EDA_topics

March 24, 2022

```
[1]: import pandas as pd
     import numpy as np
     import matplotlib.pyplot as plt
     import seaborn as sns
[2]: data = pd.read_csv('combined_data_20211217.csv')
    /opt/anaconda3/lib/python3.8/site-
    packages/IPython/core/interactiveshell.py:3444: DtypeWarning: Columns
    (36,37,38,39,40,41) have mixed types. Specify dtype option on import or set
    low_memory=False.
      exec(code_obj, self.user_global_ns, self.user_ns)
[3]: topics = pd.read_csv('features/partner_data/GDI/
      →GDI Domain Topics Traffic December2021.csv')
[4]: topics
[4]:
                    domain_name
                                                                   narrative_density \
     0
                     100777.com
                                  [Decimal('0.183'), Decimal('0.765'), Decimal('...
                                  [Decimal('0.354'), Decimal('0.686'), Decimal('...
     1
            100percentfedup.com
                                                                               [None]
     2
                  12minutos.com
     3
                                                [Decimal('0.946'), Decimal('0.474')]
           2020conservative.com
     4
                                  [Decimal('0.705'), Decimal('0.687'), Decimal('...
              2020dirtsheet.com
             zelfzorgcovid19.nl
                                                                               [None]
     1392
     1393
                  zerohedge.com
                                  [Decimal('0.133'), Decimal('0.658'), Decimal('...
     1394
                  zigforums.com
                                  [Decimal('0.639'), Decimal('0.812'), Decimal('...
                                  [Decimal('0.929'), Decimal('0.648'), Decimal('...
     1395
                    zionica.com
     1396
                   zvedavec.org
                                                                               [None]
                                                        topics monthly_pageviews
           ['antivaxx', 'voterfraud', 'antilgbt', 'pseudo...
     0
                                                                         10,000
           ['votinglaws', 'voterfraud', 'antiimmigrant', ...
     1
                                                                     4,110,000
     2
                                                                          610,000
                                                        [None]
                                      ['voterfraud', 'biden']
                                                                          310,000
     3
                       ['voterfraud', 'biden', 'coronavirus']
     4
                                                                                0
```

```
['antilatinx', 'whitesupremacy', 'coronavirus'...
     1393
                                                                     108,050,000
     1394
           ['whitesupremacy', 'voterfraud', 'antiasian', ...
                                                                          20,000
           ['bigtech', 'whitesupremacy', 'biden', 'corona...
     1395
     1396
                                                         [None]
                                                                           700,000
     [1397 rows x 4 columns]
[5]:
     data.head()
[5]:
        Unnamed: 0
                                     date
     0
                     2020-10-27 16:21:00
     1
                     2020-08-20 14:34:00
     2
                     2020-11-17 15:35:00
     3
                  3
                     2021-03-03 03:19:00
     4
                     2020-08-30 16:26:00
                                                   headline
     0
                               The balls on this guy, huh?
     1 Lindell has come under fire for promoting pote...
     2 Biden has told aides that he's concerned that ...
     3 The response was a remarkable moment at a pivo...
       Astronaut Jeanette Epps is the first Black wom...
                                                  message_x
     0
                                                         NaN
     1
                                                   En Serio?
        Wary ?? Wary ?? More like he is worried that t...
     3
                                                         NaN
     4
                                                         NaN
                                                        link
                                                                    domain rating \
       https://www.tmz.com/2020/10/27/arizona-racist-...
                                                                tmz.com
                                                                              N
     1 https://www.forbes.com/sites/andrewsolender/20...
                                                                              Т
                                                             forbes.com
     2 https://www.msn.com/en-us/news/politics/presid...
                                                                              Τ
     3 https://www.nbcnews.com/politics/elections/sup...
                                                            nbcnews.com
                                                                              Т
     4 https://newsone.com/4005134/nasa-astronaut-jea...
                                                                              Τ
                                                            newsone.com
          orientation sourceEchochamber
                                           actualangryCount
                                                                 antilgbt
                                                                            antivaxx
     0
                  NaN
                                 Liberal
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     2
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        Slightly Left
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                                          votinglaws
                                                      antiimmigrant
                                                                       antimuslim \
        voterfraud coronavirus
                                  qanon
     0
               NaN
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[None]

410,000

1392

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        antiasian
                    bigtech
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              NaN
                        NaN
              NaN
     4
                        NaN
     [5 rows x 90 columns]
[6]: sub_data = data.loc[:,['rating','domain','biden', 'pseudoscience',
                              'misogyny', 'climatedenial', 'antilatinx',
                              '5g', 'whitesupremacy', 'antiblack',
                              'aliens', 'antisemitic', 'antilgbt',
                              'antivaxx', 'voterfraud', 'coronavirus',
                              'qanon', 'votinglaws', 'antiimmigrant',
                              'antimuslim', 'antiasian', 'bigtech']]
     sub_data_selected = sub_data.loc[sub_data['domain'].
      →isin(list(topics['domain_name'].values)),:]
     sub_data_selected
[8]:
                                                  pseudoscience
                                                                  misogyny \
            rating
                                  domain
                                          biden
     5
                  Τ
                     westernjournal.com
                                             1.0
                                                             1.0
                                                                        1.0
     7
                  N
                      theepochtimes.com
                                             1.0
                                                             1.0
                                                                        1.0
     12
                  N
                            bongino.com
                                             0.0
                                                             0.0
                                                                        0.0
     14
                     politicalflare.com
                                             1.0
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     15
                          breitbart.com
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     911700
                     nationalreview.com
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                                                whitesupremacy antiblack
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                         antivaxx voterfraud coronavirus qanon votinglaws \
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                                           antiasian bigtech
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      [271218 rows x 22 columns]
 [9]: |link_topic_count = sub_data_selected.drop('domain',axis=1).groupby('rating').
       ⇒sum()
[10]: | link_topic_row_count = sub_data_selected.drop('domain', axis=1).

¬groupby('rating').count()
[11]: link_topic_row_count
[11]:
               biden pseudoscience misogyny climatedenial antilatinx
                                                                                  5g \
      rating
      N
              130242
                              130242
                                         130242
                                                         130242
                                                                     130242
                                                                             130242
               69780
                               69780
                                          69780
                                                          69780
      R
                                                                      69780
                                                                               69780
      Т
               71196
                               71196
                                          71196
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                                                                      71196
                                                                               71196
```

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whitesupremacy antiblack aliens antisemitic antilgbt antivaxx \
     rating
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                                        130242
                                                                         130242
                     130242
                                130242
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     R.
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             voterfraud coronavirus
                                       qanon votinglaws antiimmigrant \
     rating
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     Т
                  71196
                               71196
                                       71196
                                                   71196
                                                                  71196
             antimuslim antiasian bigtech
     rating
     N
                 130242
                            130242
                                     130242
     R
                  69780
                             69780
                                      69780
     Т
                  71196
                             71196
                                      71196
[12]: ratio_raw = link_topic_count/link_topic_row_count
     ratio_raw = ratio_raw.reset_index()
     ratio = link_topic_count/link_topic_row_count
     ratio = ratio.transpose()
     ratio = ratio.reset_index()
     ratio
[12]: rating
                      index
                                              R
     0
                      biden 0.919980 0.853439
                                                0.891272
     1
              pseudoscience 0.360007
                                       0.612496
                                                 0.365990
     2
                   misogyny 0.764646 0.729980 0.645050
     3
              climatedenial 0.368069 0.564101
                                                 0.273105
     4
                 antilatinx 0.818760 0.868845 0.919546
     5
                         5g 0.338616 0.481442 0.079906
     6
             whitesupremacy 0.911918 0.961551
                                                 0.926990
     7
                  antiblack 0.703636 0.720163
                                                 0.513849
     8
                     aliens 0.000000 0.310949
                                                 0.000000
     9
                antisemitic 0.762250 0.893580 0.707680
     10
                   antilgbt 0.833809 0.923832 0.804722
     11
                   antivaxx 0.167864 0.619060 0.013189
     12
                 voterfraud 0.803212 0.824749
                                                 0.808683
     13
                coronavirus 0.919319 0.982029
                                                 0.968285
                      qanon 0.254948 0.586386
     14
                                                 0.282811
     15
                 votinglaws
                             0.433877
                                       0.619719
                                                 0.452582
     16
              antiimmigrant 0.669999 0.760519 0.628547
     17
                 antimuslim 0.795980 0.881814
                                                 0.696317
     18
                  antiasian 0.541285
                                       0.792892
                                                 0.647761
     19
                    bigtech 0.845434 0.861579 0.709956
```

```
[13]: ratio_raw
[13]:
                  biden pseudoscience misogyny climatedenial antilatinx \
       rating
      0
            N 0.919980
                              0.360007
                                        0.764646
                                                       0.368069
                                                                   0.818760
            R 0.853439
                                                       0.564101
      1
                              0.612496 0.729980
                                                                   0.868845
            T 0.891272
                              0.365990 0.645050
                                                       0.273105
                                                                   0.919546
                  whitesupremacy
                                  antiblack
                                               aliens ...
                                                          antilgbt antivaxx
      0 0.338616
                        0.911918
                                   0.703636 0.000000 ... 0.833809 0.167864
      1 0.481442
                                   0.720163 0.310949 ... 0.923832 0.619060
                        0.961551
      2 0.079906
                                 0.513849 0.000000 ... 0.804722 0.013189
                        0.926990
        voterfraud coronavirus
                                    qanon votinglaws antiimmigrant antimuslim \
          0.803212
                                 0.254948
                                             0.433877
                                                            0.669999
                                                                        0.795980
     0
                       0.919319
                                                                        0.881814
      1
          0.824749
                       0.982029
                                 0.586386
                                             0.619719
                                                            0.760519
          0.808683
                       0.968285 0.282811
                                             0.452582
                                                            0.628547
                                                                        0.696317
        antiasian
                   bigtech
        0.541285 0.845434
     0
         0.792892 0.861579
         0.647761 0.709956
      [3 rows x 21 columns]
[14]: link_topic_count
[14]:
                biden pseudoscience misogyny climatedenial antilatinx
                                                                                5g \
     rating
                                       99589.0
     N
             119820.0
                             46888.0
                                                      47938.0
                                                                 106637.0 44102.0
     R
              59553.0
                             42740.0
                                       50938.0
                                                      39363.0
                                                                  60628.0
                                                                           33595.0
      Т
              63455.0
                             26057.0
                                                                            5689.0
                                       45925.0
                                                      19444.0
                                                                  65468.0
                                         aliens antisemitic antilgbt antivaxx \
             whitesupremacy antiblack
     rating
     N
                   118770.0
                               91643.0
                                            0.0
                                                     99277.0 108597.0
                                                                         21863.0
                               50253.0
                                        21698.0
                                                     62354.0
                                                                         43198.0
     R
                     67097.0
                                                               64465.0
     Т
                                            0.0
                    65998.0
                               36584.0
                                                     50384.0
                                                               57293.0
                                                                           939.0
                                        qanon votinglaws antiimmigrant
             voterfraud coronavirus
     rating
                            119734.0 33205.0
                                                  56509.0
                                                                 87262.0
     N
                104612.0
     R.
                57551.0
                             68526.0
                                      40918.0
                                                  43244.0
                                                                 53069.0
      Т
                57575.0
                             68938.0 20135.0
                                                 32222.0
                                                                 44750.0
             antimuslim antiasian
                                     bigtech
     rating
```

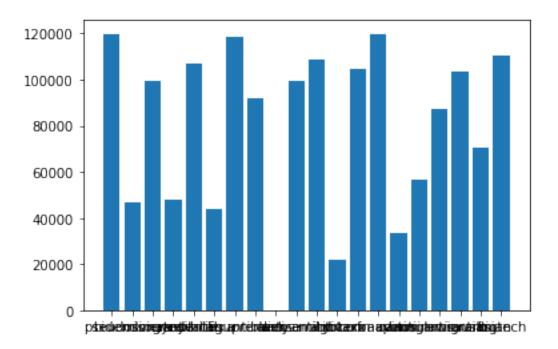
70498.0 110111.0

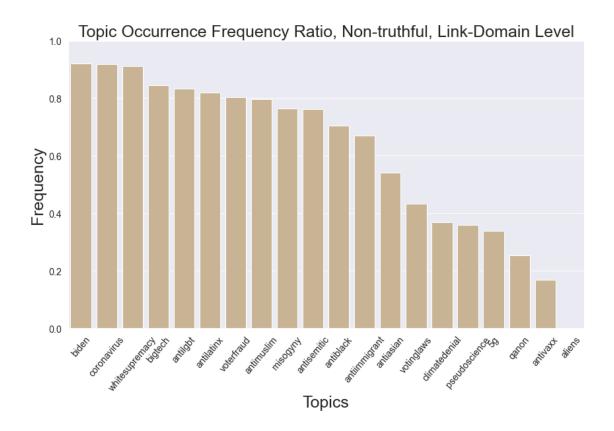
103670.0

```
R 61533.0 55328.0 60121.0
T 49575.0 46118.0 50546.0
```

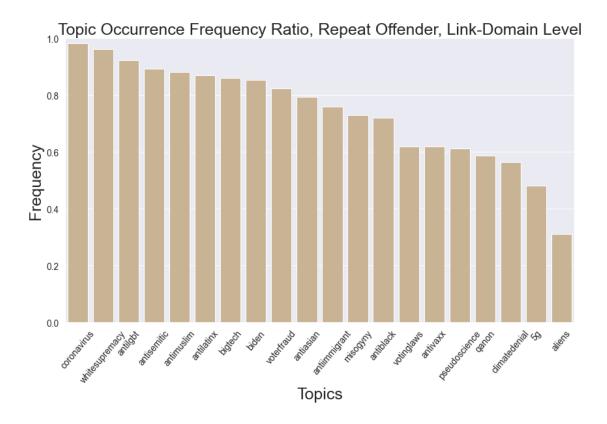
```
[15]: plt.bar(link_topic_count.columns, link_topic_count.iloc[0,:])
```

[15]: <BarContainer object of 20 artists>

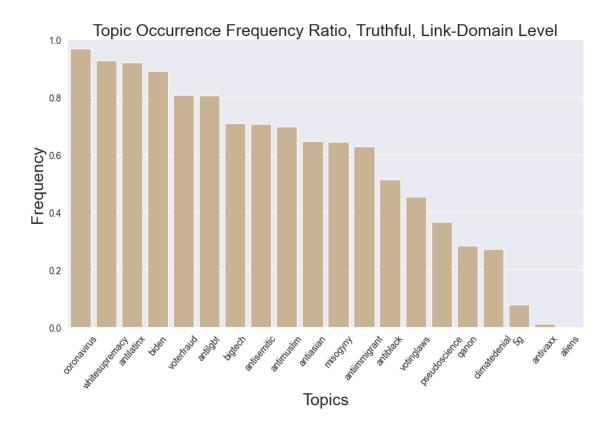




[24]: <AxesSubplot:title={'center':'Topic Occurrence Frequency Ratio, Repeat Offender, Link-Domain Level'}, xlabel='Topics', ylabel='Frequency'>

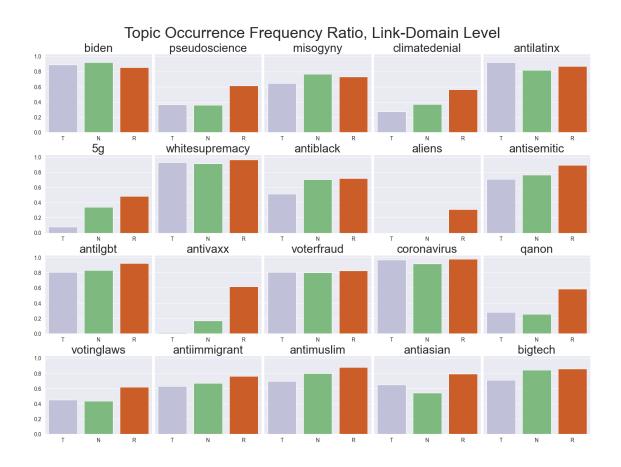


[25]: <AxesSubplot:title={'center':'Topic Occurrence Frequency Ratio, Truthful, Link-Domain Level'}, xlabel='Topics', ylabel='Frequency'>



```
[26]: topics = ['biden', 'pseudoscience', 'misogyny', 'climatedenial', 'antilatinx',
               '5g', 'whitesupremacy', 'antiblack', 'aliens', 'antisemitic', __
      'antivaxx', 'voterfraud', 'coronavirus', 'qanon', 'votinglaws',
      'antimuslim', 'antiasian', 'bigtech']
     plt.subplots_adjust(bottom = 0.5, top = 0.9)
     fig, axes = plt.subplots(4, 5, figsize=(20, 15), sharey=True,_
      fig.suptitle('Topic Occurrence Frequency Ratio, Link-Domain Level', fontsize=40)
     for i in range(20):
         t = topics[i]
         sns.barplot(ax=axes[i//5, i\%5], x='rating', y=t,
                    data=ratio_raw, order = ['T', 'N', 'R'], palette = 'tab20c_r')
         axes[i//5, i%5].set_title(t,fontsize=30)
         axes[i//5, i%5].set_xlabel('')
         axes[i//5, i%5].set_ylabel('')
```

<Figure size 1008x576 with 0 Axes>



```
topic_data = pd.read_csv('topicDF.csv').iloc[:,1:]
[28]:
      topic_data
[28]:
                                                          pseudoscience
                                                                           antiblack
                                   domain
                                           bigtech
                                                      5g
      0
                      westernjournal.com
                                                       0
                                                                                    1
                                                       1
                                                                        1
      1
                       theepochtimes.com
                                                  1
                                                                                    1
      2
                                                  0
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                                                                                    0
                             bongino.com
      3
                      politicalflare.com
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                                                                        1
                                                                                    1
      4
                           breitbart.com
                                                                        1
                                                  1
                                                       1
                                                                                    1
                                                                                    0
      258
                       activistmommy.com
                                                  0
                                                       0
                                                                        0
      259
                                                                                    0
                wisemindhealthybody.com
                                                  0
                                                       0
                                                                        1
      260
                         worldhealth.net
                                                  0
                                                       0
                                                                                    0
      261
            healthy-holistic-living.com
                                                  0
                                                       0
                                                                                    0
      262
                    dailyhealthpost.com
                                                       0
                                                                                    0
            antiasian
                       antivaxx antisemitic
                                                 antiimmigrant
                                                                  biden
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      258
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            climatedenial
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                                     aliens
                                              votinglaws
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      [263 rows x 21 columns]
[29]:
      sub_data_domain = data.loc[:,['rating','domain']]
      topic_data_rating = topic_data.merge(sub_data_domain, on='domain',how='inner')\
                              .drop_duplicates().reset_index().iloc[:,1:]
      topic_data_rating
[29]:
                                    domain bigtech
                                                        5g
                                                            pseudoscience
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                       westernjournal.com
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                   worldhealth.net
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[263 rows x 22 columns]

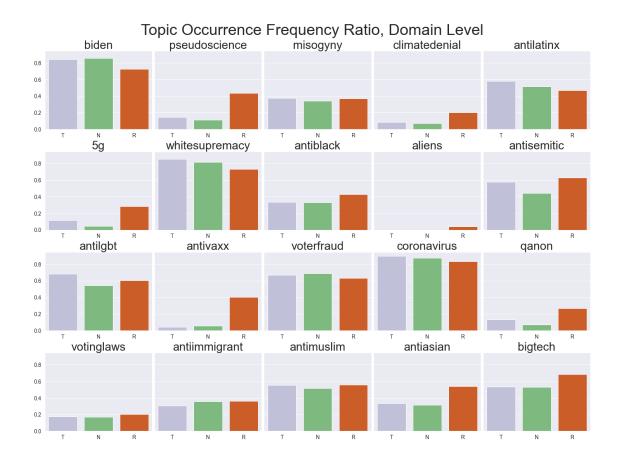
```
[30]: domain_rating_topic_count = topic_data_rating.drop('domain',axis=1).

→groupby('rating').count()
     domain_rating_topic_sum = topic_data_rating.drop('domain',axis=1).

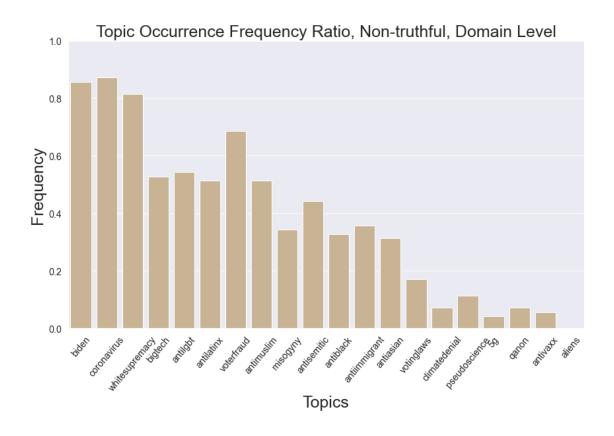
¬groupby('rating').sum()
[31]: domain_rating_topic_ratio = domain_rating_topic_sum/domain_rating_topic_count
     domain_rating_topic_ratio = domain_rating_topic_ratio.reset_index()
     domain_rating_topic_ratio
[31]:
       rating
                bigtech
                               5g pseudoscience antiblack antiasian antivaxx \
            N 0.528571
                         0.042857
                                        0.114286
                                                   0.328571
                                                              0.314286
                                                                        0.057143
                                        0.435484
     1
            R 0.685484 0.282258
                                                   0.427419
                                                              0.540323
                                                                        0.403226
     2
            T 0.536232 0.115942
                                        0.144928
                                                   0.333333
                                                              0.333333 0.043478
        antisemitic antiimmigrant
                                       biden ... climatedenial
                                                                   ganon \
     0
           0.442857
                          0.357143 0.857143
                                                      0.071429
                                                                0.071429
     1
           0.629032
                          0.362903 0.725806 ...
                                                      0.201613 0.266129
     2
                          0.304348 0.840580 ...
           0.579710
                                                      0.086957
                                                                0.130435
           aliens
                 votinglaws voterfraud antimuslim whitesupremacy misogyny
     0.000000
                    0.171429
                                0.685714
                                            0.514286
                                                            0.814286 0.342857
     1 0.040323
                    0.201613
                                0.629032
                                            0.556452
                                                            0.733871 0.370968
     2 0.000000
                    0.173913
                                0.666667
                                            0.550725
                                                            0.855072 0.376812
        antilgbt antilatinx
     0 0.542857
                    0.514286
     1 0.604839
                    0.467742
     2 0.681159
                    0.579710
      [3 rows x 21 columns]
[32]: domain rating topic ratio T = domain rating topic sum/domain rating topic count
     domain_rating_topic_ratio_T = domain_rating_topic_ratio_T.transpose()
     domain_rating_topic_ratio_T = domain_rating_topic_ratio_T.reset_index()
     domain_rating_topic_ratio_T
[32]: rating
                                                        Τ
                      index
     0
                    bigtech 0.528571 0.685484
                                                 0.536232
     1
                         5g 0.042857 0.282258
                                                0.115942
     2
              pseudoscience 0.114286 0.435484
                                                 0.144928
     3
                  antiblack 0.328571 0.427419 0.333333
     4
                  antiasian 0.314286 0.540323 0.333333
     5
                   antivaxx 0.057143 0.403226 0.043478
     6
                antisemitic 0.442857 0.629032
                                                 0.579710
     7
              antiimmigrant 0.357143 0.362903 0.304348
```

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8
                     biden 0.857143 0.725806 0.840580
     9
                coronavirus 0.871429 0.830645 0.898551
     10
              climatedenial 0.071429 0.201613 0.086957
                     qanon 0.071429 0.266129 0.130435
     11
     12
                    aliens 0.000000 0.040323 0.000000
     13
                votinglaws 0.171429 0.201613 0.173913
     14
                voterfraud 0.685714 0.629032 0.666667
     15
                 antimuslim 0.514286 0.556452 0.550725
     16
             whitesupremacy 0.814286 0.733871 0.855072
     17
                  misogyny 0.342857 0.370968 0.376812
                  antilgbt 0.542857 0.604839 0.681159
     18
     19
                antilatinx 0.514286 0.467742 0.579710
[33]: plt.subplots_adjust(bottom = 0.5, top = 0.9)
     fig, axes = plt.subplots(4, 5, figsize=(20, 15), sharey=True,
      fig.suptitle('Topic Occurrence Frequency Ratio, Domain Level', fontsize=40)
     for i in range(20):
         t = topics[i]
         sns.barplot(ax=axes[i//5, i%5], x='rating', y=t,
                    data=domain_rating_topic_ratio, order = ['T', 'N', 'R'],
      →palette = 'tab20c_r')
         axes[i//5, i%5].set_title(t,fontsize=30)
         axes[i//5, i%5].set_xlabel('')
         axes[i//5, i%5].set_ylabel('')
```

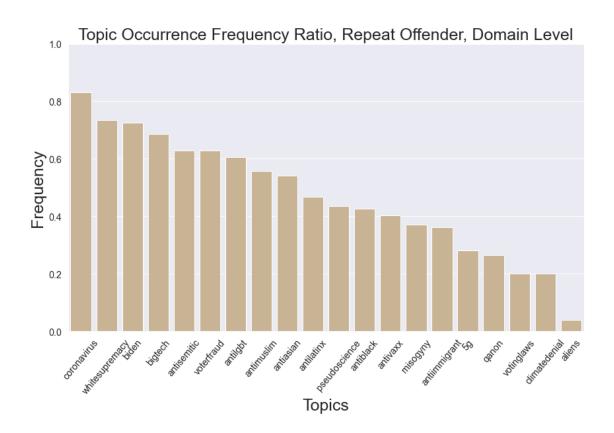
<Figure size 1008x576 with 0 Axes>



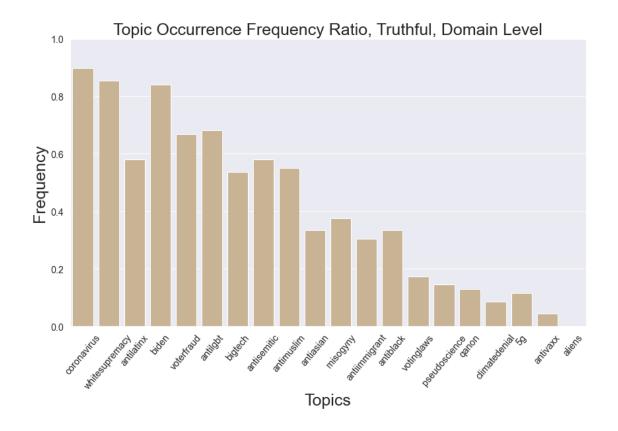
[34]: <AxesSubplot:title={'center':'Topic Occurrence Frequency Ratio, Non-truthful, Domain Level'}, xlabel='Topics', ylabel='Frequency'>



[37]: <AxesSubplot:title={'center':'Topic Occurrence Frequency Ratio, Repeat Offender, Domain Level'}, xlabel='Topics', ylabel='Frequency'>



[36]: <AxesSubplot:title={'center':'Topic Occurrence Frequency Ratio, Truthful, Domain Level'}, xlabel='Topics', ylabel='Frequency'>



[]: