CABLE NEWS NETWORK ANALYSIS

BY GA DATA SCIENCE CORRESPONDENT: CHRIS RATIGAN

THE SITUATION

- Considering a career pivot.

- CNN is a global round-the-clock news organization.

- How much collaboration is there at CNN?

- Do employees who publish more articles have lower rates of collaboration?

- How hard is it to classify articles by writer?

THE DATA

- Scraped a sample of 1000+ stories from CNN.com

- Each article was written by one of seven authors
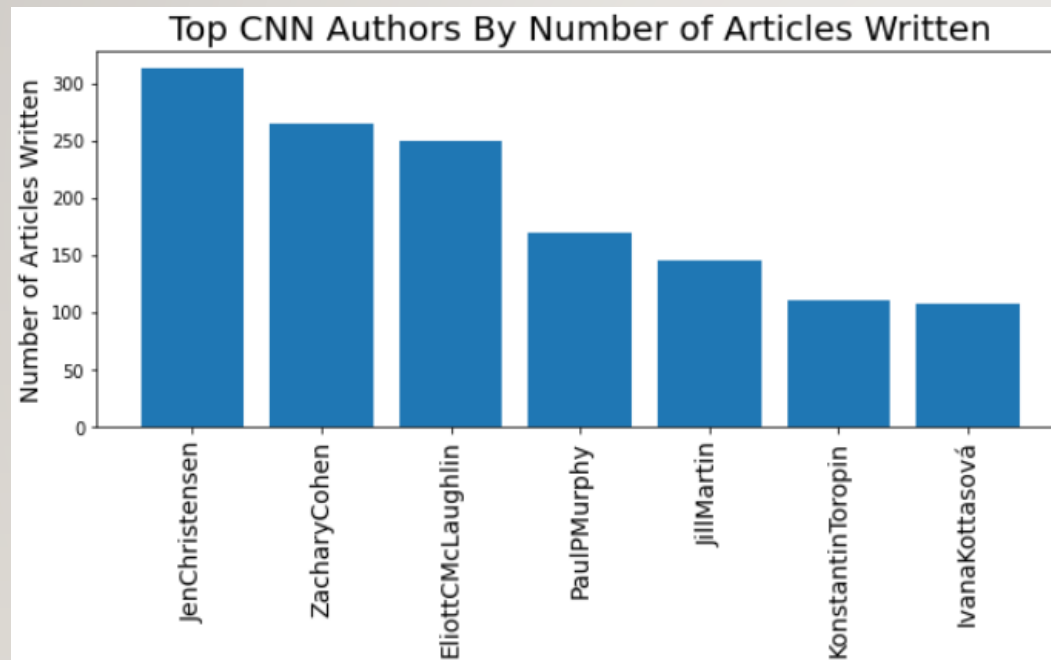
- Who have written 100+ articles each

Author	Info
Jen Christensen	Health & Climate Unit
Zachary Cohen	National Security Reporter
Eliott C. McLaughlin	Senior Writer
Paul P. Murphy	Producer / Writer
Jill Martin	Sports News Editor
Konstantin Toropin	News Editor
Ivana Kottasova	Digital News Producer

FUN FACTS:

- Only 1% of articles are collaborations between these 7 authors

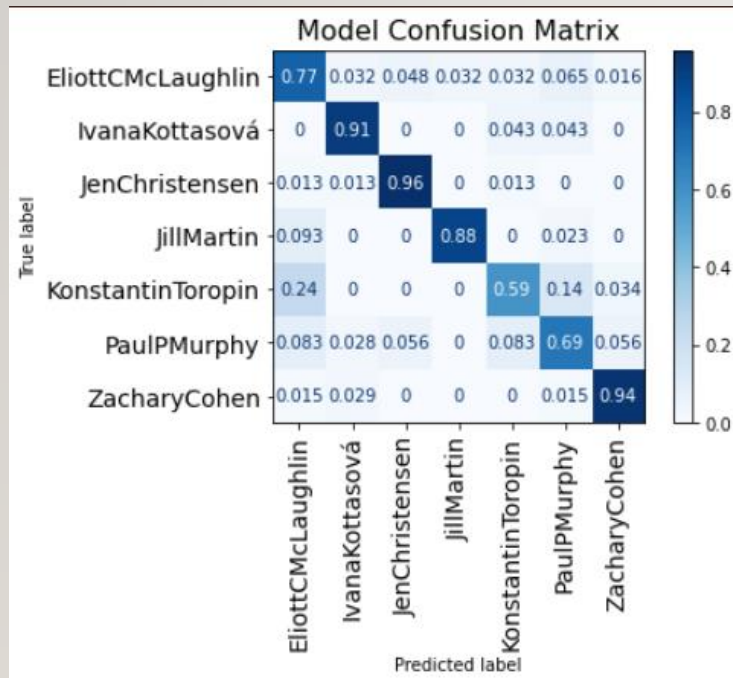- However, more than 35% of articles are collaborative

BASELINE MODEL

- The baseline model only 22% accurate.

Top CNN Authors By Number of Articles Written

Author	Info
Jen Christensen	Health & Climate Unit
Zachary Cohen	National Security Reporter
Eliott C. McLaughlin	Senior Writer
Paul P. Murphy	Producer / Writer
Jill Martin	Sports News Editor
Konstantin Toropin	News Editor
Ivana Kottasova	Digital News Producer

OUR CLASSIFICATION MODEL

- 85% accuracy!

Author	Info
Jen Christensen	Health & Climate Unit
Zachary Cohen	National Security Reporter
Eliott C. McLaughlin	Senior Writer
Paul P. Murphy	Producer / Writer
Jill Martin	Sports News Editor
Konstantin Toropin	News Editor
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CONCLUSIONS / RECS

- CNN articles span a wide range of subjects.

- It's a good idea to specialize

- Don't shy away from collaborating in your field

NEXT STEPS?

- Refine the cleaning process

- Look at more writers

- Get more data
  - From CNN
  - From other news sites

THANK YOU!

- Questions or Comments?