

## Methodological approach

*Counting and  
Dictionary*

*Supervised  
Machine Learning*

*Unsupervised  
Machine Learning*

### Typical research interests and content features

visibility analysis  
sentiment analysis  
subjectivity analysis

frames  
topics  
gender bias

frames  
topics

### Common statistical procedures

string comparisons  
counting

support vector machines  
naive Bayes

principal component analysis  
cluster analysis  
latent dirichlet allocation  
semantic network analysis

**deductive**

**inductive**