* had a similar effect on efficacy as that of television news, requiring the audience to think through the joke, in order to "get it."

Hoffman and Young's 2013 study also shows us who is watching political satire and their level of understanding. However, the researchers did not look at the specific cited sources for political satire – though their research helps draw the conclusion there are news sources that viewers (or writers of satire) have already seen or are following the news, as they are politically informed before viewing satire.

While previous research has determined the relationship between political satire and political action (Young, 2004; Boukes, 2015; Hoffman & Young, 2011, 2013; McClennon, 2011), the current study will fill a gap in intermedia research by researching a direct relationship between Twitter and late night political satire. Twitter seems a likely source of material for late night political satire, as research has established there is a relationship between Twitter and the media as a tool to determine stories to cover (Arugeuete, 2017; Conway et al., 2015; Kushin, 2017).

With the election of Donald Trump, a business tycoon and former reality television star with an affinity to Twitter use, messages from the White House are often disseminated directly to the public through the President's own personal Twitter account, @realDonaldTrump (Svransky, 2016; Shah, 2016). Often, President Trump's tweets are satirized on evening comedy programs. The current research seeks to quantify the use of Twitter as source material for late night political satire, to help shed light on how impactful social media is as a form of presidential communication. To that end, this study seeks to answer the following research questions:

RQ1:   Do the President's tweets set the agenda of publicly shared news satire programs?

RQ2: Do the daily press releases from the White House affect the agenda of publicly shared news satire programs?

RQ3: Do the tweets have a larger effect on the agenda of publicly shared news satire programs then the day's press material released by the White House?

The focus of intermedia agenda setting in the current study, requires reviewing YouTube videos of late night political satire monologues and determining what resources are cited as source material, to achieve a greater understanding of which presidential messaging system is most effectively setting the agenda for late night political satire. The study will test the following hypotheses:

H1: There will be a significant instance of Trump's tweets being used as source material f or late night satire program monologues.

H2: The @realDonaldTrump Twitter feed is more frequently used as a source for material in late night satire than all other media for the day.

CHAPTER III

Method

Research Design

The overall purpose of this study is to determine if presidential communications have an agenda setting effect on late night political satire opening monologues. Using content analysis this study aims to find answers to the three RQs and to test the two Hs proposed in Chapter II.

Pre-Test

This research was conducted using information from the month of February 2018, immediately following the President's State of the Union speech, continuing through the Olympic winter games in South Korea, at a time when there was some international concern about leadership and missile testing in North Korea. President Trump was in the White House for just over a year.

Through the month of February, as with the entirety of his term to date, the president was a regular fixture on Twitter, tweeting several times each day. When counting only Monday through Friday tweets, the @realDonaldTrump Twitter account had 117 tweets.

In the preliminary study to determine how in-depth the coding for this research needed to be, the researcher used emergent coding, listing keywords as they appeared in the @realDonaldTrump twitter feed. The researcher pulled headlines from the official White House press releases of the day and listed them in the coding book as well. What is

more, when reviewing the YouTube videos, the researcher added to the list any additional headline topics used by the hosts in their monologues (see Appendix I for all YouTube links).

Overall, it was prohibitive to try to collect headlines of the day from a variety of sources and after a sample study it was determined the researcher would use the White House press release headlines as listed on WhiteHouse.gov. Additionally, the research will record and code source headlines from the late night monologues.

For each instance a tweet was used in the monologue, it was coded with a 1. Tweets not mentioned were coded with a 0. Each headline was coded the same way. For the sample, the researcher also recorded the timing the topic appeared in the monologue, but quickly discovered that these times were of little use, as they are often duplicated when monologues are broken up into two or three shorter segments for YouTube, rather than one long segment. Timing of the coded topic was not necessary to this research.

A sample study using Tuesday and Thursday tweets did not provide sufficient information for the researcher to study the RQs and Hs in this study. The researcher went back and coded more target contents from Monday through Friday, with the exception of a timespan when shows were on hiatus for the airing of the Olympic Games.

Data Collection

The first step of data collection was to record each tweet from www.twitter.com/realdonaldtrump for the month of February 2018. The @realDonaldTrump account posts tweets between 1 and 12 times a day. In February 2018, Monday through Friday, @realDonaldTrump posted 117 times, as mentioned

above when talking about the target contents of the study. Weekend tweets were not initially recorded, as the late night shows under study do not air on weekends. However, two weekend tweets were used in late night monologues and added to the tweets pool, bringing the total to n=119.

A second spreadsheet was used to list all headlines from www.whitehouse.gov/news/ for February 2018. There were n=210 press releases posted to the White House press site (www.whitehouse.gov/press), Monday through Friday. They included readouts of phone calls, transcripts of speeches given by the President and Vice President, transcripts of press briefings, fact sheets, and shared articles from other sources.

Links to YouTube videos of opening monologues from The Late Show with Stephen Colbert, Late Night with Seth Meyers, and The Daily Show with Trevor Noah were collected and listed. Though some monologues that were divided into multiple video segments when uploaded to YouTube, each show's daily monologue was coded as one whole piece of video for a total of n=29 monologue videos. On February 14, 16 and 19, late shows did not air or there is not publicly available footage. These dates are excluded from the data for tweets, headlines and monologues.

In February of 2018, The Late Show with Stephen Colbert aired 12 times on days the president posted on Twitter; Late Night with Seth Meyers aired 7 times; The Daily Show with Trevor Noah had 10 monologues publicly available on YouTube. It should be pointed out that we are looking at monologues available to the general, internet connected public on YouTube's free access. This distinction is relevant especially in the case of The Daily Show with Trevor Noah, which is a cable show, as entire monologues may not be

accessible freely on YouTube. Full episodes are available on Comedy Central's site, which requires a cable subscription. However, this research is looking specifically at pieces of satire available to the general public, for free on YouTube.

Each tweet was coded by listing its themes/topics. One post could have several themes/topics (see Table 1). Next, each White House headline was coded by listing its themes/topics in the same fashion.

Table 1

Example of coding occurrence of tweets in late night monologues

			Stephen Colbert		Seth Meyers		Trevor Noah	
Date	Tweet	Tweet Themes	Tweet Referenced Same Day	Theme Referenced Same Day	Tweet Referenced Same Day	Theme Referenced Same Day	Tweet Referenced Same Day	Theme Referenced Same Day
2/1/18	Heading to beautiful West Virginia to be with great members of the Republican Party. Will be planning Infrastructure and discussing Immigration and DACA, not easy when we have no support from the Democrats. NOT ONE DEM VOTED FOR OUR TAX CUT BILL! Need more Republicans in '18.	Infrastructure DACA Dems holding out Tax cut West Virginia campaigning	0	0 0 0 0 1 0	0	0 0 0 0 1 0	0	0 0 0 0 1 0
2/1/18	March 5th is rapidly approaching and the Democrats are doing nothing about DACA. They Resist, Blame, Complain and Obstruct - and do nothing. Start pushing Nancy Pelosi and the Dems to work out a DACA fix, NOW!	DACA Dems doing nothing Nancy Polosi DACA deadline	0	0 0 0 0	0	0 0 0 0	0	0 0 0 0
2/1/18	Thank you for all of the nice compliments and reviews on the State of the Union speech. 45.6 million people watched, the highest number in history. @FoxNews beat every other Network, for the first time ever, with 11.7 million people tuning in. Delivered from the heart!	Nice compliments Highest watched SOTU Fox News beat other networks	1	0 0 0 0	0	0 0 0 0	0	0 0 0 0

As YouTube videos were viewed, the contents were coded by the occurrence of each tweet, article or associated theme if it appeared as part of the content of a late night political satire monologue the same evening. A "1" was entered in the "Tweet referenced same day" column if the tweet was quoted, directly referenced or displayed onscreen; a "0" was used if the tweet was not referenced. A "0" was entered in the column if the tweet was not quoted or referenced during the late night monologue. A "1" was used in the "Theme referenced same day" column if the keyword/theme of the tweet was used,

but the tweet was not referenced directly. A "0" was entered in the column if the theme was not part of the monologue content.

On the White House headline spreadsheet, a "1" was used in the "Article/segment referenced" column if a White House article or address was used as source material. A "0" was entered if the article was not used as content in a late night monologue. A "1" was used in the "Theme referenced same day" column if the keyword/theme was used from the White House content, but the article or address were not referenced directly. A "0" was entered in the column if the theme was not part of the monologue content.

Additionally, as the monologues were viewed, the headlines and media outlets cited as source material were recorded in a headline spreadsheet. The source headlines were themed and coded using the same method as the White House headlines, with a "1" used in the "Article/segment referenced" column to indicate the article/news clip was used as source material (see Table 2).

Table 2

Example of coding occurrence of White House press material in late night monologues

				Stephen Colbert		Seth Meyers		Trevor Noah	
Airdate	Headline	Date published	Theme	Article/ segment referenced	Theme Referenced	Article/ segment referenced	Theme Referenced	Article/ segment referenced	Theme Referenced
2/1/18	WHITEHOUSE.GOV								
	Remarks by President Trump at the 2018 House and Senate Republican Member Conference	2.1.18	Music therapy Military Second Lady Pence	0	0 0 0	1	0 0 0	0	0 0 0
	SPECIFIC CITATIONS ON LATE NIGHT								
	CNN: Trump Sees Nunes Memo as Way to Discredit Russia Probe	2.1.18	Nunes Memo	0	0	0	0	0	0
	Trump Lies about SOTU Viewership Numbers	2.1.18	SOTU viewership	1	0	0	0	0	0
	Trump's State of the Union address made Twitter history	2.1.18	SOTU viewership	1	0	0	0	0	0

A second coder was trained (see Appendix II) to follow the same coding process and coded 30% of the sample materials from the month of February 2018. Intercoder reliability was 100% coding Twitter posts from @realDonald Trump; 97% coding headlines from the White House press materials on WhiteHouse.gov; and 83% coding additional headlines used as source material in late night monologues. Overall, intercoder reliability was 93% coding the target contents across the two media platforms.

When coding presidential tweets in late night television monologues, intercoder reliability was 100% for tweets used as source material on Stephen Colbert; 94% for tweets used as source material on Seth Meyer; and 100% for tweets used as source material on Trevor Noah. When it came to White House press headlines used as source material on late night, reliability was 100%, 100%, and 98% respectively. Overall, intercoder reliability coding source material from late night monologues was 98.6%.

CHAPTER IV

Results

This chapter is organized according to the main source of content analyzed to answer the research questions and to determine the outcome of the hypotheses. The agenda setting relation in RQ1 and H1 (RQ1: Do the President's tweets set the agenda of publicly shared news satire programs? H1: There will be a significant instance of Trump's tweets being used as source material for late night satire program monologues.) is analyzed by examining how frequently the president's tweets appear in political satire monologues in the "@realDonaldTrump on Twitter" section of this chapter.

The answer to RQ2 (Do the daily press releases from the White House affect the agenda of publicly shared news satire programs?) requires the analysis of the frequency White House press materials are cited in late night political satire monologues. The answer is explained in the www.WhiteHouse.gov/press section of this chapter.

The final piece of this study addresses the agenda setting relation in RQ3 and H2 (RQ3: Does President Trump's personal Twitter feed @realDonaldTrump set the agenda for evening political satire more frequently than official White House statements, speeches or press release? H2: The @realDonaldTrump Twitter feed is more frequently used as a source for material in late night satire than all other media for the day.). This is determined by examining the frequency the president's Twitter feed is cited in late night monologues, compared to the frequency of other source material. Findings about R3 and H2 are found in the final section of this chapter, "Late Night Monologues on YouTube.com."

@realDonaldTrump on Twitter

In the month of February 2018, @realDonaldTrump tweeted 117 times, Monday through Friday (n=117). There were two instances when a weekend tweet was pulled into a Monday monologue, these were recorded and added to the total number of tweets reviewed for the month, n=119 (see Table 3 for all the data results).

In the month studied, 10.08% (n=12) of @realDonaldTrump tweets were used in a late night monologue the day it was posted to Twitter. Another 3.36% (n=4) of tweets were used the next day (including 2 weekend tweets) and 2.52% (n=3) of tweets were used within 3 days. Of the 119 @realDonaldTrup tweets reviewed in February, 15.97 % (n=19) were used as source material in late night monologues (see Appendix III).

The President's tweets occur as source material 19 times over 29 monologues, occurring in 62% of the late night monologues. To find the results for H1 (There will be a significant instance of Trump's tweets being used as source material for late night satire program monologues.), a one-sample t-test was used to detect the significance of his tweet appearances in the YouTube contents. The test results came out to be significant (p=0.00), supporting H1.

In light of this significance the answer to RQ1, "Do the President's tweets affect the agenda of publicly shared news satire programs?" is yes.

www.WhiteHouse.gov/press

Of the 210 White House contents coded for the month of February 2018, 1.9% (n=4) of the White House produced materials were cited in late night political satire monologues on YouTube.

However, some of these materials were duplicated in their usage, appearing in multiple monologues. All told, White House press materials were used in 17.24% (n=5) of late night monologues – mainly as part of a news source video or article.

The t-test results were significant (p=0.01), indicating the answer to RQ2, "Do the daily events at or press releases from the White House affect the agenda of publicly shared political satire monologues?" is yes.

However, when we look at the @realDonaldTrump tweets in late night monologues, compared to the instances of White House press material to determine the answer to RQ3, "Do the tweets have a larger effect on the agenda of publicly shared news satire programs than the day's press material released by the White House?" we see a different picture. A chi-square test was significant at p= 0.00. Therefore yes, the tweets have a larger effect on the agenda of the publicly shared news satire programs than the day's press material released by the White House.

Media Sources in Late Night Political Satire Monologues on YouTube.com

However, when we look at the @realDonaldTrump tweets in late night monologues, compared to the instances of White House press material to determine the answer to RQ3 (Do the tweets have a larger effect on the agenda of publicly shared news

satire programs then the day's press material released by the White House?) we see a different picture. A chi-square test was significant at $p= 0.00$. Therefore yes, the tweets have a larger effect on the agenda of the publicly shared news satire programs than the day's press material released by the White House.

The content analysis of the late night monologues on YouTube included the coding of all source material. There were 294 unique sources cited on air (n=294), with 8 used on two shows (n=8) and 1 used on all three (n=2) for a total of n=304 total source citations, when including duplicated citation. These sources included @realDonaldTrump's tweets, White House press materials, and a variety of television and print news stories.

In relation to the 304 citations of sources used as material to support the late night monologues, the discovery that tweets only entered the mix 19 times makes them much less significant as source material. A one sample t-test determines the tweets are not significant in the scope of all cited sources ($p=0.99$). This result from the data rejects H2, "The @realDonaldTrump Twitter feed is more frequently used as a source for material in late night satire than all other media for the day."

CHAPTER V

Discussion and Conclusion

Donald Trump ascended to the office of the president by way of an unusual path. Rather than holding a public office on the way to the White House, he held the public's attention as a businessman and reality TV star. In the age of social media, a president who is a former reality star and avid Twitter user is walking a new path in communicating with the public. The confirmation that the @realDonaldTrump tweets affect the agenda of late night political satire monologues is not a big surprise. The leader of the free world, who tweets what appears to be stream of consciousness from his thoughts at a meeting to his response to a segment on Fox and Friends, offers both critics and supporters plenty of material to work with.

The office of the president comes with at an ability to set the agenda for media and the public. As the leader of the free world, the U.S. president is often watched and remarked upon in the media for both policy and personal life. This is true of politicians in general and was supported by agenda research (Dunn, 2009; Conway et al., 2015; Owen & Davis, 2008).

During the campaign, Trump was an avid Twitter user, tweeting in December 2016, "If the press would cover me accurately & honorably, I would have far less reason to 'tweet.' Sadly, I don't know if that will ever happen" (p. 1, Savransky, 2016; Shah, 2016). His statement indicates, and the current study supports the idea, that Trump, with the agenda setting power of the presidency behind him, is able to set some of the agenda himself through Twitter, rather than rely on the media. In a single month, the president's

tweets were used as source material in 62% of the late night political satire monologues. This is a solid indicator his Twitter feed is watched as a source of information and has the ability to set the agenda for late night political satire.

Meanwhile, current study informs us that the White House press material is not used as often as Twitter for source material in late night political satire monologues, appearing as sources in 17.24% of late night monologues. While the frequency of White House material was still significant, it was outpaced by @realDonaldTrump's Twitter feed more than 3 to 1.

When looking at the original Twitter and White House press materials in the context of quantity produced and frequency of usage in late night monologues, as we did in RQ1 and RQ2, we can see Twitter material appears in late night monologues at a higher occurrence rate, with 15.97% of tweets from the month of February being used as source material compared to the 1.9% of White House press materials that were used as source material. Considering there are fewer tweet and more occurrences, when compared to White House press materials, the study indicates President Trump is using Twitter as a mouthpiece to speak directly to the public, an idea supported by Stromer-Galle's 2014 research. In turn, late night satire writers respond more to the @RealDonaldTrump Twitter feed than to the official statements, speeches, and press releases from the White House.

In light of the fact the Trump administration hired and fired multiple Communication Directors in the first 18 months in office, it is of practical significance to observe the effects of the president's Twitter agenda on the media agenda, independent of the White House agenda. While there have been inconsistencies in the staffing of the

Communication Office at the White House, President Trump has consistently posted thoughts and information to his Twitter feed. These tweets are not official messages to push out links to WhiteHouse.gov materials. Rather, these tweets are his personal thoughts on a variety of topics, retweets from his children, supporters, or Fox News. Whether this is a new trend in presidential communication or could be limited to this particular president calls for further research in the future.

Additional study, covering more of Trump's administrative time, could help further the research library of presidential communication and intermedia agenda setting in a constantly evolving digital age. Though this research focused on late night political satire monologues, further exploration of other media outlets will help determine how much of the media agenda is influenced by the @realDonaldTrump Twitter feed. Future research can determine if and how -- much like Clinton, Bush and Obama -- Trump is changing the landscape of presidential communication through social media.

The current study found late night political satire writers use a variety of sources for each monologue. While @realDonaldTrump Twitter feed and the White House press materials were used as source material n=19 and n=5 times, respectively, over 29 monologues, they were among a total of n=304 source citations used. In light of the volume of source citations used overall, the current study did not support H2 and found late night political satire writers are not paying more attention to Twitter than to all other media of the day.

Additional Findings

While @realDonaldTrump Twitter feed and the White House press materials were used as source material n=19 and n=5 times, respectively, they were among a total of n=304 source citations used. These citations were spread across 29 monologues aired by three hosts: Stephen Colbert, n=12; Seth Meyers n=7; and Trevor Noah, n=10.

Within those monologues, the citations break down varied: 45.39% of citations were used in monologues by Stephen Colbert; 23.34% by Seth Meyers; and 30.26% by Trevor Noah. A closer look at the citations used by each show indicate they are researched at a rate that provides nine or more citations on average, in each monologue: An average of 11.5 sources were used per monologue for *The Late Show* with Stephen Colbert; an average of 10.6 sources were used per monologue for *Late Night* with Seth Meyers; and an average of 9.2 sources were used per monologue available on YouTube for *The Daily Show* with Trevor Noah (see Appendix IV). While these findings do not directly answer any of the research questions presented in this study, the volume of citations used on late night monologues may be an avenue of additional intermedia agenda setting research.

Limitations of Current Study

This current study covers one month in the scope of an active president and a busy media. The small samples size is a limitation of this research. Further exploration into the long-term relationship between @realDonaldTrump's tweets and late night political satire would paint a broader picture.

Additionally, this study relied on only one additional coder to determine intercoder reliability. In repetition or future research, additional coders would allow for an increase in cross validation of study results.

The portion of this study that coded additional media sources cited, quantified each citation as an individual source. Additional study may improve upon this research by grouping the original source of those citations (i.e. CNN, MSNBC, The New York Times) to determine if these media sources occur in aggregate more or less frequently than the president's Twitter feed or the official White House press materials.

Though this study did not focus specifically on the day to day topical relationship between White House material and @realDonaldTrump's tweets, it serves as a good topic for future research. The research can be expanded to include topical exploration of those materials in addition to a study of the frequency of topic reference in late night political satire monologues.

Conclusion

The findings of the current study contribute a snapshot into the ability of the president to set the traditional media agenda very directly through social media. What is more, this snapshot adds to the body of agenda setting research by confirming President Donald Trump sets the traditional media agenda through social media more effectively than through official White House releases.

As technology has evolved, so has the manner in which the White House communicates with the citizenry (Owen and Davis, 2008). This study indicates the president has the ability to set the media agenda through Twitter, contributing to the body

of research about presidential communication. The indicator could help inform

candidates and politicians about how to improve their ability to influence traditional

media through the use of social media as a political platform.

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Table 3

Data Results: Descriptive

Targeted Contents	Number of Targeted Contents	Presence in Political Satire
Twitter	n=119	n=19 (62%)
White House	n=210	n=5 (17.24%)
Political Satire	n=29	-
Additional Sources	n=304	n=304

Data Results: Relational

RQ/H	Variables	Number of Targeted Contents	*p*-Value
RQ1/H1	Twitter in Political Satire	n=19 in n=29	0.00
RQ2	White House materials in Political Satire	n=5 in n=29	0.01
RQ3	Twitter vs. White House materials in Political Satire	n=19 vs. n=5	0.00
H2	Twitter vs. Additional Sources in Political Satire	n=19 vs. n=304	0.99

APPENDIX I

YouTube Links

Thursday, February 1

The Late Show with Stephen Colbert (14:19)

https://www.youtube.com/watch?v=7JmgrNkvNqY&list=PLiZxWe0ejyv8CSMylrxb6Nx4Ii2RHbu_j&index=32 (5:06)

https://www.youtube.com/watch?v=4XrtGVyHogc&index=31&list=PLiZxWe0ejyv8CSMylrxb6Nx4Ii2RHbu_j (4:04)

https://www.youtube.com/watch?v=ZzgNgMfpk-s&list=PLiZxWe0ejyv8CSMylrxb6Nx4Ii2RHbu_j&index=30 (5:09)

Late Night with Seth Meyers (9:55)

https://www.youtube.com/watch?v=DVlz-sGxyKM&list=PLJaq64dKJZoqx9kC7SQpdXQywrgznMXCq (7:32)

https://www.youtube.com/watch?v=UUfeMNAwYew&index=4&list=PLJaq64dKJZoqx9kC7SQpdXQywrgznMXCq (2:23)

The Daily Show with Trevor Noah (5:42)

https://www.youtube.com/watch?v=qDyaspdzhXI (5:42)

Friday, February 2

The Late Show with Stephen Colbert (14:12)

https://www.youtube.com/watch?v=jBUhd5Z9F_I&index=2&list=PLiZxWe0ejyv9FHNRJp3PQDtAtmSMfmXXi (3:42)

https://www.youtube.com/watch?v=fXMh3VMC9CQ&index=3&list=PLiZxWe0ejyv9FHNRJp3PQDtAtmSMfmXXi (4:18)

https://www.youtube.com/watch?v=DfUjjBARkuc&index=4&list=PLiZxWe0ejyv9FHNRJp3PQDtAtmSMfmXXi (6:12)

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah

No show available

Monday, February 5

The Late Show with Stephen Colbert (13:21)

https://www.youtube.com/watch?v=9lS6lCkJ5Fo&list=PLiZxWe0ejyv8lEHw9t6jEFrR3h-mO2ycX&index=2 (6:56)

https://www.youtube.com/watch?v=5bZ2yW9bDr4&index=3&list=PLiZxWe0ejyv8lEHw9t6jEFrR3h-mO2ycX (6:25)

Late Night with Seth Meyers (14:09)

https://www.youtube.com/watch?v=YnvDkC4Myw0&list=PLJaq64dKJZoov9yWxqN-C7Ywl1QxpQORW (10:36)

https://www.youtube.com/watch?v=Z1ouIGXydQ0&list=PLJaq64dKJZoov9yWxqN-C7Ywl1QxpQORW&index=2 (3:33)

The Daily Show with Trevor Noah (6:19)

https://www.youtube.com/watch?v=isxrREkP44I&lc=Ugx9qs4deRLQeI2F6EB4AaABAg (6:19)

Tuesday, February 6

The Late Show with Stephen Colbert (9:06)

https://www.youtube.com/watch?v=3Xn7nGqiJCU&list=PLiZxWe0ejyv__SfOKZVQZjwMb12rKSiwS&index=2 (4:29)

https://www.youtube.com/watch?v=j2SqHBeUO6U&list=PLiZxWe0ejyv__SfOKZVQZjwMb12rKSiwS&index=3 (4:37)

Late Night with Seth Meyers (9:25)

https://www.youtube.com/watch?v=J6ZfMJTktsw&list=PLJaq64dKJZopenlQvDUsGoWtdWZ1EOEBy (3:49)

https://www.youtube.com/watch?v=ONxHwmQ9dYo&index=2&list=PLJaq64dKJZopenlQvDUsGoWtdWZ1EOEBy (3:36)

The Daily Show with Trevor Noah (3:21)

https://www.youtube.com/watch?v=hSCAHKy61-M (3:21)

Wednesday, February 7

The Late Show with Stephen Colbert (11:51)

https://www.youtube.com/watch?v=9U5QCODwXss&list=PLiZxWe0ejyv8eGz-qcqQqi3PXyvEN-kwE (1:05)

https://www.youtube.com/watch?v=O2xVB0Zu0Bw&index=2&list=PLiZxWe0ejyv8eGz-qcqQqi3PXyvEN-kwE (6:41)

https://www.youtube.com/watch?v=oGBrQevR5Iw&list=PLiZxWe0ejyv8eGz-qcqQqi3PXyvEN-kwE&index=3 (4:05)

Late Night with Seth Meyers (14:39)

https://www.youtube.com/watch?v=hFFn8K2O4po&index=1&list=PLJaq64dKJZopUxyC8n4TPn2yB50Iiqyok (9:51)

https://www.youtube.com/watch?v=9fplSxh6WD8&list=PLJaq64dKJZopUxyC8n4TPn2yB50Iiqyok&index=2 (1:49)

https://www.youtube.com/watch?v=bb_tNwqpgLc&t=0s&index=3&list=PLJaq64dKJZopUxyC8n4TPn2yB50Iiqyok (2:59)

The Daily Show with Trevor Noah (5:33)

https://www.youtube.com/watch?v=_E4cdaRu5y4 (5:33)

Thursday, February 8

The Late Show with Stephen Colbert (11:54)

https://www.youtube.com/watch?v=6KbCgruX6yI&list=PLiZxWe0ejyv8I-95UOSNH3a1FnVvyQX5i (1:15)

https://www.youtube.com/watch?v=jbzn3c5aafI&index=2&list=PLiZxWe0ejyv8I-95UOSNH3a1FnVvyQX5i (6:00)

https://www.youtube.com/watch?v=5CuAwgdYnOA&index=3&list=PLiZxWe0ejyv8I-95UOSNH3a1FnVvyQX5i (4:39)

Late Night with Seth Meyers (13:57)

https://www.youtube.com/watch?v=0dLVivLINqw&list=PLJaq64dKJZooNSSNGhvHRo4tm6ofioh_e (11:24)

https://www.youtube.com/watch?v=jodbeUvcxK0&list=PLJaq64dKJZooNSSNGhvHRo4tm6ofioh_e&index=3 (2:33)

The Daily Show with Trevor Noah (4:49)

https://www.youtube.com/watch?v=QFW6FeWdklU (4:49)

Friday, February 9

The Late Show with Stephen Colbert (11:18)

https://www.youtube.com/watch?v=s1zHtig9BZA&index=2&list=PLiZxWe0ejyv-JtjeE42URSjeW3JlS7hq6 (6:11)

https://www.youtube.com/watch?v=4vQOD_FiCBM&index=3&list=PLiZxWe0ejyv-JtjeE42URSjeW3JlS7hq6 (5:07)

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah

No show available

Monday, February 12 - Monday, February 19

No shows available

Tuesday, February 20

The Late Show with Stephen Colbert (16:19)

https://www.youtube.com/watch?v=j-9IJgU3Ooo&list=PLiZxWe0ejyv_GkzxjayuyuJAgfugarmhn (6:11)

https://www.youtube.com/watch?v=Oa0tSw2iV5o&index=3&list=PLiZxWe0ejyv_GkzxjayuyuJAgfugarmhn (3:39)

https://www.youtube.com/watch?v=uQQ9HoGgl_Q&list=PLiZxWe0ejyv_GkzxjayuyuJAgfugarmhn&index=4 (6:29)

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah (8:11)

https://www.youtube.com/watch?v=ZQcaYYHqrUY (8:11)

Wednesday, February 21

The Late Show with Stephen Colbert (13:49)

https://www.youtube.com/watch?v=vHNk9HwPXOU&list=PLiZxWe0ejyv8h70ZXr0ZWq6Zv9pk3BKpI (1:39)

https://www.youtube.com/watch?v=Uu9ox9CPpMg&list=PLiZxWe0ejyv8h70ZXr0ZWq6Zv9pk3BKpI&index=2 (7:57)

https://www.youtube.com/watch?v=PdEtegXieq0&index=3&list=PLiZxWe0ejyv8h70ZXr0ZWq6Zv9pk3BKpI (4:13)

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah (7:28)

https://www.youtube.com/watch?v=TVT-5AuWYhY(7:28)

Thursday, February 22

The Late Show with Stephen Colbert (16:59)

https://www.youtube.com/watch?v=tP0nlERvaQQ&list=PLiZxWe0ejyv8GjJ9qp70cU1YK0Uqm7azF (1:01)

https://www.youtube.com/watch?v=BiiuUzFQ2Bg&index=2&list=PLiZxWe0ejyv8GjJ9qp70cU1YK0Uqm7azF (12:04)

https://www.youtube.com/watch?v=cLYCSnW4D1g&index=3&list=PLiZxWe0ejyv8GjJ9qp70cU1YK0Uqm7azF (3:54)

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah (5:49)

https://www.youtube.com/watch?v=Q34E5ONJSbA (5:49)

Friday, February 23

The Late Show with Stephen Colbert

No show available

Late Night with Seth Meyers

No show available

The Daily Show with Trevor Noah (4:41)

https://www.youtube.com/watch?v=__et8A3_jMo (4:41)

Monday, February 26 -- No tweets this day

Tuesday, February 27

The Late Show with Stephen Colbert (12:57)

https://www.youtube.com/watch?v=dedZtI355i8&index=2&list=PLiZxWe0ejyv-2JbvyohRTs33hoAWEbh2W (6:52)

https://www.youtube.com/watch?v=WYUOJge3t9I&list=PLiZxWe0ejyv-2JbvyohRTs33hoAWEbh2W&index=3 (2:19)

https://www.youtube.com/watch?v=RmnXgiGePvg&index=4&list=PLiZxWe0ejyv-2JbvyohRTs33hoAWEbh2W (3:26)

Late Night with Seth Meyers (9:57)

https://www.youtube.com/watch?v=GuBH_jlhKtA&list=PLJaq64dKJZorBARPbytdDAaybBVydTNa4 (6:04)

https://www.youtube.com/watch?v=z2iVZVK9XD4&list=PLJaq64dKJZorBARPbytdDAaybBVydTNa4&index=2 (3:53)

The Daily Show with Trevor Noah (4:47)

https://www.youtube.com/watch?v=D6yiw8MD_6o (4:47)

Wednesday, February 28

The Late Show with Stephen Colbert (14:15)

https://www.youtube.com/watch?v=G6dIrs0RurA&list=PLiZxWe0ejyv8ErfV74j_LhDdKdrPIRx_r&index=2 (8:22)

https://www.youtube.com/watch?v=MQ5Mfi2gqZo&list=PLiZxWe0ejyv8ErfV74j_LhDdKdrPIRx_r&index=3 (3:04)

https://www.youtube.com/watch?v=DZvE8VsPO0s&list=PLiZxWe0ejyv8ErfV74j_LhDdKdrPIRx_r&index=3 (2:49)

Late Night with Seth Meyers (11:33)

https://www.youtube.com/watch?v=RKpjH-O8a6w (11:33)

The Daily Show with Trevor Noah

No show available

APPENDIX II

Coding Format

Coding for Twitter

Date	Tweet from @realDonaldTrump	Keyword/ Theme	Tweet on Colbert (1 for yes)	Theme on Colbert (1 for yes)	Tweet on Meyers (1 for yes)	Theme on Meyers (1 for yes)	Tweet on T. Noah (1 for yes)	Theme on T. Noah (1 for yes)
	One tweet may have multiple keywords. Merge this column by tweet.							

Coding for Headlines

Date	Headline from WhiteHouse.gov	Link	Keyword/ Theme	Source on Colbert (1 for yes)	Theme on Colbert (1 for yes)	Source on Meyers (1 for yes)	Theme on Meyers (1 for yes)	Source on T. Noah (1 for yes)	Theme on T. Noah (1 for yes)
	Headline from sources used on late night	Media Source		Source on Colbert (1 for yes)	Theme on Colbert (1 for yes)	Source on Meyers (1 for yes)	Theme on Meyers (1 for yes)	Source on T. Noah (1 for yes)	Theme on T. Noah (1 for yes)

APPENDIX III

@realDonaldTrump Tweets used as source material in late night monologues

Tweet	Used on Colbert	Used on Seth Meyer	Used on Trevor Noah
Thank you for all of the nice compliments and reviews on the State of the Union speech. 45.6 million people watched, the highest number in history. @FoxNews beat every other Network, for the first time ever, with 11.7 million people tuning in. Delivered from the heart! (2.1.18)	2.1.18		
This memo totally vindicates "Trump" in probe. But the Russian Witch Hunt goes on and on. There was no Collusion and there was no Obstruction (the word now used because, after one year of looking endlessly and finding NOTHING, collusion is dead). This is an American disgrace! (2.3.18)			2.5.18 (via Nightly News clip)
Representative Devin Nunes, a man of tremendous courage and grit, may someday be recognized as a Great American Hero for what he has exposed and what he has had to endure!(2.5.18)		2.5.18 (via CNN)	
Little Adam Schiff, who is desperate to run for higher office, is one of the biggest liars and leakers in Washington, right up there with Comey, Warner, Brennan and Clapper! Adam leaves closed committee hearings to illegally leak confidential information. Must be stopped! (2.5.18)		2.5.18	
Thanks to the historic TAX CUTS that I signed into law, your paychecks are going way UP, your taxes are going way DOWN, and America is once again OPEN FOR BUSINESS! (2.5.18)		2.6.18	
Deputy A.G. Rod Rosenstein stated at the News Conference: "There is no allegation in the indictment that any American was a knowing participant in this illegal activity. There is no allegation in the indictment that the charged conduct altered the outcome of the 2016 election. (2.17.18)	2.20.18		
Funny how the Fake News Media doesn't want to say that the Russian group was formed in 2014, long before my run for President. Maybe they knew I was going to run even though I didn't know! (2.17.18)	2.20.18		
Obama was President up to, and beyond, the 2016 Election. So why didn't he do something about Russian meddling? (2.19.18)	2.20.18		
A woman I don't know and, to the best of my knowledge, never met, is on the FRONT PAGE of the Fake News Washington Post saying I kissed her (for two minutes yet) in the lobby of Trump Tower 12 years ago. Never happened! Who would do this in a public space with live security...... (2.20.18) (part one of two)	2.20.18		
…cameras running. Another False Accusation. Why doesn't @washingtonpost report the story of the women taking money to make up stories about me? One had her home mortgage paid off. Only @FoxNews so reported...doesn't fit the Mainstream Media narrative. (2.20.18) (part two of two)	2.20.18		
I have been much tougher on Russia than Obama, just look at the facts. Total Fake News! (2.20.18)	2.21.18		
Whether we are Republican or Democrat, we must now focus on strengthening Background Checks! (2.20.18)		2.21.18	

Question: If all of the Russian meddling took place during the Obama Administration, right up to January 20th, why aren't they the subject of the investigation? Why didn't Obama do something about the meddling? Why aren't Dem crimes under investigation? Ask Jeff Sessions! (2.21.18)	2.21.18		
I never said "give teachers guns" like was stated on Fake News @CNN & @NBC. What I said was to look at the possibility of giving "concealed guns to gun adept teachers with military or special training experience - only the best. 20% of teachers, a lot, would now be able to (2.22.18)	2.22.18		
If a potential "sicko shooter" knows that a school has a large number of very weapons talented teachers (and others) who will be instantly shooting, the sicko will NEVER attack that school. Cowards won't go there...problem solved. Must be offensive, defense alone won't work! (2.22.18)	2.22.18		
WITCH HUNT! (2.27.18)	2.27.18		
I want to encourage all of my many Texas friends to vote in the primary for Governor Greg Abbott, Senator Ted Cruz, Lt. Gov. Dan Patrick, and Attorney General Ken Paxton. They are helping me to Make America Great Again! Vote early or on March 6th. (2.27.18)	2.27.18		
I want to encourage all of my many Texas friends to vote in the primary for Governor Greg Abbott, Senator Ted Cruz, Lt. Gov. Dan Patrick, and Attorney General Ken Paxton. They are helping me to Make America Great Again! Vote early or on March 6th. (2.27.18)		2.28.18	2.27.18
Why is A.G. Jeff Sessions asking the Inspector General to investigate potentially massive FISA abuse? Will take forever, has no prosecutorial power and already late with reports on Comey etc. Isn't the I.G. an Obama guy? Why not use Justice Department lawyers? DISGRACEFUL! (2.28.18)	2.28.18		

APPENDIX IV

Cited sources occurring on monologues

Host	Sources	Monologues	Average # sources
Stephen Colbert	138	12	11.5
Seth Meyers	74	7	10.6
Tevor Noah	92	10	9.2