

A series of short content videos to reveal deeper insights about how divided we really are (or not) and how new bridges can be built to transcend politics.

July 21, 2025



Background/Objectives

- It's no secret that we're the most politically divided and polarized we've ever been in this country.
- VCN wanted to take on this complicated and timely topic with a study about how divided we really are (or not) and if/how new bridges can be built to transcend politics.

VCN

Video Chat Network

VCN

Video Chat Network

Methodology/Approach

- Participants were selected from our broad community of 30,000+ people from all walks of life across the country.
- Over a six-week period in June/July (6/10-7/16) we conducted research which was brought to life in a series of 12 short content videos entitled “Two sides. One story.”
- Over the 6-week period, there were two videos posted with 6 voters featured each week--2 Trump enthusiasts, 2 Harris enthusiasts and 2 “conflicted” Trump voters. In total there were 36 videos submitted by these voters that formed the basis of the analysis.

VCN

Video Chat Network

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The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in shades of blue, red, and white. The flag appears to be draped or folded, creating a textured effect.

Topics Covered

- Each week a different series of topics were addressed by voters in short self-recorded videos.
- This approach enabled voters to express their true feelings without influence from anyone else, resulting in a depth of insight that is not captured in traditional political polls.

VCN

Video Chat Network

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Weekly Topics



Week 1

2024 Vote/Political Beliefs -- Laying the Foundation.

Week 2

Stereotyping From the Opposite side -- Having to Adjust in a Divided Nation.

Week 3

Are there shared values and dreams across political parties? If so, why are are feelings towards Trump so polarized?

Week 4

What role did character versus policy play for voters? In today's climate is it possible to get back to a more civilized dialogue?

Week 5

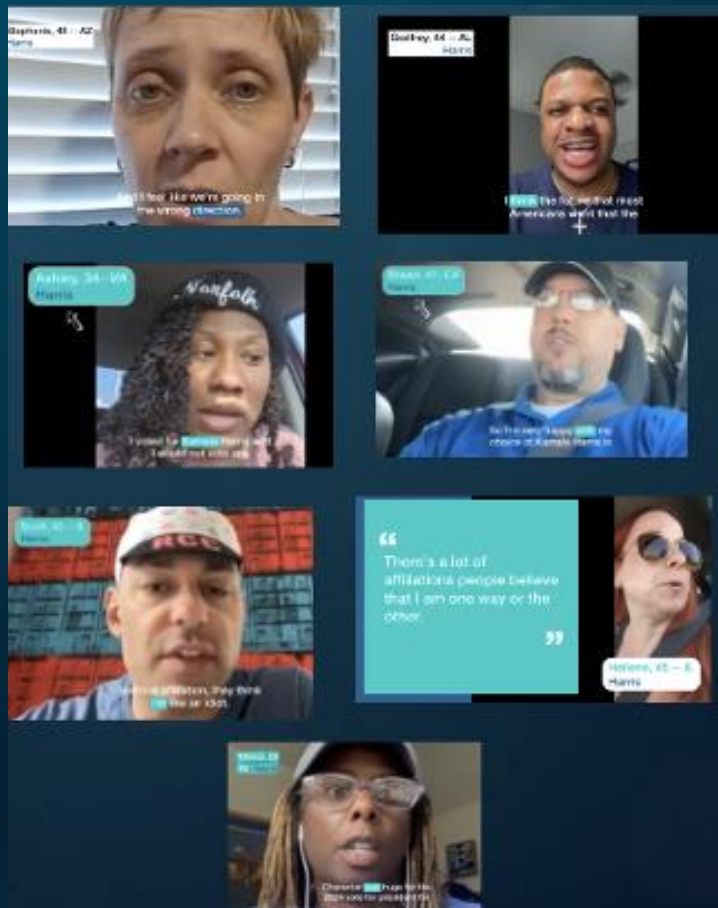
What are the differences between the Extreme Left and Right and how do they differ from the Center Majority?

Week 6

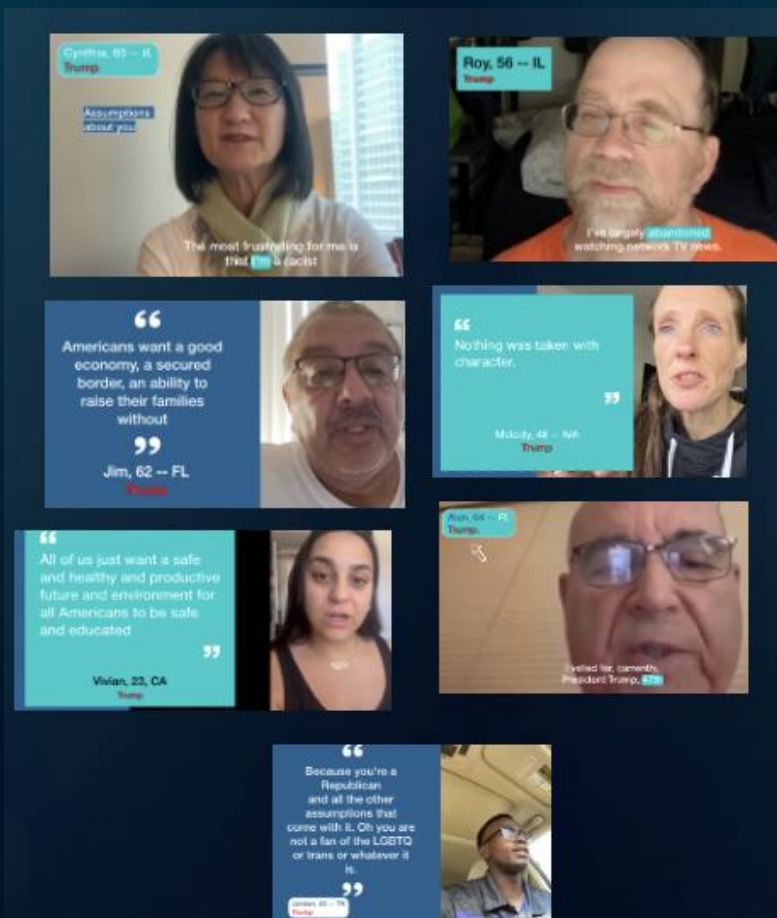
How does the Media Contribute to this divide?

21 different voters were in our sample contributing 36 videos in total. Respondents ranged from 23-65 and represented different parts of the country, ethnicities, income and educational levels.

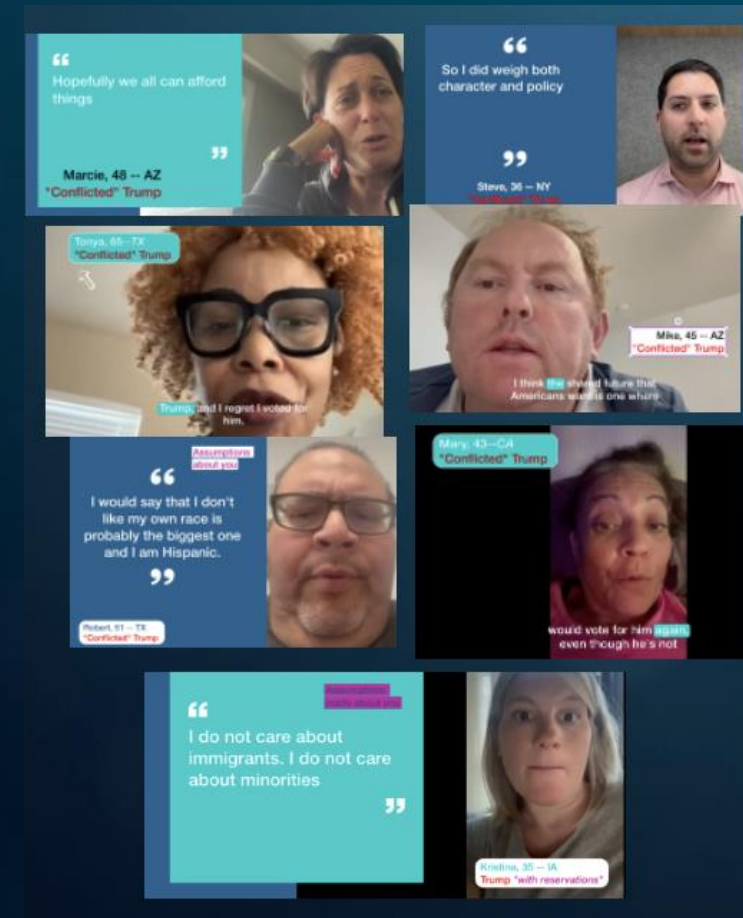
Harris Voters



Trump Voters



“Conflicted” Trump Voters



On the following pages are links to the 6 weeks of videos should you be interested in viewing any of them

Introductory Video



[HOME](#) [ABOUT](#) [OUR SERVICES](#) [OUR EXPERTISE](#) [CASE STUDIES](#) [CONTACT](#) [SIGN UP](#)

[Home](#) » [Two Sides, One Story](#)

Two Sides, One Story

Tune into VCN's new series "Two Sides, One Story" where we take on the complicated and timely topic about what's under the divisiveness in our country.

Over the next 6 weeks we are going to share insights from our study in a series of short content videos. Videos about how divided we really are (or not) and how new bridges can be built that transcend politics.

See the introductory video here and stay tuned! We will be posting 2 videos a week for the next 6 weeks.



[Click here for Introductory Video](#)

Week 1

2024 Vote/Political Beliefs -- Laying the Foundation

Week 1

2024 Vote/Political Beliefs--Laying the Foundation.

1. Who did you vote for and how do you feel now about your vote and why? Would you have voted differently if you could do it again?
2. What life experiences have shaped your political beliefs?
3. What's a political issue where your views have significantly evolved over time and why?



[Click here for week 1 videos](#)

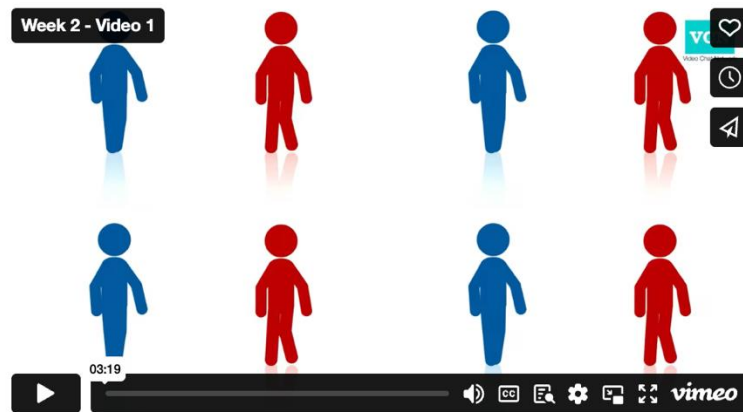
Week 2

Stereotyping From the Opposite side -- Having to Adjust in a Divided Nation.

Week 2

Stereotyping from the other side -Having to adjust in a divided nation.

1. What is the most frustrating assumption people make about you based on your political affiliation?
2. How has our divided nation affected you personally and what changes have you made to adjust to life in it?



[Click here for week 2 videos](#)

Week 3

Are there shared values and dreams across political parties? If so, why are feelings towards Trump so polarized?

Week 3

When voters try to reassure the other side that everything is going to be okay (or not)!

1. What shared future do you think most Americans want, regardless of politics?
2. Please tell someone on the "other side" why it is going to be okay or why it's not going to be okay depending on how you feel.



[Click here for Week 3 videos](#)

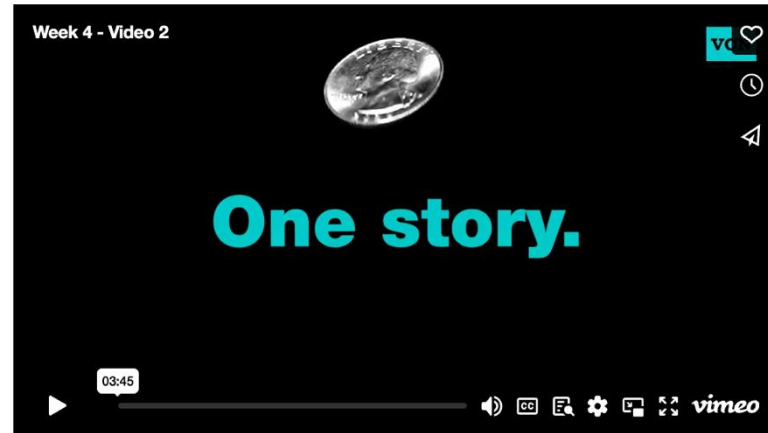
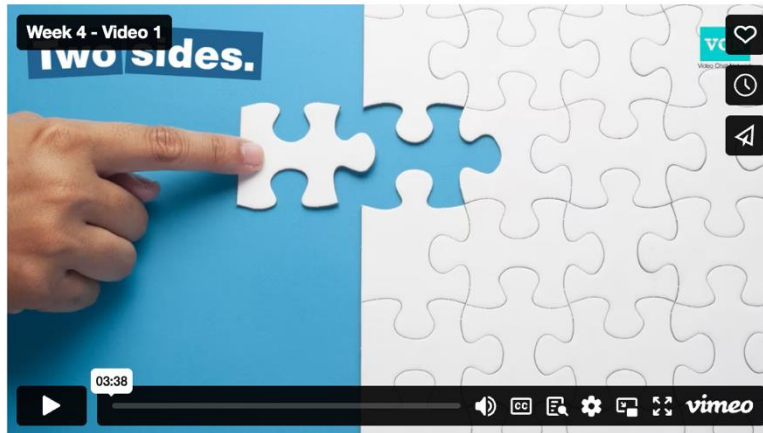
Week 4

What role did character versus policy play for voters and in today's climate? Is it possible to get back to a more civilized dialogue?

Week 4

Getting back to a more civilized debate.

1. How did you balance character versus policy in your 2024 vote?
2. Republicans and Democrats have always had different agendas, but they seem to have worked together with more civility in the past. What is different now and what is needed to get back to a more civilized debate?



[Click here for week 4 videos](#)

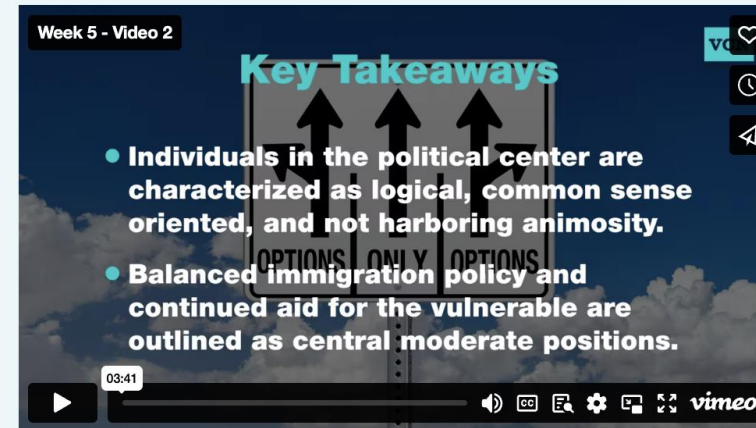
Week 5

What are the differences between the Extreme Left and Right and how do they differ from the Center?

Week 5

How do voters feel about the far left, the far right and the center?

1. How would you compare the far-left wing of the democrats to the far-right wing of the republicans in terms of their political beliefs?
2. Who are the people in the "middle" either left of center, right of center or on center? What are their political beliefs? Where do you put yourself on this spectrum from far left, center left, center, center right, far right?



[Click here for week 5 videos](#)

Week 6

How does the Media contribute to this divide?

Week 6

Today's media. What's real and what's fake?

1. Who do you rely on for news and why?
2. In reality, there can only be one set of facts. But different news organizations report on the same sets of facts in different ways. How can this be and how do you determine which news reports are true or not?
3. Fake News is often blamed for falsifying the facts or presenting them unfairly. If a politician says that some news is "fake", do you take that at face value? Why or why not?
4. In the old days TV anchors like Walter Cronkite of CBS news were the only options for the news and were widely trusted for delivering it objectively and factually. Do you wish it could go back to how it used to be? Why or why not?



[Click here for week 6 videos](#)

Overall Learning

Unifying Threads: What Brings Us Together

Deep Personal Investment in Political Identity

Both Trump and Harris voters are satisfied with their vote and feel personally connected to their decisions, often shaped by religion, upbringing, and major life events. “Conflicted” Trump voters range from being mildly annoyed to deeply torn by his actions to date.

Desire for Freedom and Respect

Regardless of ideology, both groups want freedom from government overreach, free speech, safety, and economic stability—values that transcend political affiliation and reflect core human concerns.

Unifying Threads: What Brings Us Together

Recognition of Media Bias and Misinformation

Both sides distrust media, even when it leans in their favor. They feel overwhelmed by misinformation, echo chambers, and recognize the divisive role of social media. Perhaps the time is ripe to change the conversation and bring people back together. Interestingly several voters who have watched our videos feel they have a “public service” effect as they see that those on the other side are not that bad and are hungry to talk.

Both sides can see through fake news

Fake news has become overused with all sides, except the most loyal Trump voters, realizing that it's easy for just about anyone to make that claim. The need for critical thinking and fact checking is understood to be necessary to get to the truth.

Unifying Threads: What Brings Us Together

Mutual Pain from Stereotyping and Polarization

Each side feels misrepresented and unfairly judged by the other—Trump voters feeling demonized as racist or hateful, Harris voters feeling painted as anti-Semitic or extreme. Some Trump voters though feel the democrats can speak up and say what they want while they have been silenced by the other side.

Concern About Extremism

Many on both sides view extremes as dangerous—far-left and far-right alike. Those in the middle either left or right of center have a blend of both Democrat and Republican views. These people have more flexible views and an openness to working more collaboratively. Their views for example show a balance between immigration control and helping the vulnerable.

Dividing Forces: What Drives Us Apart

Fundamental Policy Disagreements

Issues like abortion, immigration control, gender rights, and healthcare remain deeply divisive. Those in the middle balance between immigration control and helping the vulnerable.

Differing Experiences of Threat and Expression

Trump voters express fear of speaking up, citing job security and social ostracism, whereas Harris voters experience “harm” from Trump rhetoric and policies.

Dividing Forces: What Drives Us Apart

Separating the extremes from the rest of the party

Republicans have done a better job of creating the perception that the far right is separate from the rest of the party while the Democrats have done a worse job of separating the far left from the rest of that party.

Different Media Ecosystem

While both distrust media, they inhabit very different information environments (e.g., Rumble vs. Ground News), which reinforces divergent worldviews. This media siloing amplifies confirmation bias and insulates voters from opposing evidence or shared narratives.

Dividing Forces: What Drives Us Apart

Diverging Interpretations of Trump's Presidency

Harris voters see Trump as authoritarian and regressive, while many Trump voters see him as tackling what they believe are critical problems (particularly immigration control). While several Harris voters agree something needs to be done with immigration control, they are not so pleased with how it is being handled.

Disparate Prioritization of Character vs. Policy

Harris voters prioritize character and moral leadership, while Trump voters often prioritize policy effectiveness, even if character is lacking. This reflects a philosophical divide about what leadership should look like. Trump voters feel both candidates had equally bad character—which negates/takes that issue off the table .

Summary Video

Summary

Our short content video series, “Two sides. One story” has come to an end.

We set out with the hypothesis that the real story of America’s divide is more nuanced than how it is portrayed by the pollsters and in the media. For the past six weeks we shared 12 videos from our “Two sides. One story” series that revealed deeper insights about how divided we really are (or not) and how new bridges could be built to transcend politics.

And we did find a common thread among all voters– Trump enthusiasts, Harris enthusiasts and “conflicted” Trump voters. Everyone is exhausted by the misinformation, media bias and noise. And people from all sides are feeling stereotyped and silenced.

This impact is coming from the extreme right and left, which 75%+ voters are not even part of. This vast group of people tend to hold “hybrid” views able to see things that make sense from both sides, like strong borders and compassion.

Can they shape the future together?

Please take a look at our summary video below and PDF in [this link](#). And if you need insights and/or content for your brand, please get in touch!



[Click here to see summary video](#)



To learn how this approach
to research and content
creation could be applied
to your brand please reach out.

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