



Key Takeouts

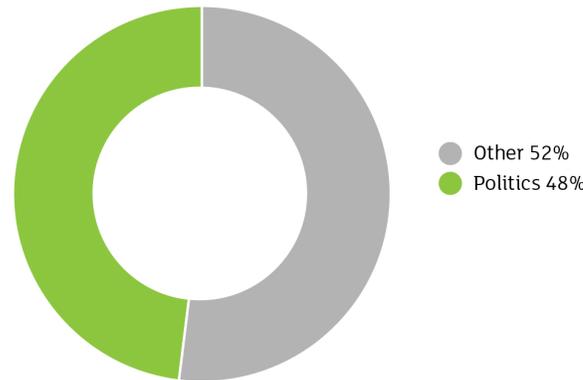
This analysis shows the impressive scale of Kayne West’s platform. His familiarity among the populous is something any previous independent candidate would die for. So the question is, ‘Why isn’t he using it to establish himself as a leader?’

In the last month Kanye has attracted an increasing number of people to his side - 13% of the overall political conversation consists of people either pledging their vote or speaking positively about him. Yet much of this reflects his general popularity rather than something he has said, or a policy position taken.

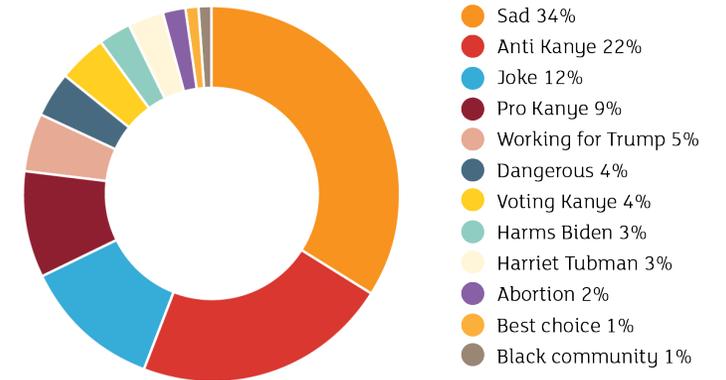
It is significant to note that – as a presidential candidate – he has not been drawn into the debate over the race fuelled riots. Despite being African American and in a position to lead on the issue, Kanye has chosen not to offer a view. For example, a Black man gets shot in the back seven times at close range by the police. A riot ensues and every leader and political commentator across America is keen to express their thoughts. The victim, Jacob Blake, despite being paralysed from the waist down from the attack is chained to a hospital bed by his foot – like someone is playing sick joke. And Kayne West has nothing to say.

Kayne may be running to help Trump, or as a disrupter. Regardless, he has an opportunity to show real leadership. By expressing a considered alternative view - above the well-worn political fray - he could give hope and support to those affected by the violence and thoughts on the issues behind it. He must surely take this opportunity.

DISCUSSION SPLIT



POLITICS



Sad

Many voters still pity Kanye West. Around 8 weeks after his declaration the conversation is still rich with those who feel that he is mentally unstable and should quit the race. Some of these comments are barbed and cruel. But the majority are heartfelt and posted by people who are genuinely concerned for his welfare.

🗨️ *@kanyewest Kanye, I mean this with love... please allow yourself some help. It sounds like you're having a serious manic episode and a professional can help you. Lay your burdens down!*

🗨️ *Can you focus on your mental health? Tegretol, Depakote, Lamictal, Lithium, or Depakene are really viable options available with the help of a certified psychiatrist and psychologist. Seriously, life doesn't have to feel this out of control.*

Anti Kanye/Dangerous

Clearly some voters can't stand Kanye. They think he is a crazy megalomaniac whose candidacy embarrasses America. They just wish he would go away. Meanwhile others see him as a menace, an ignorant fool who has the platform to disrupt the election and return Trump to the White House.

🗨️ *Just had a Kanye campaigner come to my door; he's voting for him because "he's authentic." He believes: 1. Black people remained slaves as a choice 2. Vaccines commonly paralyze children 3. That he's God The only thing authentic about him is that he doesn't hide his ignorance.*

🗨️ *If u vote for Kanye and trump wins again then u are not allowed to complain ab him for the next 4 years. That's the rule. I don't wanna hear any complaining after ur goofy ass decided to do that.*

Joke

Those who thought Kanye running for president was a ridiculous before were given further fuel by the suggestion that West is to call his party the 'Birthday Party'. It sometimes appears that Kanye is on a quest to make himself look stupid.

🗨️ *What's your political party affiliation? Republican, Democrat, or Birthday? 🎂 Kanye West's new political party (Birthday!)*

🗨️ *I'm wondering what happened to BLM, hypocrite? It's a joke that he's running for president, what a moron. @kanyewest*



Pro Kayne

And yet, despite all the criticism, Kayne has increased his level of support. Some seem to be drawn to his independent thought and his guts as they applaud his appearance in the race. Meanwhile others feel that it is wrong to dismiss someone as mentally ill just because they are running to be president outside of the normal channels. There is certainly hunger for his candidacy, which presents Kayne with real opportunity to gain support through leadership. This analysis shows that should Kayne merely respond thoughtfully to the issues of the day he would quickly build a credible following.

🗨️ *@kanyewest Malcolm X knew what was up! Hang in there Ye! Those who are awake know the media is Fake News. Keep up the faith and know that there are many who appreciate your efforts.*

🗨️ *I truly believe that it is very anti black, ableist and dangerous to keep perpetuating this rhetoric that kanye is “unwell” and acting out of “bipolar behavior” every single time he goes against the norm.*

🗨️ *Are you trying to be the President or what???? Fucc is doing!!! Snap out of that bullshit so we can get people to stand behind you and your politics!!!!*

Working for Trump/Harms Biden

At the start of his candidacy people were unsure from which campaign Kayne would take the most votes. It appears that people have now come to the conclusion that Joe Biden would suffer most. In fact many are convinced that Kayne is working for Trump to determine such an outcome and call for those tempted by Kayne not to fall for the trap.

🗨️ *Don't fall for @kanyewest and his typical b.s. He is hard core in @realDonaldTrump bed. He also isn't registered to vote. This is a sad attempt to take votes away from Biden.*

🗨️ *DONALD TRUMP knows what he doing... By KANYE WEST going into the Ballet it will split the Votes for BIDEN by half the black vote going towards Kanye... Trump will be Re-elected President!!*

Black Community/Harriet Tubman

Meanwhile Kayne takes a hit from the Black community many of whom feel that he has sold them out. Some this was expressed by people angry at his dismissal of Harriet Tubman when he suggested that ‘she never actually freed slaves’.

🗨️ *Why won't Kanye use his billions to back a real black politician*

🗨️ *Get outta there sis, we don't abide disrespecting Harriet Tubman. That wasn't bipolar, just typical Kanye black self hatred.*





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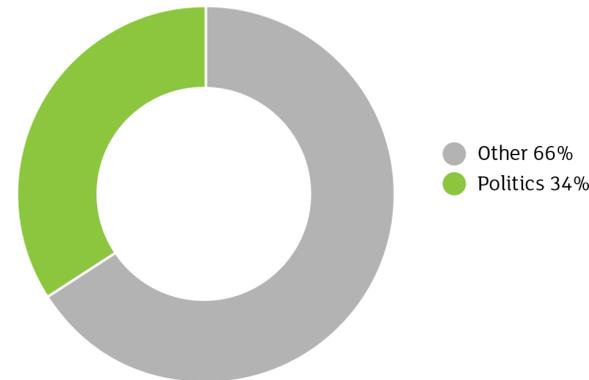
The majority of this discussion centred around the Former First Lady’s speech to the DNC which served to remind the Democratic Party of her leadership qualities. Many wistfully watched her performance and fantasized over what might have been had she stood for president.

Obama’s taking down of Trump by cataloguing his failures and undermining his leadership credentials was well received. But where people felt her leadership really shone was in her ability to look down the barrel of a camera and talk of the importance of empathy while showing exactly what it looks and sounds like.

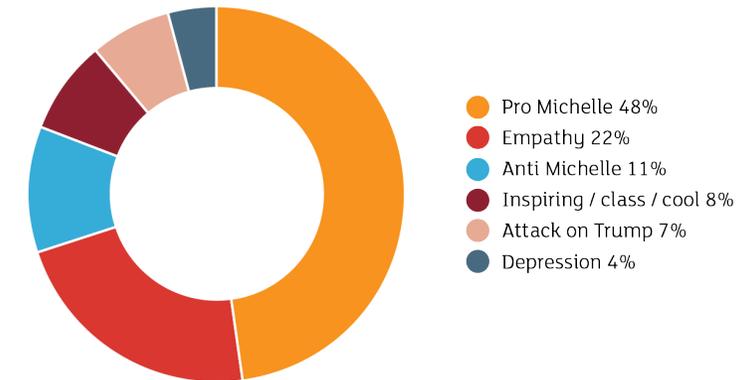
Consequently people gushed on social media that Michelle Obama understood their lives and the problems they face. This was no mean feat, not least for someone who has never been elected to public office.

Of course not everyone liked it. Plenty of people where angry at the speech content and suggested that the problem’s faced today began during her husband’s time in office. Yet of the angry mob keen to shout her down few suggested she was a phony. Michelle Obama commands wide respect. A lesson in leadership for Kayne West.

DISCUSSION SPLIT



POLITICS



Pro Michelle

These conversations reveal that if you like Michelle Obama, you tend to *really* like her. Some people were positively fawning. In fact so many would rather she become Joe Biden's running mate over Kamala Harris.

🗨️ *Watched the whole thing. It was way better than I thought it would be! Michelle Obama! Holy crap she was amazing.*

🗨️ *@MichelleObama is the mom of America #DemConvention*

Empathy

Surely one of the most important emotions all good leaders must possess and express, is empathy. Michelle Obama seems to have some to spare. Her speech to the DNC created much emotion with many stating that she knows exactly how they feel.

🗨️ *Michelle Obama gives me so much hope. She has such grace and wisdom. Her speech made me cry!*

🗨️ *@MichelleObama She calmly, clearly dissected why Trump is the wrong President and cannot do what we need him to do in a crisis. Her ending with his own words, "it is what it is", was jaw-dropping for us effected by covid-19.*

Anti Michelle

Of course not everyone loved her speech, or even like her- with 11% of the political conversation showing negative sentiment. Granted much of this is an attack from the right who would shout her down no matter what she said. Yet there are others who are prepared to offer less partisan criticism, especially on speech content. In particular they are angry that Obama blames Trump for things which her husband did not fix during his 8 years in office. They also feel that it is a bit rich for her to condemn the current administration for a lack of leadership when they saw Barak as completely ineffective during his term.

🗨️ *Michelle Obama: sorry to bring some reality to you, but your husband had 8 years to address "systemic racism" and did NOTHING! Your husband did more to incite racial hatred than anyone! Your husband's 8 years was nothing but one empty, unkept promise after another. Shameful!*

🗨️ *@MichelleObama No shame...no morals...values...dignity*



Inspiring / class / cool

Stepping back into the political spotlight, Michelle Obama wanted to make it count. Her audience were inspired by her speech, her poise and her class – and her neckless.

💡 *If you're not feeling every single word that @MichelleObama is saying right now, you're not paying attention*

💡 *YES! She's all at once full of grace, kindness, strength and 100% badass. Love her so much.*

Attack on Trump

Obama's attack on Trump was not an unrestrained rant, where years of pent up anger were released. It was much more powerful than that. It was considered. The purpose was to bring the audience together. To have them agree collectively, at a single point in time, what most already thought, 'Trump is not up to the job.'

💡 *"You cannot fake your way through this job. It reveals who you are." Too true!*

💡 *Michelle Obama realistically pointed out how hard the job of President is, with insinuation everyone is not capable of it. She then listed necessary qualities and Trump did not check one of those boxes! Well done!*

Depression

Outside of the DNC Obama showed how to use her fame and iconic status as a force for good as she shone a light on mental illness. Aware of the increase in depression during a time of Covid 19 she attempted to empathize with those who are suffering by admitting that she too has been finding things tough.

💡 *It's brave for her to talk about her mental health struggles. It helps reduce the stigma and makes it possible for others to seek help.*

💡 *Glad to know your feeling like shit too, makes me feel a bit better about myself.*

