CONSTRUCTING DONALD TRUMP: MOBILE APPS IN THE POLITICAL DISCOURSE ABOUT THE PRESIDENT OF THE UNITED STATES

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INTRODUCTION

Mobile applications, increase the original functions of each mobile device, which is the new means of mass communication.

Entertainment industries, propose new methodological lines such as health, education, communication or electoral participation.

Donald Trump, elected president in the 2016 US elections, for which the different candidates were reflected in apps.

OBJECTIVES

To what profile, motivations and purposes do app creators respond using the figure of Donald Trump?

What kind of message do the most downloaded apps pose about Donald Trump and what are the main features of their language?

METHODOLOGY

Qualitative questionnaire involving open questions to developers (n=376).

Quantitative analysis of the message content of apps that exceeded 5,000 downloads (n=117).

Google Play

RESULTS

The most frequent motivations of developers have been mere fun, an informative purpose with a persuasive or mobilizing nature, and a commercial purpose.

The focus of the discourse was centred on three aspects: characters, themes and events. Of course, the central character in the search is Donald Trump, followed by Hillary Clinton.

Figure 2. Publication of Trump apps on Google Play over time
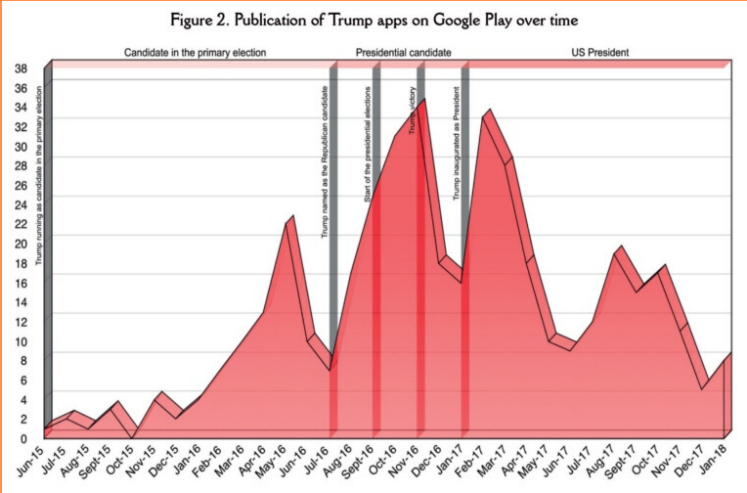
CONCLUSIONS

The purposes of these developers, of heterogeneous profile, respond, in general, to economic or ideological motivations.

Apps with a more critical discourse ended up being in the minority compared to those that displayed greater simplification and virality.

Trump's popularity in the app ecosystem came from a combination of a seemingly unrelated set of factors.

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