



# **HOW TRUMP IMPACTED GLOBAL AFFAIRS**

NETIZEN REACTIONS & MEDIA ANALYSIS

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# EXECUTIVE SUMMARY

Donald Trump's return to the White House represents a new era of an increasing isolationist role by the US in global discourse impacting global politics, trade, and security.

This study examines the complex international power struggles which Trump's involvement will have the most impact on such as the Russia-Ukraine war, US-China Tensions, Conflict with the Middle East and US dynamics with North Korea.



The Trump administration created policy uncertainty amongst ASEAN countries with its strong rhetoric on global issues.

Netizens of countries like Indonesia and Thailand saw high volume of discussion on US related global issues, due to tariff concerns, while Malaysian and Singaporean media outlets vocalised issues against Trump's comments about the Middle East.

As global issues grow in importance, Asian leaders must balance relations with the U.S. and rival powers while representing their citizens' views.

In this analysis, we will further examine the social media and online coverage on key issues related to Trump, sentiments, key influencers, and a look at ASEAN countries.

## Methodology

The content was collected using a selected set of boolean keywords and search queries, focusing on global tier-1 online media, and on social media (X - formerly known as Twitter).

Media outlet countries for online media:

- Various countries across Asia, North America, and Europe

Social media countries:

- Global

Time period covered:

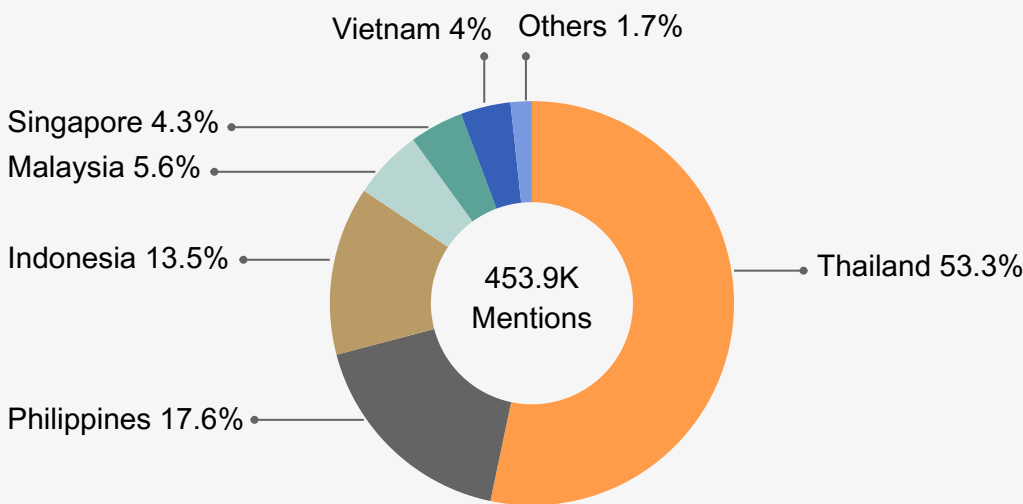
- Nov 5 2024 - Feb 13 2025

# TRADE AND TARIFFS WERE THE MOST DISCUSSED ISSUE IN ASEAN

The most social media activity came from users in Indonesia, Thailand, and the Philippines.

Online conversations across these three nations centred on major geopolitical events: Donald Trump's return, the Russia-Ukraine war, and US-China tensions.

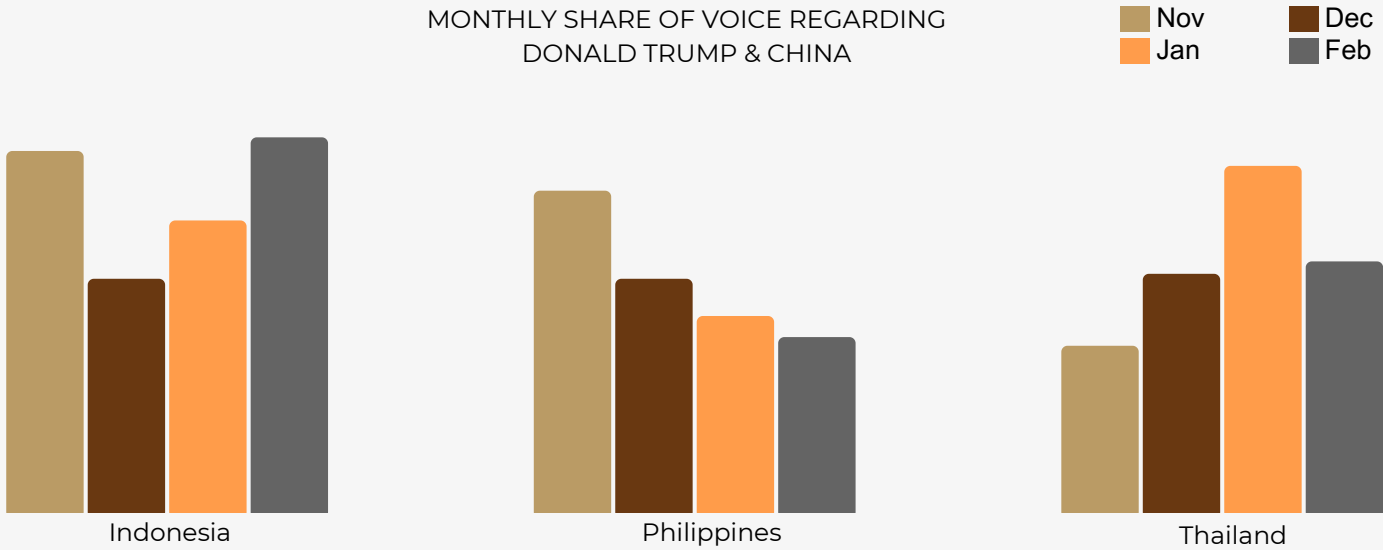
ASEAN SHARE OF VOICE REGARDING DONALD TRUMP, NOV'24



In November, Thailand led ASEAN in social media mentions about Donald Trump by a significant margin. Trump's protectionist trade policies raised concerns in Thailand, as the US runs a trade deficit with the country. The cut in US foreign aid also made headlines, as Thailand hosts around 100,000 Myanmar refugees who rely on the aid.

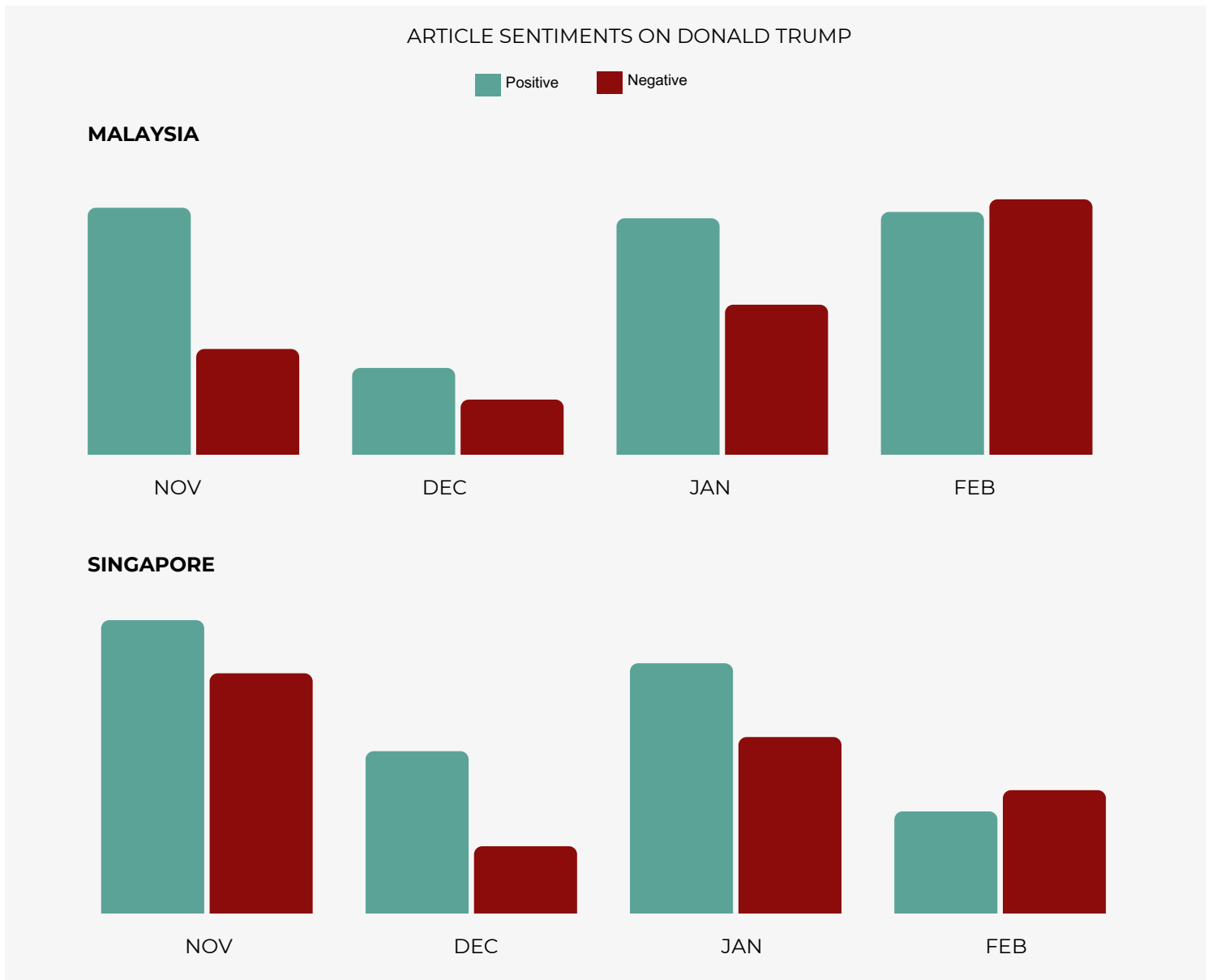
Indonesia, Philippines & Thailand consistently had the highest social media mentions on the US-China tensions.

MONTHLY SHARE OF VOICE REGARDING DONALD TRUMP & CHINA





## Malaysian and Singaporean media mostly reported positively on Trump.



Malaysian officials remained diplomatic in congratulating Trump but were wary of his protectionist trade policies, which could hurt the export-heavy nation.

Similarly, Singapore, heavily reliant on U.S. trade and investment, faced diplomatic challenges, particularly regarding U.S.-China tensions.

However, media reports suggested that Singapore's trade deficit with the U.S. might shield it from tariffs.

THE STRAITS TIMES



malaymail

HOME MALAYSIA SINGAPORE MONEY WORLD LIFE EAT/DRINK SHOWBIZ OPINION SPORTS TECH/GADGETS

WHAT YOU THINK

MFA reiterates Singapore's longstanding support for Palestinians' right to a homeland of their own

**Palestine is a state, Palestinian people exist, they don't belong elsewhere — Hafiz Hassan**

In both countries, media sentiment toward Trump was positive until his remark about "taking over Gaza." Malaysian outlets advised PM Anwar to help ease tensions between Trump and the Middle East.

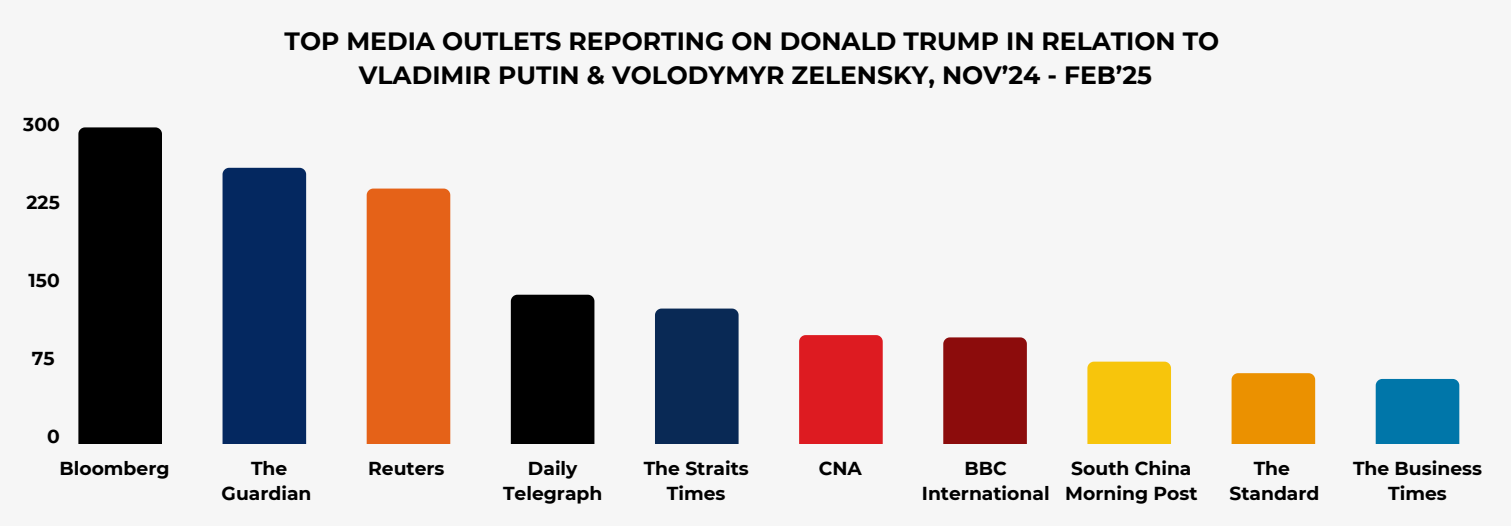
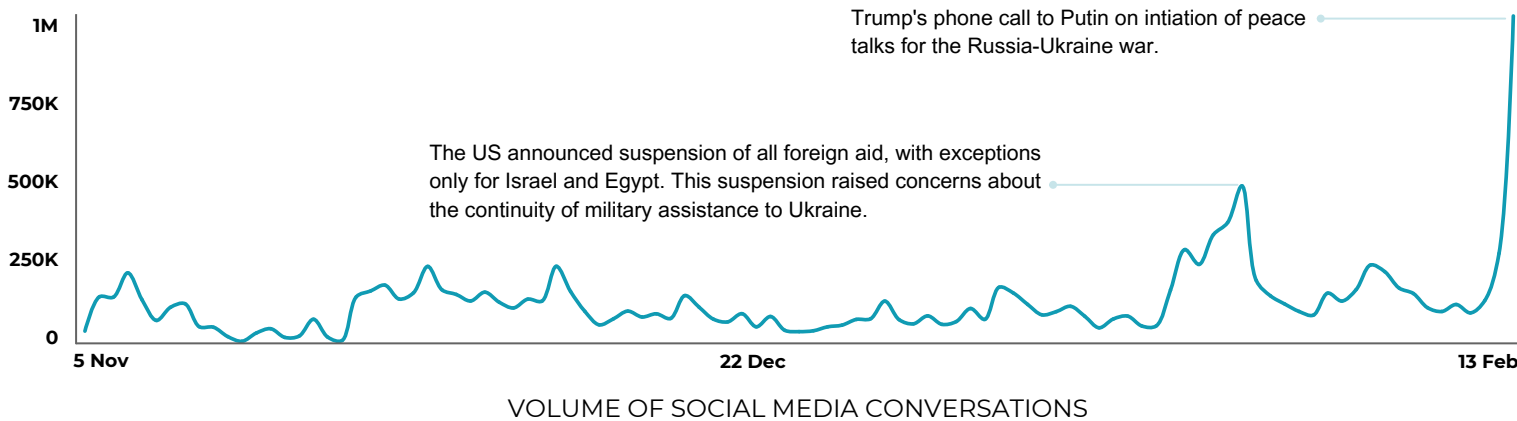
# TRUMP'S UNILATERAL PUSH TO END THE RUSSIA-UKRAINE WAR

Before Trump's Inauguration on January 21st, social media conversations about the Russia-Ukraine war was relatively low compared to after inauguration.

Mentions surged during the US's announcement of suspension of foreign aid, and Trump's phone call to Putin to start peace talks on Ukraine.

Netizens praised Trump in committing to his campaign promise to keep the US out of foreign conflicts and instead focus on domestic issues.

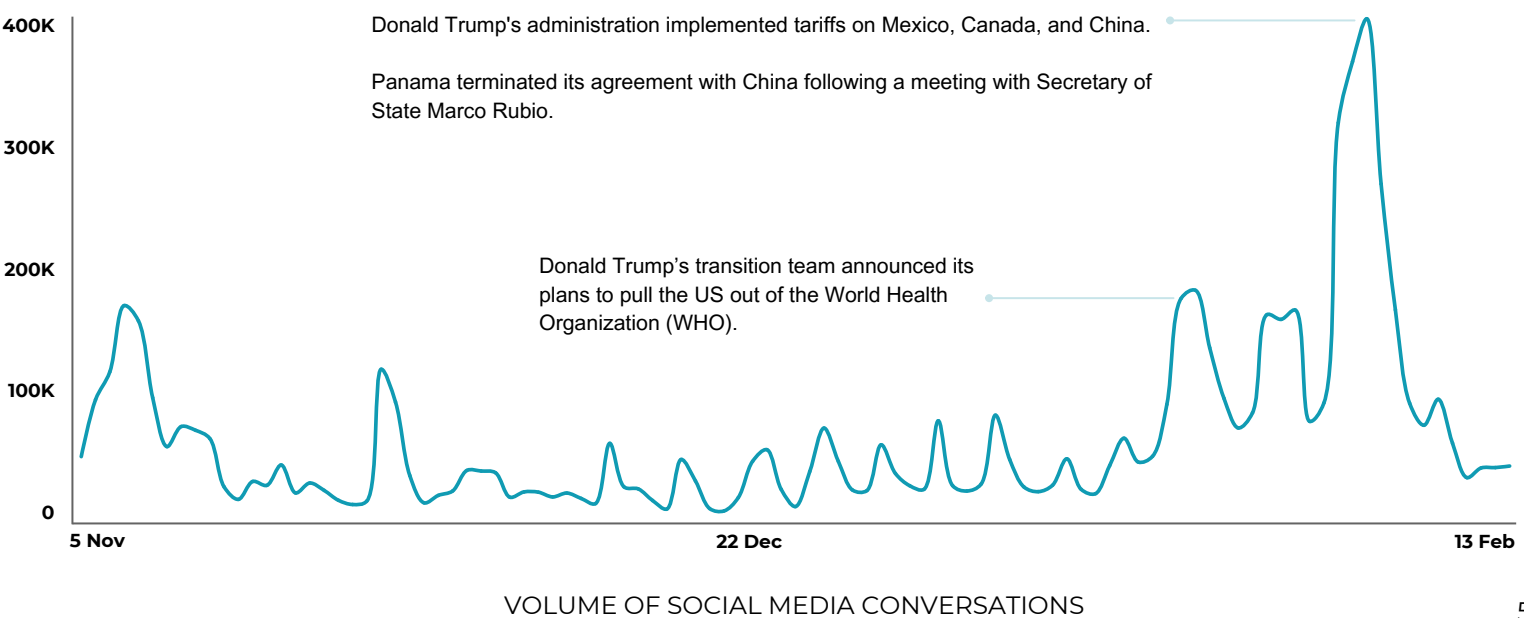
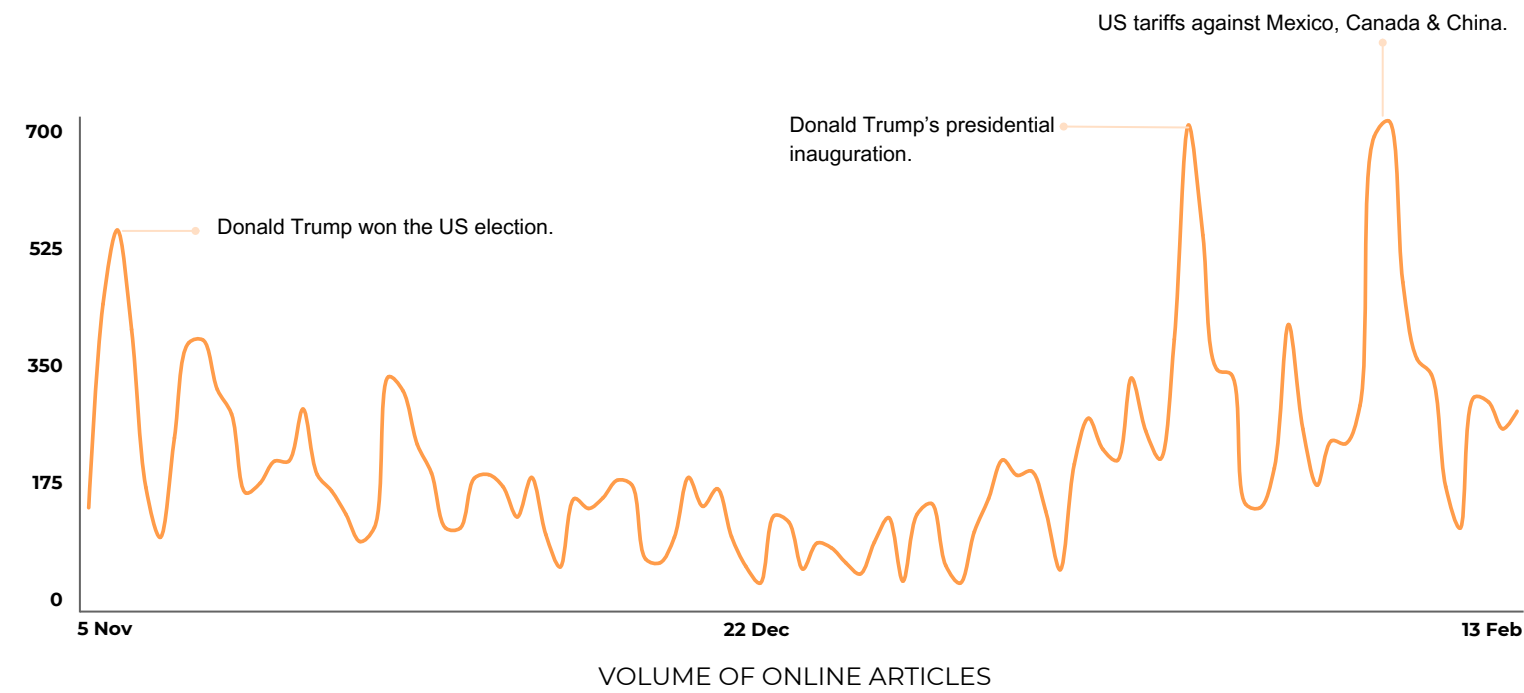
However, he was criticised for abandoning Ukraine to unilaterally dictate a potential peace deal with Russia.



# ROUND 2 OF TRUMP'S TRADE WAR WITH CHINA

Trump announced a tariff of 10% against China after his inauguration, resulting in a tit for tat response from China resulting in 15% retaliatory tariffs, as well as anti-monopoly investigations into Google.

Furthermore, China emerged as a challenger to US dominance in artificial intelligence development. DeepSeek's release had triggered an AI "sputnik moment" as China was able to lower the cost of operating AI as compared to ChatGPT and Nvidia, creating further tensions.



Social media discussions on China covered the US-China AI race, trade imbalances, and differing commitments to global organisations like WHO.

This allowed China to take a larger role in international bodies. The AI race also sparked debates on tech supremacy, with China increasingly seen as a leader.

**MOST ENGAGED POSTS REGARDING THE  
US-CHINA TENSIONS, JAN'25**



**Prayag**
  
@theprayagtiwari

Next 4 years will be interesting for world politics 😂

"U.S. paid \$500M to the WHO, while China, with 1.4B people, paid just \$39M. I ended it, totally unfair" ~ Donald Trump



From ANI 🌟

1:02 pm · 21 Jan 2025 · **10.5M** Views

554
13K
144K
5.1K



**Kate Willett**
  
@katewillett

China releasing Deepseek a day after this is hilarious.



**unusual\_whales**
  
@unusual\_whales · 24 Jan

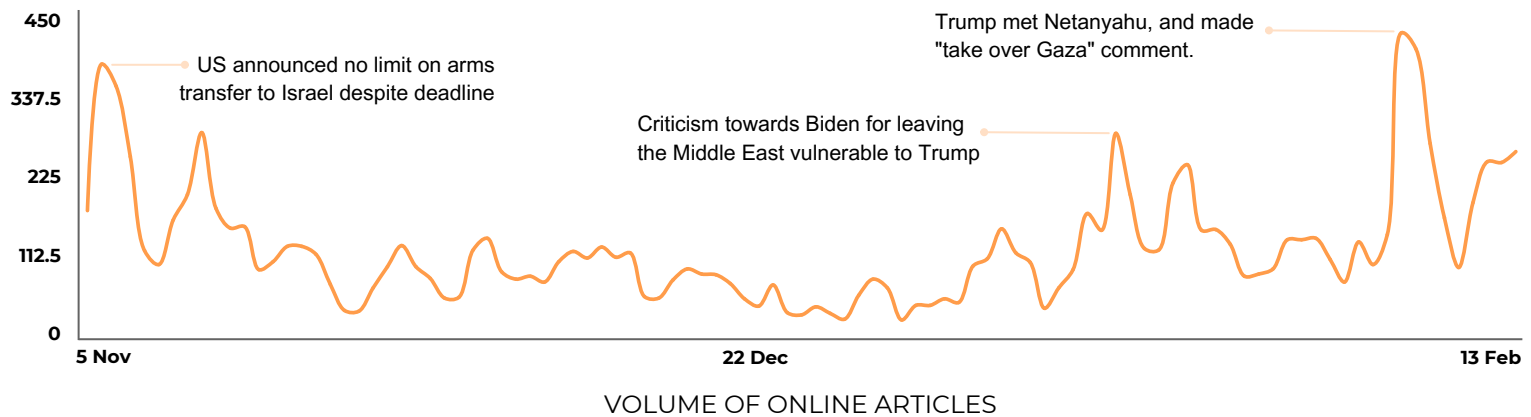
BREAKING: Stargate, a \$500 billion AI project unveiled by Donald Trump, will exclusively and only serve OpenAI, per the Financial Times.

2:24 pm · 25 Jan 2025 · **3.2M** Views

245
8K
89K
4.5K

# SURGE IN MEDIA COVERAGE FOLLOWING TRUMP'S "TAKE OVER GAZA" COMMENT

While Hamas and Israel called a temporary ceasefire, Trump subsequently made a series of comments including plans to "take over Gaza" and proposed a mass relocation of Palestinians to nearby Arab countries.



Social media mentions focused on the "Cyrus Accords," an unofficial plan to transition Iran to democracy.

Former Iranian crown prince, Reza Pahlavi, has a significant online presence and proposed a regime change for a free Iran to Trump on X.

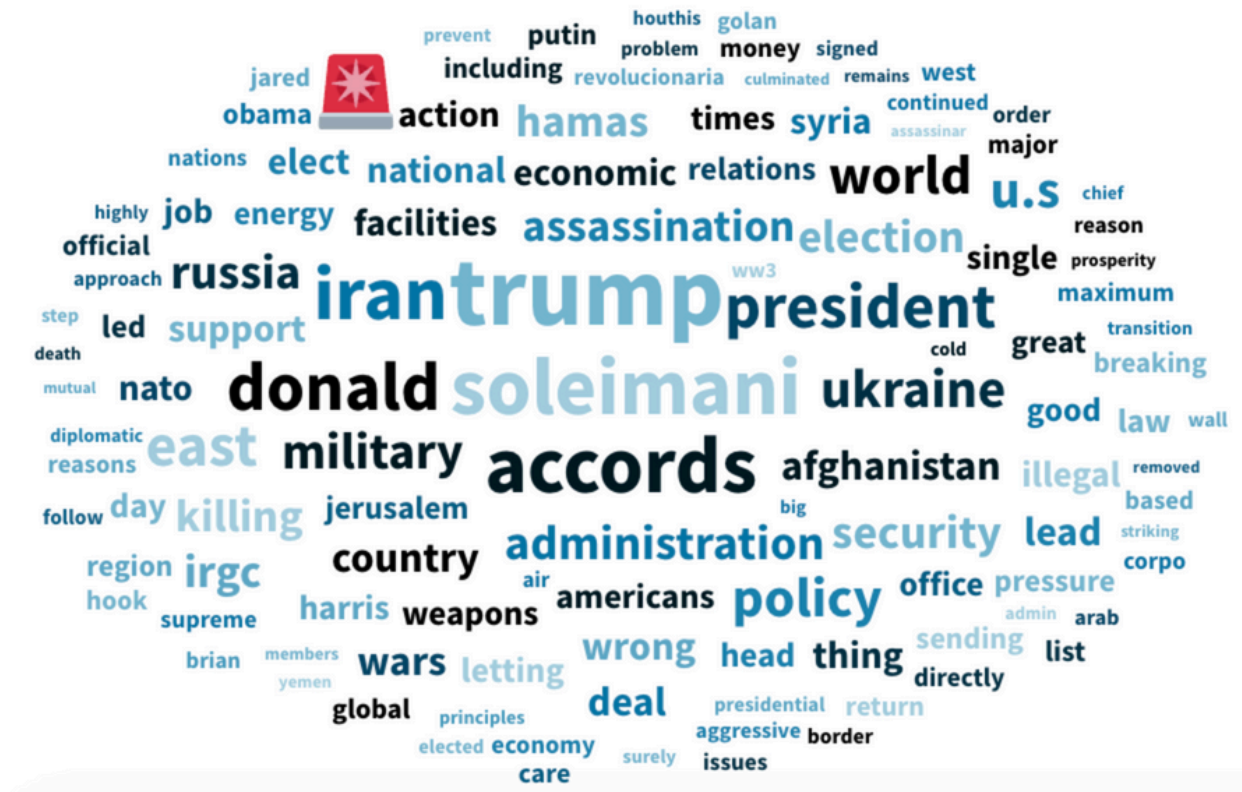
As Trump revives his "maximum pressure" campaign, Iran's government may face pressure to make concessions on its nuclear program to ease economic sanctions and prevent mass protests, which have historically been organised via social media.





**Social media keywords gradually shifted to more positive terms, including “peace” and “historic.”**

WORD CLOUD, NOV'24

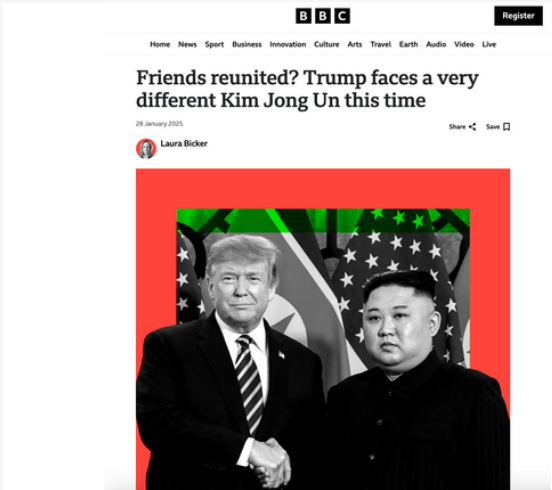
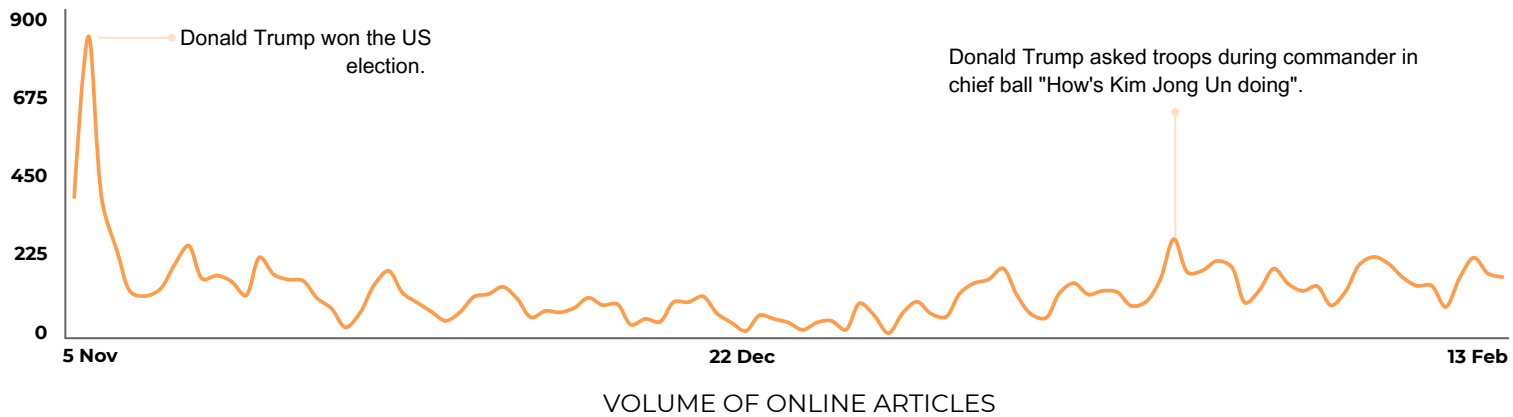


WORD CLOUD, FEB'25



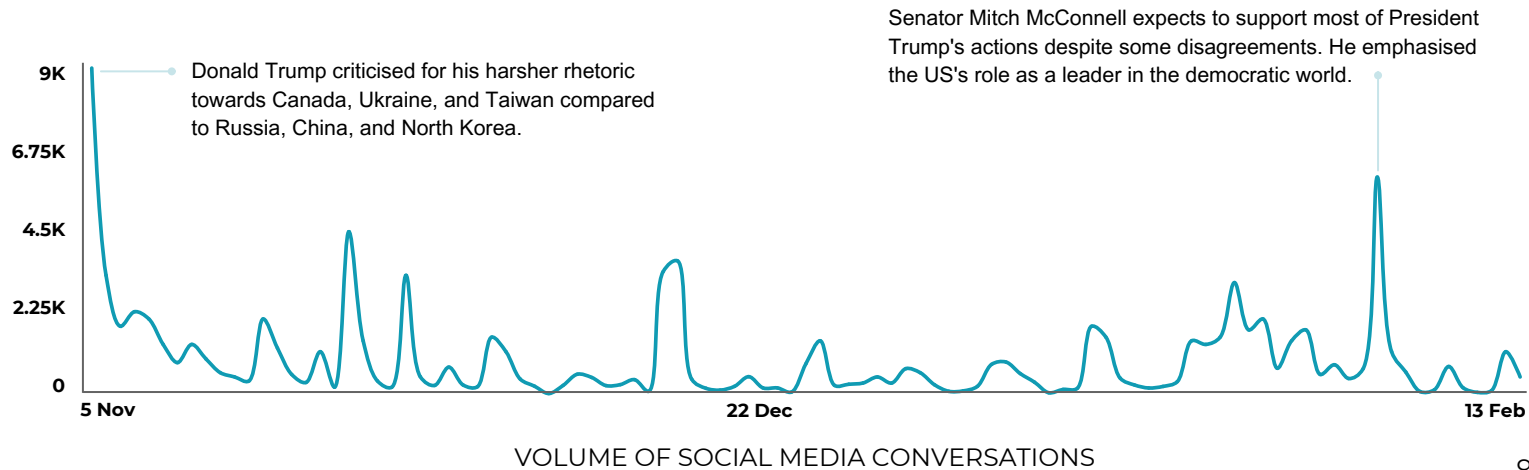
# NORTH KOREA’S TIES WITH RUSSIA MAY IMPACT TRUMP-KIM RELATIONS

In recent years, North Korea has strengthened its position on the international stage due to its military support for Russia in the war. Media coverage has mainly focused on Trump and his team’s plans to re-engage with North Korea, as it may not follow the same path as the historic Trump-Kim meeting in 2019.



TOP ONLINE ARTICLES REGARDING DONALD TRUMP & KIM JONG UN,  
NOV'24 - FEB'25

Social media conversations focused less on North Korea specifically and instead grouped it with key allies like Russia and China. Mentions also highlighted Trump’s eagerness to meet Kim Jong Un and his goal of reducing tensions on the Korean Peninsula.



# ONLINE MEDIA WAS CRITICAL OF TRUMP'S MORE CONTROVERSIAL FOREIGN POLICIES.

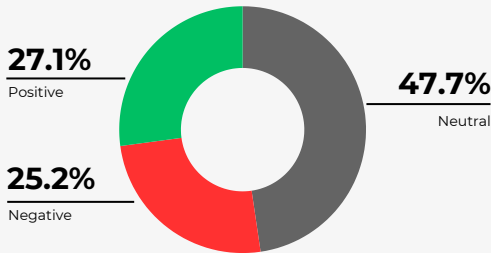


ONLINE ARTICLE SENTIMENTS

## Donald Trump

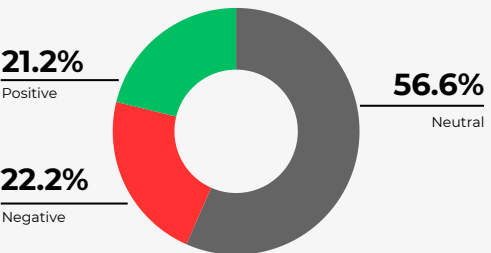
During the months of Trump's election & inauguration, articles were positive towards Trump.

Overall, Trump enjoys a positive coverage from the media and tracks similarly to the social media sentiment.



## Russia-Ukraine War

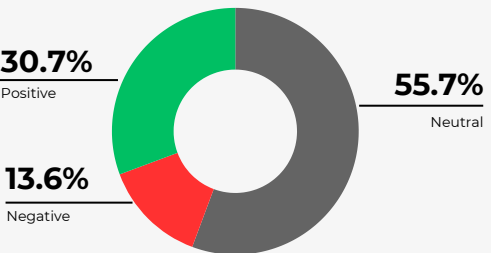
The months following Trump's election, there was consistent negative coverage on this issue due to Trump's policy in potential ending the war but with unfavourable terms for Ukraine.



## US-China Tensions

Negative coverage saw a spike around February, due to the announcement of tariff against China.

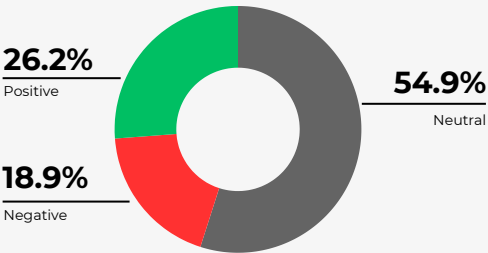
Meanwhile, Chinese outlets were neutral coverage in January due to China's vice premier announcing China is not looking for trade surplus against the US.



## Middle East Tensions

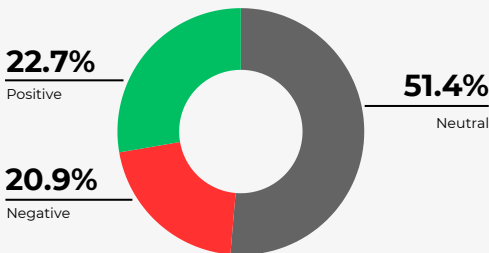
Trump's comments to "take over Gaza" were largely unpopular and received condemnations across the globe, leading to high negative coverage.

However, social media mentions were more positive in February 2025 compared to mainstream reports on this issue.



## US-North Korea relations

After Trump's election, positive sentiment peaked due to reports that Trump might block North Korea and Russia from strengthening economic ties.







## WHAT'S NEXT

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**How Trump Impacted Global Affairs**  
Netizen Reactions & Media Analysis

Nov 4 2024 - Feb 13 2025