Rubric

- **Purpose:** In this project, you will get a chance to use data science to explore and uncover new insights about how news media functions in the U.S. You will use techniques to determine which news publications are more "attention seeking", and which are less so. This will help both you, the case participant, and anyone else who reads about your results to make more informed choices for themselves about the news they consume. The other purpose of this project is to add a bit of structure to the way that you (case participants) approach problems. By requiring submissions for steps along the way (initial brainstorm, EDA, final code, reflection), we hope that you are able to gain a better understanding of how to pace your project work, and which parts of the data science lifecycle you feel like you thrive in.
- **Task:** Come up with a ranking of news publications (the ones in the dataframe you will be given) from most to least attention-seeking (in their article or title-writing, polarization scores, or some other metric that you come up with!)
- **Criteria:**

Spec Category	Spec Details
Formatting	Under this assignment on Collab, submit all of the materials you used. You should have: ● A written portion (Initial brainstorm, summary of methods and findings, and reflection) ● Code file (EDA and final project work) ● File for any visualizations (optional)
Written Portion	Submit as a Word document. Includes: 1. Brainstorm: Write out an initial brainstorm for how you are thinking of approaching this problem. Can be very rough. 2. 1-2 Paragraph summary of your methods and findings. What does it all mean? What are the main takeaways? 3. Short (couple of sentences, one paragraph at most) reflection on the process: What did you learn? What was new? What was challenging?
Code File	Attach a file for the code you used.

	The beginning of the code file should include your EDA (Exploratory Data Analysis), as well as the code you use to produce your final results. Should be well organized, remember to add #comments!
Visualizations (Optional)	If your project produced any visualizations (graphs, tables, etc), please make one Word document with images (saved as png) of each visualization. They should be easy to read, so please only put one per page.