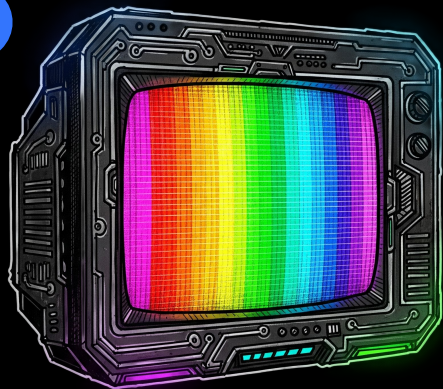




Narrative Competitive Analysis on MI-Sen: El-Sayed vs. Stevens

July 31, 2026



Methodology

- We identified **2,846 YouTube videos** with a total of more than **47 million views**. Each video mentions Haley Stevens and/or Abdul El-Sayed and was posted between June 29, 2026 and July 27, 2026.
- We used multi-modal AI to watch each unique video and identify narratives about each candidate.
- We classified each observed narrative as “positive / supportive” or “negative / oppositional” towards either Stevens or El-Sayed.
- Key Metric “Ratings Points” - a proprietary metric that measures relative reach and frequency of a given narrative or creator within the study.
- Video [View metrics](#) are provided directly by Youtube and generally include verified valid organic views of >30 seconds, any length views of a Short, or ad views.

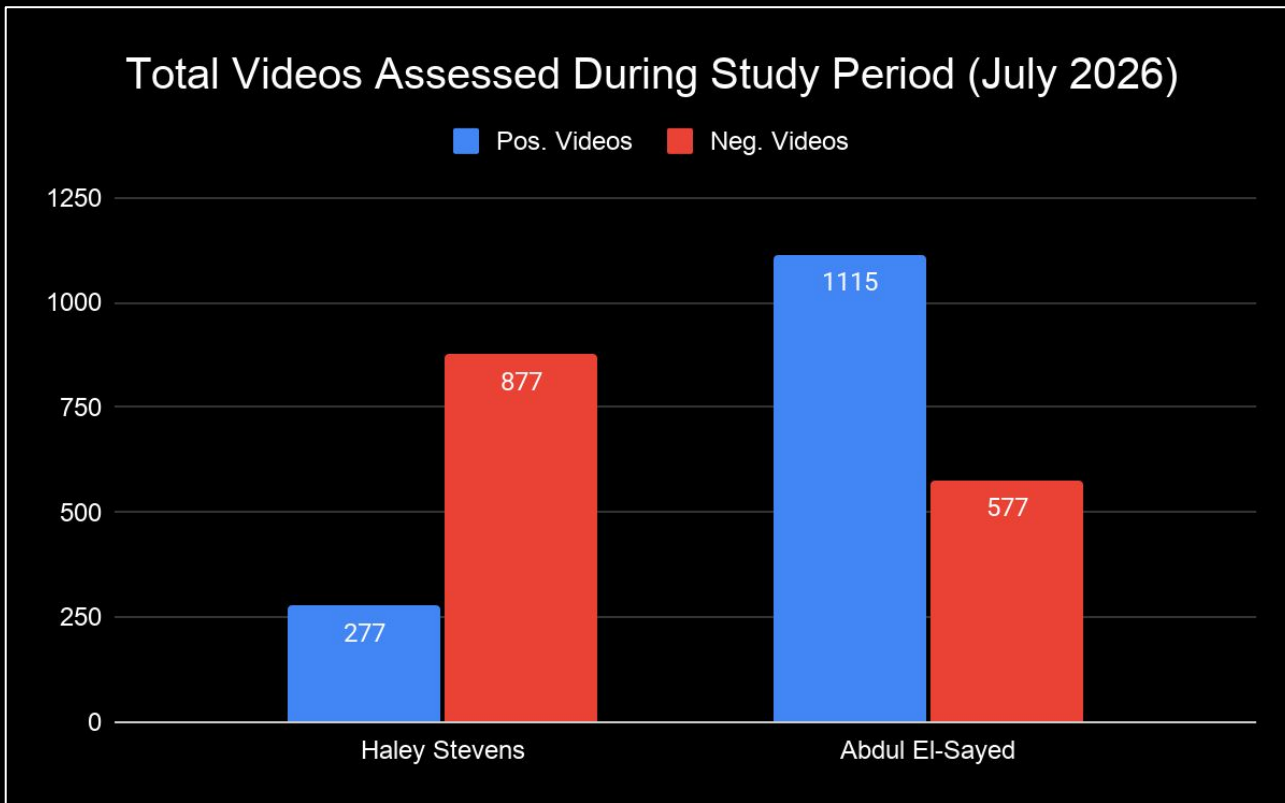


Key Findings - Narrative Competitive Analysis

- If, as polling averages suggest, El-Sayed wins the Michigan Senate Democratic primary on Aug. 4, it will be a victory built, in part, on his domination of positive attention – and Stevens' inability to connect with voters with positive messages.
- **Audience Attention** - Narratives about El-Sayed have dominated total audience attention with 29.3 million views across 1,692 videos, while narratives about Stevens generated 17.7 million views in 1,154 videos.
- **El-Sayed Narratives:** Just 34% of the videos posted about El-Sayed contained negative narratives about him, leading to a healthy 1.33x ratio of views for positive vs. negative narratives.
- **Stevens Narratives:** 76% of the videos posted about Stevens contained negative narratives about her, which drove an anemic 0.17x ratio of views for positive vs. negative narratives.

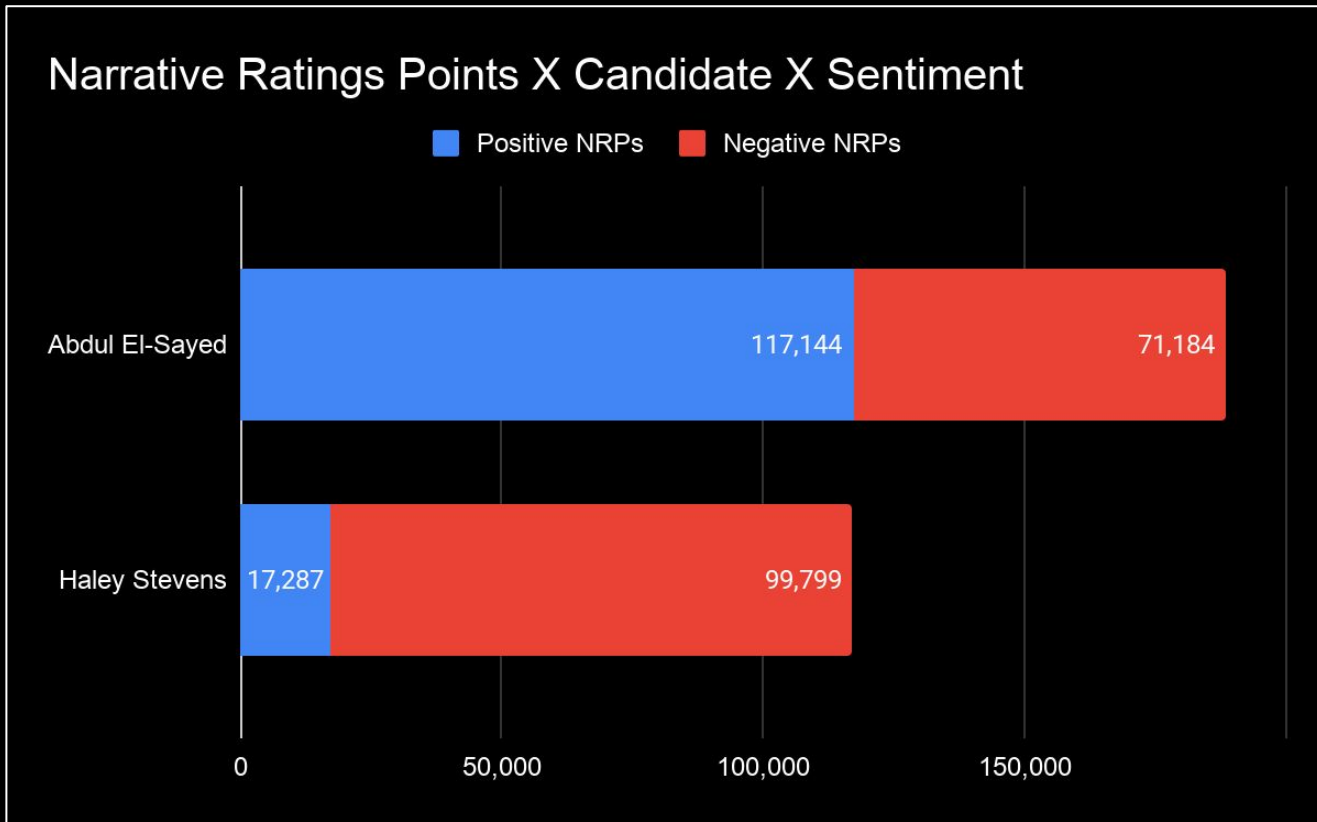


There Are Stark Differences in the Available Content (i.e. videos posted) Featuring Abdul El-Sayed or Haley Stevens





Negative Narratives About El-Sayed and Stevens Both Received Significant Ratings, But Positive Messages About El-Sayed Were Seen 6x More By Audiences





Narrative clustering analysis: 5 of the top 6 positive narratives by ratings in the study were about El-Sayed, while there was something approaching parity in the spread of negative narratives about both candidates.

	Total Narrative Ratings Points	2026-06-29	2026-07-06	2026-07-13	2026-07-20	2026-07-27
All Narratives	305,412	38,445	88,952	81,746	86,551	9,319
Negative (Oppositional) Narratives	170,984	9,644	47,022	54,920	52,975	6,419
STEVENS Negative Campaign and Corporate Criticism	49,021	4,401	17,735	7,825	16,830	2,228
EL-SAYED Negative Portrayal Highlighting Controversial Associations and Policies	44,439	4,289	16,353	12,883	10,021	893
STEVENS Opposition from Progressive and Anti-Establishment Voices	19,823	954	11,166	1,612	6,077	14
EL-SAYED Framing as a Radical or Extremist Left-Wing Politician	19,484	0	0	7,119	10,516	1,849
STEVENS Hostile Personal Attacks and Explicit Negative Sentiment	18,172	0	1,607	13,239	2,791	535
STEVENS Opposition Framed Through Pro-Israel Criticism	10,194	0	58	7,688	2,448	0
Positive (Supportive) Narratives	134,428	28,801	41,930	26,825	33,576	2,900
EL-SAYED Advocacy of Progressive Policies and Political Vision	38,177	16,349	6,551	4,239	9,877	1,078
EL-SAYED Support for Abdul El-Sayed's Senate Campaign	34,839	8,194	9,922	8,918	7,375	116
EL-SAYED Positive Media Coverage and Public Reception	18,450	1,007	10,541	4,913	1,969	20
EL-SAYED Defense Against Political Attacks and Negative Campaigning	11,756	1,260	5,740	605	4,071	80
EL-SAYED Progressive and Grassroots Funding Narrative	11,723	0	2,257	4,190	5,275	0
STEVENS Support for Haley Stevens as a Fighter Against Trump and Advocate for Citizens	7,649	1,371	4,869	921	395	92



ClarifyAI Top 3 Positive Narrative Clusters in the 2026 Michigan Democratic Senate Primary

- **#1 - EL-SAYED - Advocacy of Progressive Policies and Political Vision:** This cluster includes videos focusing on Abdul El-Sayed's political perspective, including his advocacy for Medicare for All, systemic reform, and the role of government in public welfare, portraying him as a knowledgeable and principled leader **(28% of all positive NRPs)**.
- **#2 - EL-SAYED - Support for Abdul El-Sayed's Senate Campaign:** This cluster contains videos expressing strong support and enthusiasm for Abdul El-Sayed's U.S. Senate run, highlighting campaign events, endorsements, and calls to action to join and support his movement **(26% of all positive NRPs)**.
- **#3 - EL-SAYED - Positive Media Coverage and Public Reception:** This cluster consists of videos including interviews, podcasts, and media reactions that portray Abdul El-Sayed as a capable, articulate, and admirable political figure, with favorable commentary enhancing his reputation **(14% of all positive NRPs)**.



ClarifyAI Top 3 Negative Narrative Clusters in the 2026 Michigan Democratic Senate Primary

- **#1 - STEVENS - Negative Campaign and Corporate Criticism:** This cluster includes videos that focus on negative portrayals of Haley Stevens' campaign, emphasizing her trailing status in polls and accusing her of representing corporate interests, thereby damaging her public image and discouraging support. **(29% of all negative NRPs).**
- **#2 - EL-SAYED - Negative Portrayal Highlighting Controversial Associations and Policies:** This cluster contains videos that frame Abdul El-Sayed negatively by emphasizing controversial aspects such as alleged anti-American sentiments, support for Hamas, past calls to defund the police, associations with controversial figures, and his progressive platform including pro-Palestine stance, Medicare for All, taxing the wealthy, and abolishing ICE. These narratives are used to challenge his character and political agenda. **(27% of all negative NRPs).**
- **#3 - STEVENS - Opposition from Progressive and Anti-Establishment Voices:** This cluster consists of videos that depict Haley Stevens as opposed by progressive candidates and critics who view her as a moderate or centrist establishment figure out of touch with progressive or grassroots voters, emphasizing resistance to her candidacy within the Democratic Party's left wing. **(11% of all negative NRPs).**

Digging Deeper

- **El-Sayed's position on the Israeli-Gaza conflict functions as a double-edged narrative sword:** The same issue is simultaneously his biggest liability narrative and his best-performing content.
 - It's a sub-theme within his largest negative cluster (Controversial Associations and Policies, 62% of his negative volume).
 - But it also anchors his [single highest-viewed positive video](#) (1.3M views), where he defends the position directly and redirects into a critique of AIPAC's \$23M+ spending against him.
- **The Role of Creator Surrogates:** As we have seen previously in research we have conducted in the 2025 NYC Mayor's Race and 2026 Maine Senate race, El-Sayed has strong creator surrogates that are driving the conversation
 - [HasanAbi](#): a leftwing online political commentator (generated 2M views across 8 videos)
 - [Breezy Politics](#): a channel that produces primarily short form digital content on political issues (generated 2.5 M views across 3 videos)
- **The Role of Fox News:** Also as seen before, Fox is the dominant source of high reach negative content for **both** El-Sayed and Stevens. The highest viewed negative video is a [political commentary segment](#) that attacked both candidates. (generated 3.3 M views across 14 videos)