

project fletcher

METIS

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approach & tools



text preprocessing: remove punctuation, remove links, remove user mentions, remove numbers, lowercase

non-negative matrix factorization

topic	words
1	player explains brilliantly american taking orourke cruz
2	idea idiots cop sign doesn't team week
3	violent bit minutes little video ve best
4	written racist overplayed sh*t old f*cking way
5	salute candid thoughtful words watch minute divisive
6	meet like sounds cho assess consider time
7	anthem national nfl saying players protested lazy

think nothing national anthem ted cruz orourke beto american

**The
Guardian**

next steps

- moral emotional language predict retweets?
- change in topics over time?
 - e.g. preseason 2016 – preseason 2017 - preseason 2018

summary

- NMF did an ok job in modeling topics
- some topics were more coherent than others
- did pull out one particularly timely topic

questions
