Noteworthy Trends: April 27 to May 4

ForecastOS Hivemind continuously processes content from top media sources. Using advanced AI, Hivemind identifies, tracks, and analyzes emerging trends.

This report presents the most noteworthy Hivemind trends from April 27 to May 4 as shown in the table below. We graph these trends over the past decade to show their relative popularity evolution and include recent notable mentions to offer context on current discussion. When applicable, we also provide the number of related companies as determined by Hivemind.

All data in this report is available via the ForecastOS Hivemind UI. Click the free trial button on the bottom right of this page to get access. With access, you can explore our full list of trends and themes, create your own custom trends and themes, and view associated companies for investment ideas and thematic exposure.

Noteworthy Hivemind Trends

	Trend ¹	ST Growth ²	LT Growth ³
1	Tariffs, tariff, prices, reciprocal	278%	4,636%
2	Trump, Donald, Trumps, president	9%	294%
3	AI, generative, AIs, artificial	1%	273%
4	Amazon, Bezos, Amazons, Jeff	8%	-34%
5	Carney, Mark, Trudeau, minister	2,434%	931%

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Delay: minutes / hours

Dataset Timeframe: 2015 to present

Trend Insights (April 27 to May 4):

- 380,269 unique trends identified
- 1 in 230 statements were about Donald Trump
- 1 in 279 statements were about AI
- 1 in 398 statements were about the stock market

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May 5, 2025

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¹ Trend titles are systematically generated using the four words that best represent them. Words may be incorrect or misspelled.

² Relative discussion popularity growth over three months.

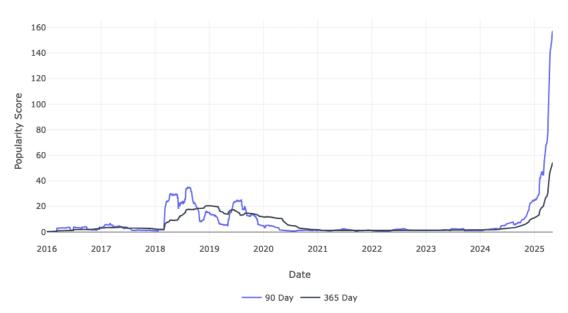
³ Relative discussion popularity growth over three years.

HIVEMIND

1. Tariffs, tariff, prices, reciprocal

As a new round of tariffs took effect last week, discussion focused on their impact on Americans and the U.S. economy.

Relative Popularity Evolution¹



Recent Mentions²

10 of 30,594 mentions available in Hivemind.

2025-05-04: The Prof G Pod with Scott Galloway

Yeah, there are aspects of it that can be more challenging, you know, like turbulent market times like today. For those who are listening on the podcast on the audio, the **tariffs** just went into effect. And we're liberating Americans from their wealth.

2025-05-03: Up First from NPR

Yes, that's right. Employers added 177,000 jobs in April, not quite as many as the month before, but more than forecasters had expected. And the unemployment rate helps steady at a low 4.2%. That's a just that even with all the **tariff** chaos of the recent weeks, employers are still hiring. Wages are also still going up, so with more people working and paychecks getting bigger, that should provide some juice to keep the economy moving forward.

2025-05-03: WSJ What's News

Well, on Wednesday, we got the latest from Microsoft and Facebook parent meta platforms, both posted better than expected results that reassured investors and boosted markets. Indicators around trade were a big part of that, so for one, meta said growth would remain steady, a swaging concerns that **tariffs** would hurt its digital advertising business. Microsoft indicated that big corporate clients aren't slashing their technology budgets, at least not yet. It said current tariff plans would add 900 million to its costs this quarter, woof.

2025-05-04: Pod Save America

We didn't get in this mess overnight. We're not going to get out overnight. And it's going to take time, but he, but launching the **tariffs** was the thing that, I mean, when you look, there's a world where he could have just not decided to blow up the economy himself. Like, that's the thing. It's not like he rhetorically messing up. He's substantively messed it up.

2025-05-03: Up First from NPR

This month, factories overall are in a slump right now. Tim Fiori conducts a monthly survey of factory managers for the Institute for Supply Management. And he's hearing a lot of complaints about how **the trade war** is driving prices up and driving business away. This is not good. This is just another confirmation that **tariffs** are probably taking this in the wrong direction.

2025-05-02: All-In with Chamath, Jason, Sacks & Friedberg

Everybody knew that Trump was gonna be, he told us during the campaign that the most beautiful word in the English language is **Tariff**. Don't tell them it's an Arabic word, the most beautiful word in the English language. And so we knew that was coming. I think that the suddenness of it all caught people by surprise.

¹ Popularity score is based on the relative discussion frequency of a trend over a 90 / 365-day window.

² Mention text is AI-transcribed. Some words may be incorrect or misspelled.

HIVEMIND

2025-05-02: The Charlie Kirk Show

Listen, we're free to disagree with President Trump. But I, time and time again, whether it's foreign policy, energy policy, **tariffs**, President Trump has an instinct for these things. He's a businessman. He's seen it up close and personal. I've always been a fan of **tariffs**. We have internal disagreements on our team about **tariffs**. I get it that it causes jitters in the short term. But we're already seeing, especially with like auto manufacturing where they're starting to replace, you know, producers and their supply chains, they're reshoring those supply chains.

2025-05-01: Morning Wire

Meanwhile, prices stayed the same in March and personal incomes rose by 116.8 billion or 0.5 percent. Of course, we can't predict everything with the volatility of the **tariffs**, but it's certainly not all doom and gloom. Well, a lot to watch here and we're going to continue watching each of these markers.

2025-05-02: The Journal.

Can you give an example of how much you have to pay in tariffs on a pair of shoes retail? Yeah, for our Chinese product right now, for our sneakers, for example, the Adam too that I'm currently wearing, the **tariff** rate is 172.5% as of today. Can you put that in sort of dollar terms? Yeah, for sure. So if you assume an example of a pair of shoes at \$175, it would be \$302 in tariffs. Again, that's more than \$300 in **tariffs** for a shoe that sells for \$175.

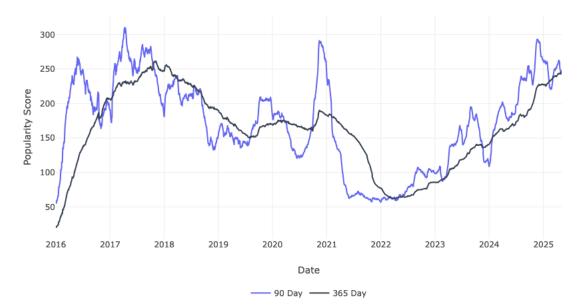
2025-05-01: Prof G Markets

It's a big deal for China where Apple makes 90% of its iPhones. It's also a big deal for India, which is getting a huge business, making these products, making these iPhones. But I think most of all, it's probably the biggest deal for America. Where we were told that the purpose of these **tariffs** was to resure jobs out of China and back into the US. And instead, what we're seeing at least in the case of Apple. The jobs that are leaving China, and they go into India, they're staying in Asia. And this is going to create 150,000 jobs in India.

2. Trump, Donald, Trumps, president

Mentions of Donald Trump centred on the legacy of his first 100 days in office.

Relative Popularity Evolution¹



¹ Popularity score is based on the relative discussion frequency of a trend over a 90 / 365-day window.

Recent Mentions¹

10 of 564,135 mentions available in Hivemind.

2025-05-04: Pod Save America

And what I mean by that is they're just not paying attention. It doesn't mean they're dumb. This is people that are busy or just aren't as engaged. But what they're getting, they don't like, right? So it does tell me that it's all bad for **Trump** right now, right? His median environment, I mean, they've port noise out there complaining about him, right? He doesn't even have a unified, the right wing machine is not even unified in celebrating his first 100 days.

2025-05-02: Prosecuting Donald Trump

As we begin, though, I want to share up the point that cuts actually against **President Trump** and that no one could fully predict when he began his tenure 100 plus days ago. **Trump** is facing the worst stock market opening since Richard Nixon, the economy flashing red with recession signs as those 100 days hit this week.

2025-05-02: The Glenn Beck Program

People are saying that **Trump** did a bad job 100 days in. I strongly disagree. This man has done everything he has set out to do.

2025-05-02: The Journal.

In the first 100 days, nearly 66,000 people were deported. That's the number. Okay. So now that we've passed 100 days, where do you think the **Trump administration** is taking the country? It's such an interesting question because I think there's a really good chance that the next 100 days doesn't look very much like the first 100 days at all. I think we're at an inflection point where a lot of things are in flux. And we don't really know what comes next.

2025-05-02: NPR News Now

White House deputy chief of staff Stephen Miller is declaring the first 100 days of the **Trump administration** the greatest of any American presidency at a press briefing Thursday Miller said the administration is pushing the nation towards a system of merit. He also touted President Trump's global tariffs. We have the most desirable market in the world.

2025-05-03: Morning Wire

So **President Trump** came to office on a promise to make America energy dominance on the global stage. As we approach the 100 day marked, do you think that he has done that? Well, we're definitely on track. And when we talk about dominance, this is about the we sell energy to our friends and allies.

2025-05-02: Breaking Points with Krystal and Saagar

So what do you guys make of that of that shift in the agreement and Zelensky seemingly getting some significant concessions here? I think there are a couple of things behind it. First, **Trump** is now over his 100 day mark and has not secured a ceasefire in a conflict. He said he could end on day one as president. He understands how significant for his voters foreign policy is in a way that the media often doesn't understand.

2025-05-02: Plain English with Derek Thompson

In the first 100 days of the **Trump administration**, thousands of workers have been dismissed from the National Science Foundation, a main funder of basic research, and the National Institutes of Health, the world's most important organization for funding work in biology and medicine.

2025-05-02: Morning Wire

So 100 days in, we have our first major shake up on a senior level at the White House. What exactly happened here? Yeah, a roller coaster story from the White House on Thursday. In the morning numerous outlets reported that **President Trump** was firing his national security adviser Mike Walsh, but hours later Trump threw a major curveball. Announcing that Walsh would be leaving his role as NSA, but would be nominated to serve as ambassador to the United Nations.

2025-05-01: The Bulwark Podcast

I'm curious what the very long list of topics to get to, but just to the biggest picture, 100 days was yesterday. What has alarmed you the most surprised you, if anything? You know, I guess it's become fashionable to say, you know, that you're completely surprised by the speed with which **Trump** moved, but I actually look at it from the other side. First, let me be optimistic. I actually think **Trump** and his people once again, while they're aggressive and cruel, they're not competent, which is still working, you know, to the benefit of the United States and it's people.

3. AI, generative, AIs, artificial

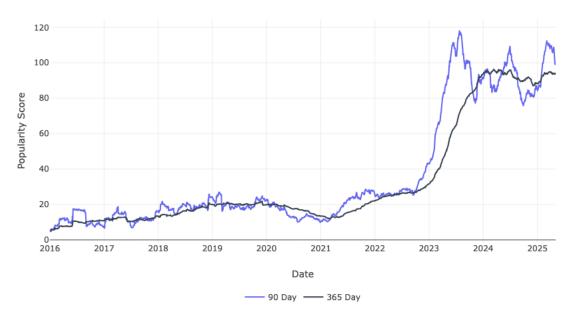
523 related companies in Hivemind.

Discussion covered recent AI advancements, concerns over its impact on humanity, Trump's AI-generated image as pope, and the escalating AI rivalry between the U.S. and China.

¹ Mention text is AI-transcribed. Some words may be incorrect or misspelled.

May 5, 2025

Relative Popularity Evolution¹



Recent Mentions²

10 of 108,909 mentions available *in Hivemind*.

2025-05-04: The Daily Show: Ears Edition

And instead of trying to find someone else to voice the part, Disney has said they're going to use artificial intelligence to replicate Darth Vader's voice. Yeah, I don't know people. This makes me a little nervous. Yeah, we think **AI** is going to take over the world. And now we're going to teach it to use the dark side of the force. No one thinks this is a bad idea. But I get it. I mean, that voice is iconic. You know, it belongs in Darth Vader's body, or announcing and then promos.

2025-05-03: Letters from an American

Finally, tonight, Trump's apparent determination to dominate the news and to project an image of leadership is overlapping with his increasingly erratic behavior. After suggesting on Tuesday that he'd like to be Pope tonight, the president of the United States posted on his social media site an **AI** generated image of himself wearing papal robes at a mitre.

2025-05-03: The Prof G Pod with Scott Galloway

I've done well with my Apple and Amazon investments, but with both of them trading at multiples of 34x, I've begun taking profit and looking for returns elsewhere. At the start of the year, investors were bullish on China for a few reasons. Strong corporate profits, **AI breakthroughs**, and the apparent easing of regulatory pressure from Beijing. The trade war and fears of a global recession have dampened China's growth forecasts.

2025-05-04: Global News Podcast

The **AI generated** image he's posted first on his personal social media account and then on White House accounts of himself dressed up as Pope is jaw-dropping. Not to mention deeply offensive to the millions of Catholics mourning the recent death of Pope Francis. A man who couldn't have been more different.

2025-05-03: The Tim Dillon Show

Mark Zuckerberg says the average American has fewer than three friends, but thinks AI can fix that. So let's just take a glimpse of what's coming... What does that world look like? Were you hanging out with your AI friends? What does that world look like? What does it work? And then your AI friends start to influence you, they start to program you, your AI friends start to tell you things, you start to learn things from your AI and who programs will these AI friends? By the way, all these AI friends and girlfriends and all these new characters in your life who's in charge of them and who can shut them off?

2025-05-03: WSJ What's News

So in one day's session, we saw investors reacting to the Wall Street Journal's report that China's Huawei Technologies is gearing up to test its newest and most powerful artificial intelligence processor, hoping it'll beat some of Nvidia's chips. And Huawei has emerged as China's champion in the **AI field**. Washington has attempted to hinder Beijing's chip industry by cutting off access to some Western chip making equipment, and Huawei has been on a US trade years, despite these efforts, though, China's semiconductor industry is still advancing.

¹ Popularity score is based on the relative discussion frequency of a trend over a 90 / 365-day window.

² Mention text is AI-transcribed. Some words may be incorrect or misspelled.

2025-05-03: Morning Wire

We're going to permit and we're going to develop the resources and we're going to map maybe map to figure out where all these resources are. And then we're going to mine baby mine so we can build baby build because we got to build AI data centers. If we don't have electricity to power the **AI** right now, China is winning, we're winning on the technology. China's winning on electricity. And you can turn a kilowatt of electricity in an **AI** data center. You manufacture intelligence. The country that produces the most intelligent first wins this race. And this is not a race we can come in second.

2025-05-02: All-In with Chamath, Jason, Sacks & Friedberg

And then I appreciate what Aaron said about tech innovation. We did repeal Biden's executive order on **AI**, which was 100 pages of unnecessary regulation on **AI**. We've ended the war on crypto. And I think we're trying to stop the regulatory capture of that benefits, large incumbents. So you have all these things. And there's been other things that have been done on the economy as well. But I do think that this sets us up for a Trump boom in the future.

2025-05-03: THE ED MYLETT SHOW

This is the ultimate tool. I'm not worried about the machines. I'm worried about the humans using the machines. And as those use cases that direct **AI** to benefit a few while harming others, continue to propagate we're going to be in a very bad place. Now, the good news is the family Kent is not the biological parents of Superman. Similarly with AI, the developer that writes the code is only the biological parent, but the adopted parent is you.

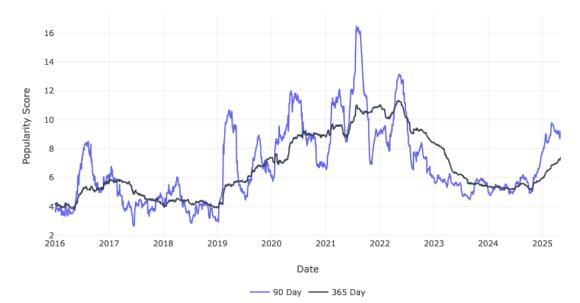
2025-05-02: The Vergecast

You're going to increase the margin pressure because of tariffs. Wow, that whole business has changed. At the end of this year, all of the fundamentals of Apple's business will be flipped. And then, what's the next turn that everyone's talking about? Whether you believe in it or not, is it **AI**? Well, they had to delay their **AI** project. This company is suddenly a real shaky. And that's not to say the iPhone's bad. The thing that they do is really good. It is still like the centerpiece of the modern tech economy. But you're just like, wow, all of the pieces of this puzzle just got real around the edges.

4. Amazon, Bezos, Amazons, Jeff

1 related company in Hivemind.

Conversation revolved around reports that Amazon would display tariff costs on its site and the subsequent response from the Trump administration.



Relative Popularity Evolution¹

¹ Popularity score is based on the relative discussion frequency of a trend over a 90 / 365-day window.

Recent Mentions¹

10 of 14,608 mentions available in Hivemind.

2025-05-02: All-In with Chamath, Jason, Sacks & Friedberg

Amazon flip flop on a new tariff notification on their websites. Trump said he had a great discussion with **Bezos**.He solved the problem very quickly. He did the right thing. Good guy, et cetera. If you haven't seen this, it's something that Temu is doing. Here's what Temu does currently today. Nick, you have that image if you could pull it up of just when there is a tariff, they explain the tariff coming into the country. They put it as like a line item. I thought this was actually kind of cool. I don't know why people take offense with Brian. This is pretty standard stuff. So **Amazon's** competitor, Temu is putting in the import charges. They don't say tariffs. They don't say taxes import charges. This is like a standard thing.

2025-05-02: Pivot

President Trump is calling Jeff Bezos. Very nice and a good guy after phoning basis to complain about a report that Amazon was going to show how much of an item's cost comes from tariffs. The White House initial reaction was a press secretary Carolyn Levitt also known as Tracy Flake calling **Amazon's** plan for a hostile and political act. And while **Amazon** first said, the pricing plan was only being considered for its budget site, Amazon Hall, and a subsequent statement, the company know the plan was never approved and it was not going to happen. They kept changing their story.

2025-05-02: Prof G Markets

I don't think **Amazon** was going to show tariff and tariff prices next to their regular prices. That's what they said. But I also just think **Amazon's** management team has been pretty darn apolitical. I would argue over the last 10, 20 years. And this is a place that's extremely hard working environment. And they the executives that I've tracked over the many years. I mean, they've been almost entirely profit focused. So I'm seeing very little political activity.

2025-04-30: Breaking Points with Krystal and Saagar

I also want to say this as well. The White House might be trying to do some sort of political layout by in the future. They're going to say, look, **Amazon prices** have not run up all that much. That is just categorically, not true. The reason why is that while the price may remain the same on **Amazon**, **Amazon** is currently engaged in economic warfare against all of its suppliers.

2025-04-30: Part Of The Problem

Did you see the, the back and forth between **Bayzos** and the Trump administration on what is on's doing here? You know, I got to say this, just because look, when it comes to like **Jeff Bezos** versus Donald Trump, my, my dog in the fight is like, I tend to want to side with Donald Trump, generally speaking. I don't know, you know, I don't like **Jeff Bezos** and I really don't like him as a political figure. I think the Washington Post was tremendously degraded under his leadership.

2025-05-02: The Rundown

Now, let's talk about **Amazon**. They also reported earnings last night. And similar to Apple, they put up solid Q1 numbers. **Amazon's** revenues were up 9% to \$155 billion. Prophets came in at \$17 billion. Both of those numbers beat Wall Street estimates. And **Amazon's** advertising business is cooking right now. The revenues grew by 18% hitting nearly \$14 billion. But Amazon's cloud business AWS was a slight disappointment. It grew by 17%, which isn't bad. But much lower when you compare it to companies like Google and Microsoft. But the big story for Amazon right now is tariffs. He tried to put a positive spin on the whole tariff situation saying that **Amazon** could come out of this whole thing stronger than ever before because of their scale and ability to offer lower prices. I mean, honestly, I respect the optimism Andy. But I don't know if Wall Street's buying it. **Amazon stock** dropped 4% after the earnings call last night. But then it didn't bounce back this morning. Thanks to the news that China might be reopening trade talks with the US.

2025-05-02: Pod Save America

There was reporting on Monday that the company was considering displaying the cost of Trump's tariffs next to products on its website, which got me very excited. The way it was immediately went to war, calling it a hostile and political act. Trump then called up his new pal **Jeff Bezos** and wouldn't, you know, **Amazon** put out a statement saying the tariff indicator was only under consideration for **Amazon** haul marketplace, which competes directly with Chinese retailers that have actually been displaying the tariff price increases.

2025-05-01: Offline with Jon Favreau

And Temu has been doing this, which is why **Amazon** Hall would be. Right. Exactly. So what do you make of the Trump administration's speedy pushback on this and **Jeff Bezos** being like? Of course. I mean, I think that they realize that **Bezos** effectively has a big red button in his office that says press this button to erase five points from Trump's approval rating overnight. And like, I don't think that **Bezos** wants that button. And I don't think that he wants to push it.

2025-04-30: Morning Brew Daily

That caused the White House to return with a punch of its own. This is a hostile and political act by **Amazon** White House press secretary Caroline Levitt told reporters. After that pop at the mouth, **Amazon stock** retreated to the ropes dropping 2%, before dusting itself off and getting back into the ring. Clarifying that it was only ever considering listing tariff charges next to products on **Amazon** Hall, a smaller budget focus section of its site that's meant to compete with Temu.

2025-04-29: WSJ What's News

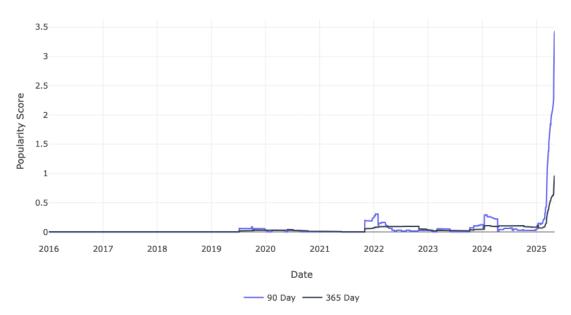
Amazon was forced to play down a report that it was considering displaying the impact of tariffs stirring its online checkout process. After President Trump called the company's founder **Jeff Bezos** and the White House press secretary said such a move would be a hostile and political act. The company said today, it had considered displaying how much import charges would increase price on its ultra-cheap shopping website haul. But it added that the idea was, quote, never approved.

¹ Mention text is AI-transcribed. Some words may be incorrect or misspelled.

5. Carney, Mark, Trudeau, minister

Discussion spiked following Mark Carney's election as Canada's Prime Minister, with specific focus on the Liberal Party's unexpected comeback and Trump's influence on the result.

Relative Popularity Evolution¹



Recent Mentions²

10 of 508 mentions available in Hivemind.

2025-05-02: The Ben Shapiro Show

Mark Carney is promising some changes. There is the possibility of what is called a wexette. So that was something that was pushed back in 2019, where there is a serious move to take Alberta completely out of Canada. So it'll be fascinating to see how that plays out for **Mark Carney**. Again, the fact that he won the election is a referendum, I think, on the fact that Canadians hated Justin Trudeau. A backlash to President Trump and his trade war and comments about Canada. It didn't solve all of Mark Carney's problems by any stretch of the imagination.

2025-05-01: The Prof G Pod with Scott Galloway

The conservative party in Canada had a get this 25 point lead on the liberal party because Justin Trudeau was so unpopular and like a lot of nations in the world, they are looking for a change. 25 points down. And then what happened on the way to the voting booth? Trump. Essentially the liberal party in **Mark Carney** were able to clean or if you will associate Trump. And his policies with the conservative party in their candidate.

2025-05-02: Pivot

I mean first off **Prime Minister Carney** was elected because of Trump and you're about to see the same thing happen in Australia because the other party has been come associated with you know the other party went on kind of this DEI they were trying to take a page out of Trump's notebook and they realized oh this isn't working out well.

2025-05-01: The Prof G Pod with Scott Galloway

He worked at Goldman Sachs was the chairman of Brookfield understands the economy, understand the government, understand finance, monetary fiscal policy. And also, it helps to be tall and handsome and comes across to just kind of wreaks the credibility. And what do you know? Boom. **Mark Carney's** election to Prime Minister of Canada shows that the worm has turned. The Trump is now electing people who are associated with anti-Trump movement. This will be the election strategy, the political operative strategy, the next 18 months going into the congressional elections in 26.

¹ Popularity score is based on the relative discussion frequency of a trend over a 90 / 365-day window.

² Mention text is AI-transcribed. Some words may be incorrect or misspelled.

2025-05-01: Assembly Required with Stacey Abrams

Justin Trudeau stepped aside, but it's not just that, it's, it's Trump's trade war, completely flipped Canadian politics in the direction of the liberals. Because Canadians are like, well, we don't want a Trumpy guy. We want this guy, **Mark Carney**, who's the liberal candidate, who is standing up to Trump, who's kind of holding forward a Canadian brand of nationalism, which I've never seen before. And also, I was experienced. But also, Canada is beginning to sell its resources to China.

2025-04-30: NPR News Now

This is NPR. Canada's Liberal Party won the most votes in Monday's parliamentary election, but not the outright majority that was needed to pass legislation on its own. Prime Minister and Liberal Party leader **Mark Carney** ran on a vow to resist U.S. aggression on trade and security. His office says Carney spoke with President Trump by phone Tuesday, and that both leaders agree that it is important for their nations to work together.

2025-04-29: Global News Podcast

After winning the election in Canada, **Mark Carney** says he'll meet his U.S. counterparts soon.

2025-04-30: The Megyn Kelly Show

Canadian Prime Minister Mark Carney will remain in office. The Canadian Broadcasting Corporation projecting a liberal minority government, meaning Mr. Carney's party will need to form coalitions with minority parties to pass legislation. The victory marking a dramatic comeback for the liberals at one point trailing the conservative party.

2025-04-30: The Daily Show: Ears Edition

Yes, thanks to Trump, the Liberal Party just pulled off historic comeback, winning all the major Canadian demographics, hockey moms, hockey dads, hockey non-binary. Hockey seniors, hockey hockey players. And of course, hot Ryan's. But the winner of all this anti-Trump energy was new prime minister **Mark Carney** and his victory is all the more impressive when you see that he is not the most traditionally electric candidate. A system that will not perfect has helped deliver prosperity for a country for decades is over.

2025-04-29: The Journal.

Some Canadians have started wearing blue Canada's not-for-sale hats. Others are boycotting American whiskey. And instead of selling Americanos, some coffee shops are selling Canadianos. That was the backdrop to Canada's election. And as a candidate, **Mark Carney** was able to tap into Canadian's anger. What resonated with Canadians emotionally was this sense of we're not going to back down. We're really strong. And we're going to definitely hit back.

May 5, 2025

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