**Question:** Does Google return search results that are bias for polarizing topics?

Two Tests:

1. Determining Sentiment on “Bi-polar Topics” (what we have been trying to do)

**Questions to Answer:**

* Does Google return results that are biased? (should be average of zero)
  + Positive/negative bar chart (Aidan’s /Justin ‘s work)
    - Aidan needs to transform code so it's not hard coded
  + Scatter Plot
* If so, why?
  + Distance matrix
  + RDS
  + Clustering

1. Testing a ‘Status Quo’ (test Google’s results based on a predetermined set of expectations on certain topics)

**Questions to Answer:**

* Does topic sentiment follow the ‘status quo’? (multiple basic avenues)
  + Scatter Plot
* Are certain topics more or less intense than expected?
  + Regression Analysis
* If topic deviates from status quo, by how much?
  + Regression Analysis

**Additional Questions to Answer:**

* What external variables influence sentiment (i.e. word uniqueness, article length, etc.)? (Anthony’s work)

(Anthony’s edit) I can continue to work on this and find more ideals that affect the sentiments per topic

EX:

Bar plot

Y axis is how much the topic is affected in sentiement

X axis =============(negative stuff)====================(psotive stuff)==========

1. Change topics to clearly show bias (questions or categories)?
2. Better analysis to determine if Google is biased?
   1. Label topics with categories or scores.
3. If we have time, expand to new variables (time, browser).

Visualization:

* Political Compas with Topics?
* Cluster Analysis of Texts
  + TF (Term Frequency)
  + TU (Term Usage)

Data Base Give Political Scores to Short Phrases, Topics, or Questions

Vs Time

Vs Browsers

Vs News Sources