How the Sun might affect news headlines

Dona Lontok, An Tran, Meghana Koduru

Topic Introduction

➔ Given that the Sun influences almost every aspect of our lives, we are exploring whether there is correlation between sun exposure, or lack thereof, and events in local news

➔ A large-scale research (Baylis et al., 2018) was conducted that investigated the relationship between meteorological conditions and the sentiments of human expressions

➔ We will measure the actual events that occurred, as opposed to sentiments posted on social media

➔ Working hypothesis: There will be more favorable events when there are clear skies = more sun exposure

Data and Methodology

➔ Primarily, data will come from GDELT and NOAA
- ◆ GDELT monitors news broadcast, print, and web media in over 100 languages
- ◆ National Oceanic and Atmospheric Administration, including data from National Weather Service and Space Weather Prediction Center

➔ Independent variables will include time of sun exposure, area of cloud coverage, precipitation rate, and potentially temperature

➔ Regression models will be used to test our hypothesis

➔ Visualized our findings using R packages

Limitations

➔ Sampling errors in how we selected the regions to conduct our study
   ◆ regions who experience the same amount of sun exposure, yet have different magnitudes of either positive or negative events.
➔ Omitted variables that we are not accounting for or unaware of for our study
   ◆ socio-political climate which may have an overwhelming effect on the region's events.