

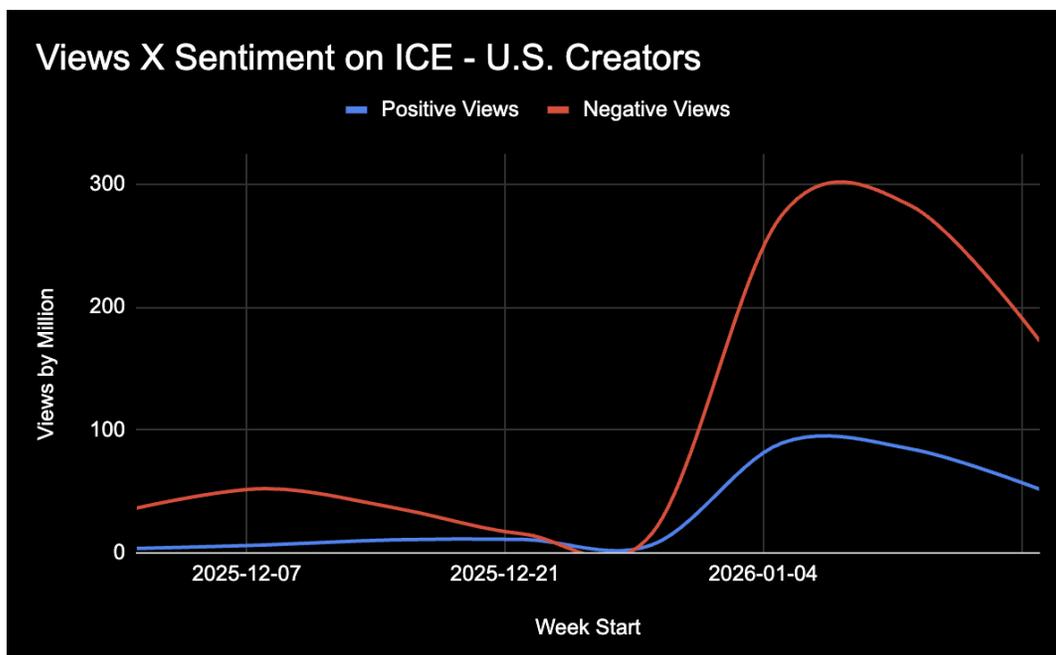
## MEMORANDUM

January 28, 2026

### Narrative Landscape Analysis: ICE, Presidential Approval and Fox News' Impact

#### Executive Summary

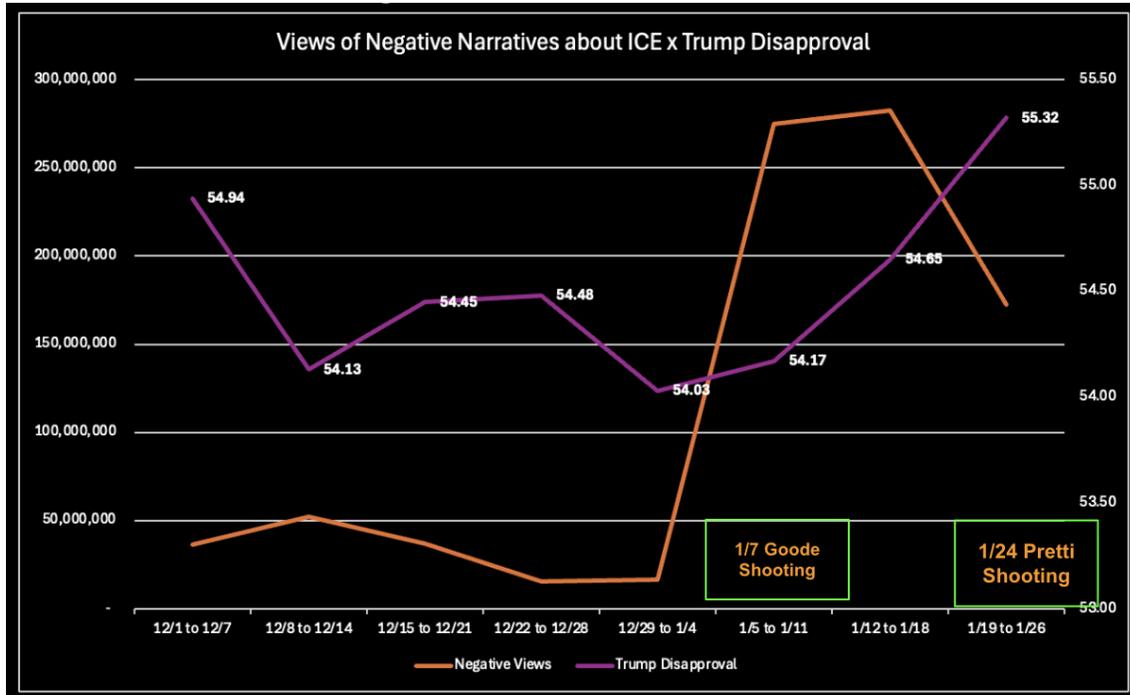
An analysis of 90,019 YouTube videos with a collective 12 billion views between December 1, 2025 and late January 26, 2026 reveals a landscape of overwhelming hostility toward the U.S. Immigration and Customs Enforcement (ICE). The data indicates that negative narratives now outpace positive ones by a 4.42x view ratio, driven primarily by high-impact, "body-cam" style vertical video content. This narrative surge is directly correlated with a steady rise in disapproval of President Trump.



#### I. Impact on President Trump's Approval Ratings

The sustained surge of negative ICE narratives throughout January has had a quantifiable "drag" on executive approval.

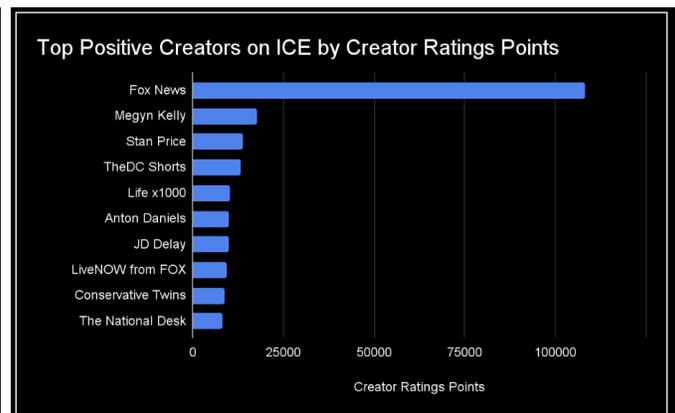
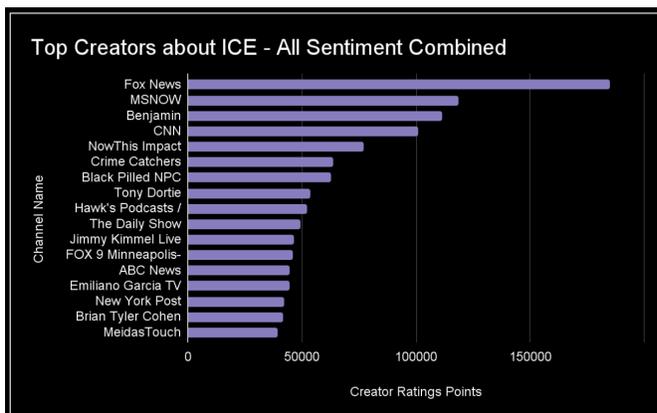
- **Correlation with Incident Spikes:** Narrative volume and negative sentiment spiked sharply following the killing of Renée Good on January 7 and killing of Alex Pretti on January 24.
- **Approval Erosion:** Data from the *Silver Bulletin* shows Trump's disapproval rating climbed from **54.03%** at the start of January to **55.32%** by the week of January 19–26.
- **Narrative Reach:** During the week of the Good shooting, negative narratives reached over **270 million views**, saturating audiences and appearing to be driving public dissatisfaction with the administration.



## II. Fox News: The Sole Pillar of Positive Messaging

Our analysis suggests that positive messaging regarding ICE is almost entirely dependent on Fox News. Without this single creator, the pro-ICE narrative landscape would effectively collapse.

- Dominant Share of Attention:** Fox News is the #1 creator for ICE content overall, with a Creator Ratings Point (CRP) score far exceeding its nearest media competitor, MSNOW by 56%.
- Positive Narrative Monopoly:** Fox News is the primary driver of the "Support and Defense of ICE Enforcement Actions" cluster, which has 140,162 Narrative Ratings Points (NRP).
- Framing the Counter-Narrative:** Fox frames protesters as "agitators" and "far-left activists" while depicting ICE actions as "justified" and "defensive shots" against gang-affiliated individuals.
- Is Fox News narrative dominance driving Administration policy as well?** As [noted by CNN's Brian Stelter](#), 20 minutes after suggesting that Tom Homan be sent to Minnesota, Trump took that advice.



### III. The Power of "Body-Cam" Style Vertical Video

The research highlights a significant shift in how audiences consume and believe information. Traditional news segments are being outperformed by raw, vertical video "Shorts."

- **Top Content Format:** The top 8 negative videos in this study are all **body-cam style Shorts**.
- **The "Resistance" Viral Loop:** These videos typically depict acts of grassroots resistance, such as:
  - **#1 Video (33M views):** [A man successfully evading and laughing at an ICE stop](#) (likely staged)
  - **#2 Video (18M views):** [A protester spitting at an agent and the subsequent "disproportional" takedown](#).
- **Perceived Authenticity:** These formats are highly effective because they feel "unfiltered." Even when the footage is potentially staged or uses AI (such as a viral ["Viking" fleeing in a bathtub](#)), the opportunity to drive significant reach and attention remains.
- **Humor as a Weapon:** Non-traditional content, including [comedy shorts about "Amazon robots" replacing ICE in 2035](#), is gaining massive traction, further undermining the agency's serious image.

### Conclusion

The administration is currently losing the narrative on YouTube, the nation's largest TV platform, largest streaming video platform, and largest podcasting platform. While Fox News provides a critical defensive perimeter, it cannot offset the viral reach of "body-cam" footage depicting ICE in high-conflict scenarios. The correlation with rising presidential disapproval suggests that video depictions of ICE using force against Americans is a highly damaging narrative for the Trump Administration.

### ABOUT GROUND TRUTH AI

Ground Truth AI, LLC is an AI Research Lab and the developers of ClarifyAI, a narrative intelligence platform. Ground Truth AI's 2024 research in AI accuracy was featured on [MSNBC's Morning Joe](#). The founders, CEO Andrew Eldredge-Martin and CTO Brian Sokas, were named *Campaign & Elections* magazine's 2024 AI Pioneers of the Year for their work on accuracy and political bias in AI systems. More information available at [www.clarifyintelligence.com](http://www.clarifyintelligence.com).