

# Project Background

How do newspapers differ?

How often do WSJ articles come out?

What news areas does the WSJ focus on?

Can we tell which headline is from which newspaper? (NY Post vs. WSJ)

Is there a way to quantify the political leanings of different newspapers?

DOW JONES, A NEWS CORP COMPANY T

DJIA A 18903.75 0.19%

S&P 500 A 2179.14 0.69%

Nasdag A 5283.02 1.24%

U.S. 10 Yr A 9/32 Yield 2.233%

Crude Oil 45.79 5.70%

Markets

Opinion

Euro 7 1.0720 -0.15%

y∨B ▼ WSJ+

### THE WALL STREET JOURNAL.

U.S. Edition ▼ November 15, 20

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U.S. Edition \* | November 15, 2016 | 1

Today's Paper

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What's News

### Christie Ally Exits Trump Team as Carson Spurns Offer

Former House Intelligence panel Chairman Mike Rogers has left President-elect Trump's transition team amid a power consolidation that has pushed out key figures. Ben Carson declined an offer to become the next Health and Human Services secretary. 

438

- · House GOP Nominates Ryan for Speaker
- · House Democrats' Leadership Vote Delayed
- Trump Draws Criticism Over Bannon Pick

#### Trump's Businesses Bring Potential Conflicts of Interest

Donald Trump will enter the White House with more potential conflicts of interest and less transparency about his



finances than any recent president. 
■ 297

• Firms Bet on Which Trump Will Govern

Wal-Mart Tells Workers: Don't



#### Forest Fires Spread by Drought Strike Southern Appalachians

A prolonged drought in the Southeast is sparking dozens of wildfires in the southern Appalachian Mountains, threatening homes and taxing firefighters as they evacuate people from the area.

#### Syrian Regime, Aleppo Rebels Gird for Battle

Syrian President Bashar al-Assad's forces and rebels in Aleppo are hunkered down and massing on either side of the five-mile-long front line dividing the city, preparing for intensified battles. The rebels are outmatched by the air power of Syria and Russia, but regime ground forces haven't



THE GREAT UNRAVELING

The Places That Made Donald Trump President



#### PROPERTY REPORT

Trouble Brewing in Commercial Real Estate



#### U.S. EUROPE ASIA FX RATES FUTURES 1D 5D 3M 1Y DJIA 18903.68 34.99 0.19% S&P 500 2179.14 14.94 0.69% Nasdag 5283.02 64.62 1.24% Russell 2000 1301.86 3.26 0.25% 22635.19 DJ Total Mkt 146.27 0.65%

15 16, 3:27 PM EST MARKETS →

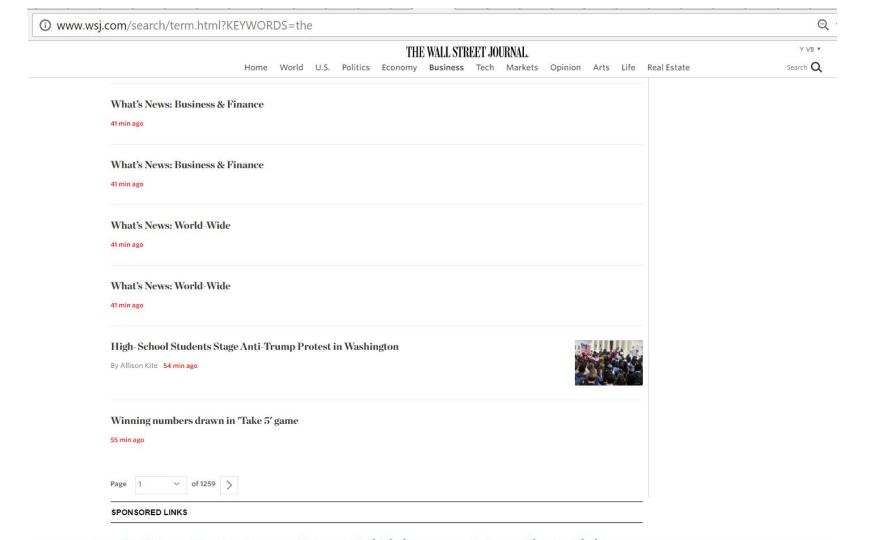
Europe's Trump Panic Review & Outlook

#### A Columnist's Responsibility

By Bret Stephens | Global View

#### The Electoral College Is Anything But Outdated

By Larry P. Arnn | Commentary



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### Candy Corn Lovers Will Eat Candy Corn Anything—No Matter What It Tastes Like

**2** 

Confectioners often have no idea what candy corn should taste like; 'eating an antique candlestick'





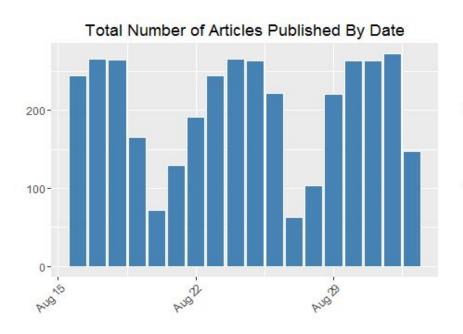


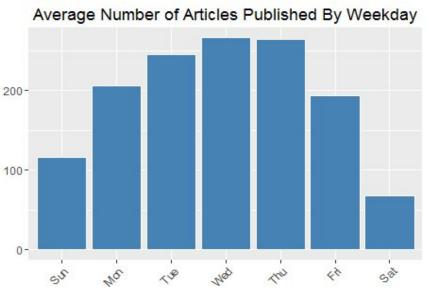


The sugary sweetness of candy corn is invading everyday treats like Oreos and M&M's. The Wall Street Journal taste-tested some of the latest candy corn offerings. Video/Photo: Rob Alcaraz/The Wall Street Journal

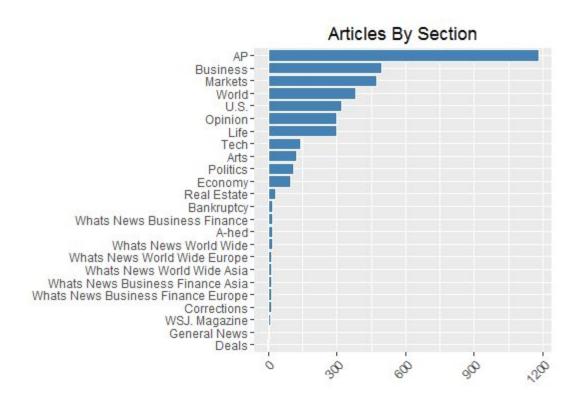
ANNIE GASPARRO ct. 28, 2016 10:59 a.m. ET 49 COMMENTS

# Article Frequency

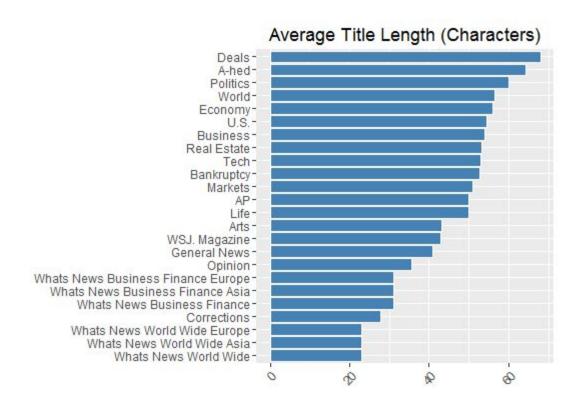




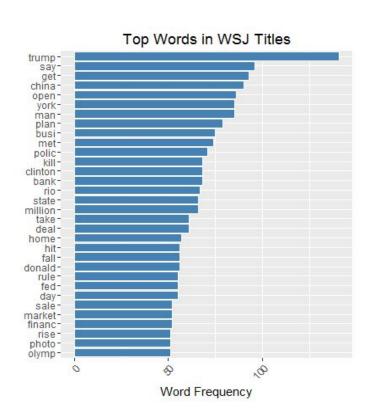
### Areas of Focus



# Length of Titles

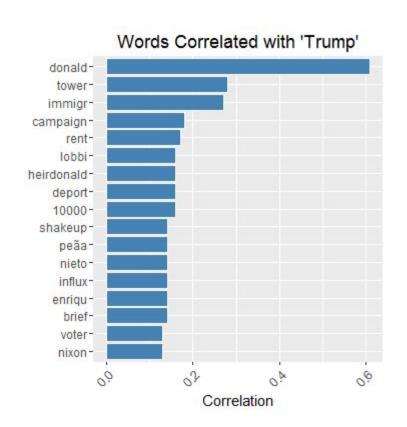


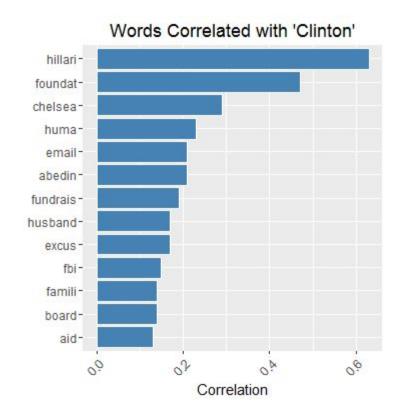
# Top Words



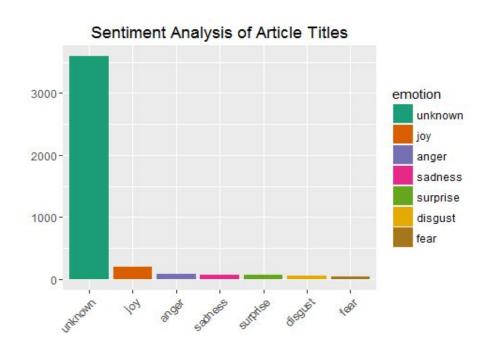
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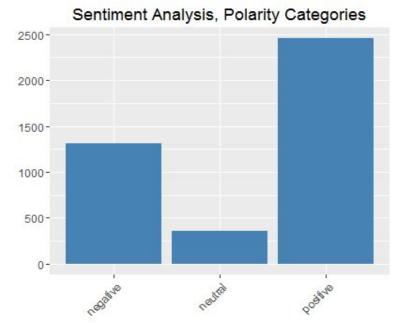
### **Word Correlation**





# **Text Analysis**





# Future Steps

- Use selenium to scrape comment count to measure an article's popularity and the full text of the articles
- Download articles from the same timeframe from NY Post, NY Times, others
- Perform additional text analysis on the newspapers to compare what different newspapers focus on, quantify possible political leaning (especially editorials)
- See which topics have the most comments, most popular
- Develop an algorithm to determine which newspaper an article came from

## Thank you!

