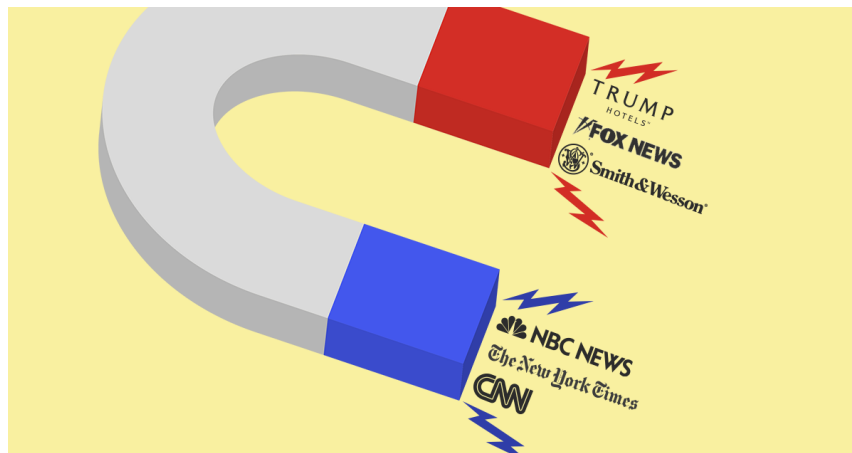


# The Clamour for Your Eyes: A Case Study of American News Articles

**Hook:** Nowadays in the U.S., political polarization is at an all-time high. Social media channels such as Twitter and Facebook create personalized echo-chambers for users, meaning you could scroll for hours and only see one type of perspective. And it's easy to get comfortable with this! However, everyone deserves to have access to the facts when it comes to news, and shouldn't have to worry about getting sidetracked by any of the other bells and whistles. We need a talented data scientist (yes, we're looking at you!) to help Americans everywhere feel better about the news they're reading.



**Prompt:** If you want to learn about a recent news event, Google is always an option. However, chances are, you have a news publication that you'd prefer to hear from on the issue. In an ideal world, all news publications would focus on straightforward and factual reporting. That might not always be the case, though. For this project, you will be given a dataset containing information about roughly 150,000 news articles from 15 major U.S. newspapers. Your task is to determine how "attention seeking" each of the news publications are. By figuring this out, we'll get an idea of which publications are less focused on giving users the facts they need to know in order to be informed citizens, and more on sucking them into a web of sensationalism. Further guidance for getting started will be provided on the next page.

**Deliverable:** The task here is to rank all of the news publications included in this dataset based on how "attention seeking" they are. You will do this by looking at a dataframe filled with article data: article title, publication, article text content, etc. This project can involve the use of packages in Python (such as VADER Sentiment) that analyze how polarizing the language is that publications are using; perhaps using more polarizing language is a way for a publication to attempt to draw more readers attention. Look to the next page to see more detailed notes about how you could potentially go about starting this project.