

## **Case Study: Exploring Global News Sentiment to Uncover Media Bias and Global Trends**

### **Scenario:**

You are tasked with a mission that combines data analysis, global news, and social impact. Imagine you're working as a junior data analyst at an organization focused on understanding public sentiment across the world. Your project is to analyze how global events are portrayed in the media, focusing on their sentiment (positive or negative) and uncovering any biases in the reporting.

The world is constantly evolving political elections, economic developments, crises, and natural disasters are just some of the topics that dominate the headlines. These events not only shape how we view the world but also influence global trends. In this case study, you will dive into a large dataset of news articles spanning multiple different sources. Your goal is to understand what regions tend to have news outlets portray certain topics with a positive or negative tone, and to track how sentiments shift over time, especially in relation to global crises and leadership changes.

### **Your Mission:**

You will take the driver's seat in uncovering the biases in global media, using sentiment analysis to track trends in reporting. As a key player in this project, you will:

1. Analyze how news articles discuss major events such as elections, economic changes, and global crises.
2. Identify if certain countries, topics, or figures are portrayed positively or negatively.
3. Understand the evolution of public sentiment, and how this insight can guide organizations in crafting better communication strategies.

The project will give you hands-on experience with real-world data, showing you the power of sentiment analysis, and helping you gain a deeper understanding of media bias.

### **Deliverable:**

At the end of this case study, you will produce a comprehensive analysis of media sentiment, uncovering any biases in the reporting of key global topics. You will also visualize these trends in a way that anyone can easily understand, using engaging charts and graphs to highlight the main findings.

This case study will not only boost your analytical skills but also give you a strong foundation in how data science can influence public opinion and policy decisions.

### **Ready to start?**

With all that background info, it seems you are ready to go! Start exploring the dataset and contributing to the exciting work we're doing to understand global sentiment. The repository containing the dataset and necessary resources is available at: