This report reflects major trends in the average emotional context of global news media coverage of the world's heads of state as reported by the GDELT (Global Database of Events, Language, and Tone) (http://gdeltproject.org/) Global Knowledge Graph database. Each day, the average “tone” of all articles mentioning a recognized world leader is computed, from “extremely positive” (a value of +100) to “extremely negative” (a value of -100). In practice, given the massive variation in how world leaders are viewed across the globe, tone usually ranges between +10 and -10. Leaders are only included in a given day’s ranking if they received sufficient news coverage during the previous day to yield a measurable tonal score. Tone synthesizes both emotion expressed about a leader and the emotional context of events the leader is currently involved with or being contextualized within. This report is provided as a highly experimental prototype service to demonstrate the use of emotional response and the other latent dimensions of the GDELT Global Knowledge Graph in examining global trends, so please use caution when utilizing its findings.

<table>
<thead>
<tr>
<th>Rank (Most to Least Popular)</th>
<th>Name</th>
<th>Country</th>
<th>Average Tone</th>
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## World Leaders Index Timelines

The table below shows a timeline of the last 90 days of the average emotional context of global news media coverage of each leader.

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GDELT World Leaders Index: 11/24/2014

http://gdeltproject.org
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