Andrew Chin

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UC Berkeley Data Analytics Bootcamp

Assignment 7: Distinguishing Sentiments

Distinguishing Sentiments: News Mood

## What are three observable trends based on the data?

**Observation 1:** News media does its best to stay neutral in terms of average sentiment (at least according to VADER). On a scale of -1 to 1, the most negative (Fox News) is only -.037 whereas the most positive sentiment of .14 is achieved by CBS.

**Observation 2:** According to the sentiment plot chart, the neutrality of sentiments in the first observation is surprisingly incorrect. Looking at each group (of 100 plots) by Twitter handle, tweets are distributed fairly evenly between -1 and 1, which means that instead of being neutral, many tweets are very negative and very positive. Fox News just happens to have more negative tweets than others, and CBS has more positive.

**Observation 3:** Not part of the visualizations, but I wanted to look into Fox News a bit more by plotting negative and positive sentiments instead of compound. I found that Fox News is more willing to be negative (with more plots toward 1) and prefers to stay neutral for positive sentiments (with more plots towards 0). This confirms my distaste for Fox News, and that is my negative sentiment.