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# Getting news from...

# reddit



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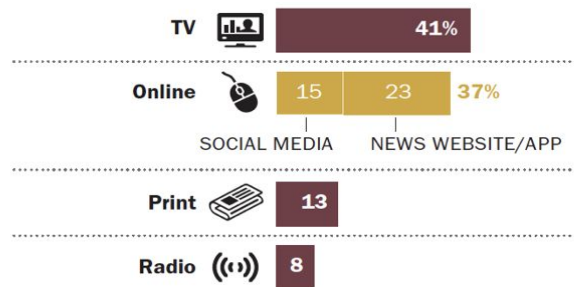
# Where American viewers get their news

- In 2016 only 20% people consumed news online.
- Fast growing and projected to surpass TV.
- We should study their preferences, habits etc.

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## TV, the internet almost equally preferred as pathways to local news

*% of U.S. adults who prefer to get their local news via ...*



Source: Survey conducted Oct. 15-Nov. 8, 2018.  
"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

PEW RESEARCH CENTER

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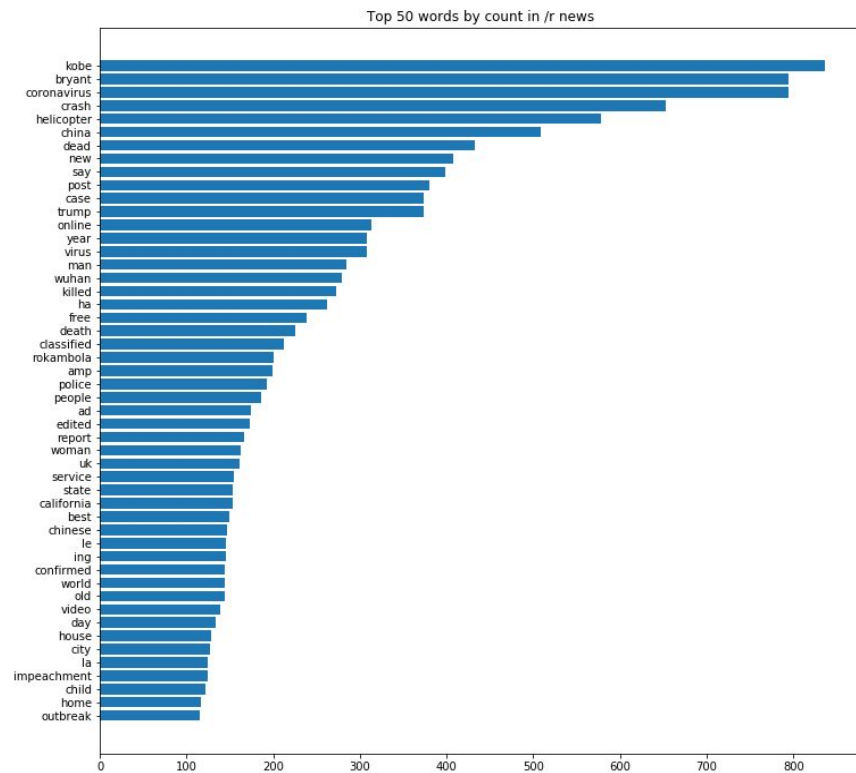
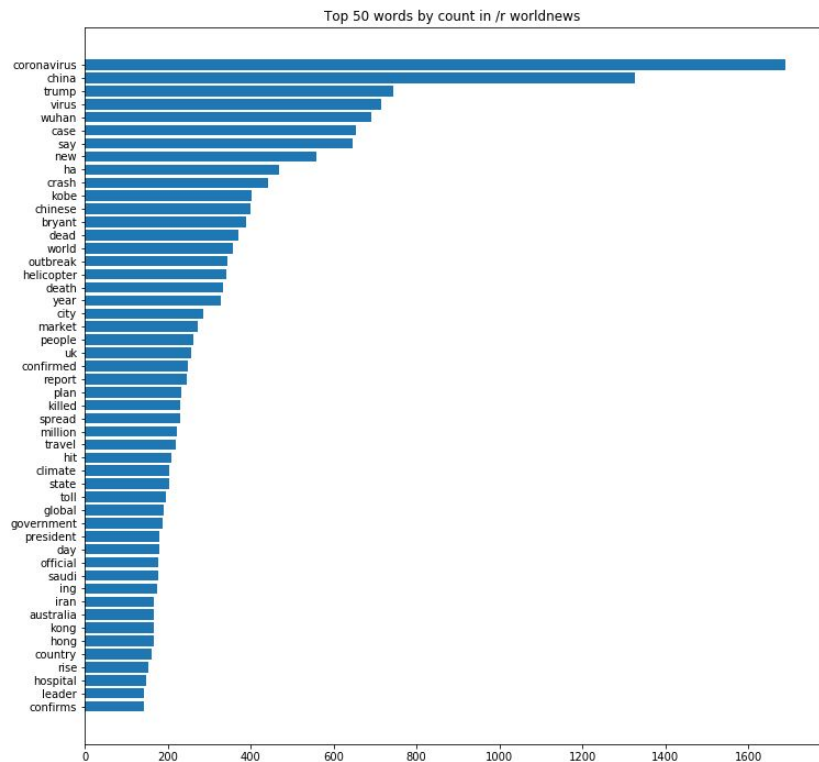
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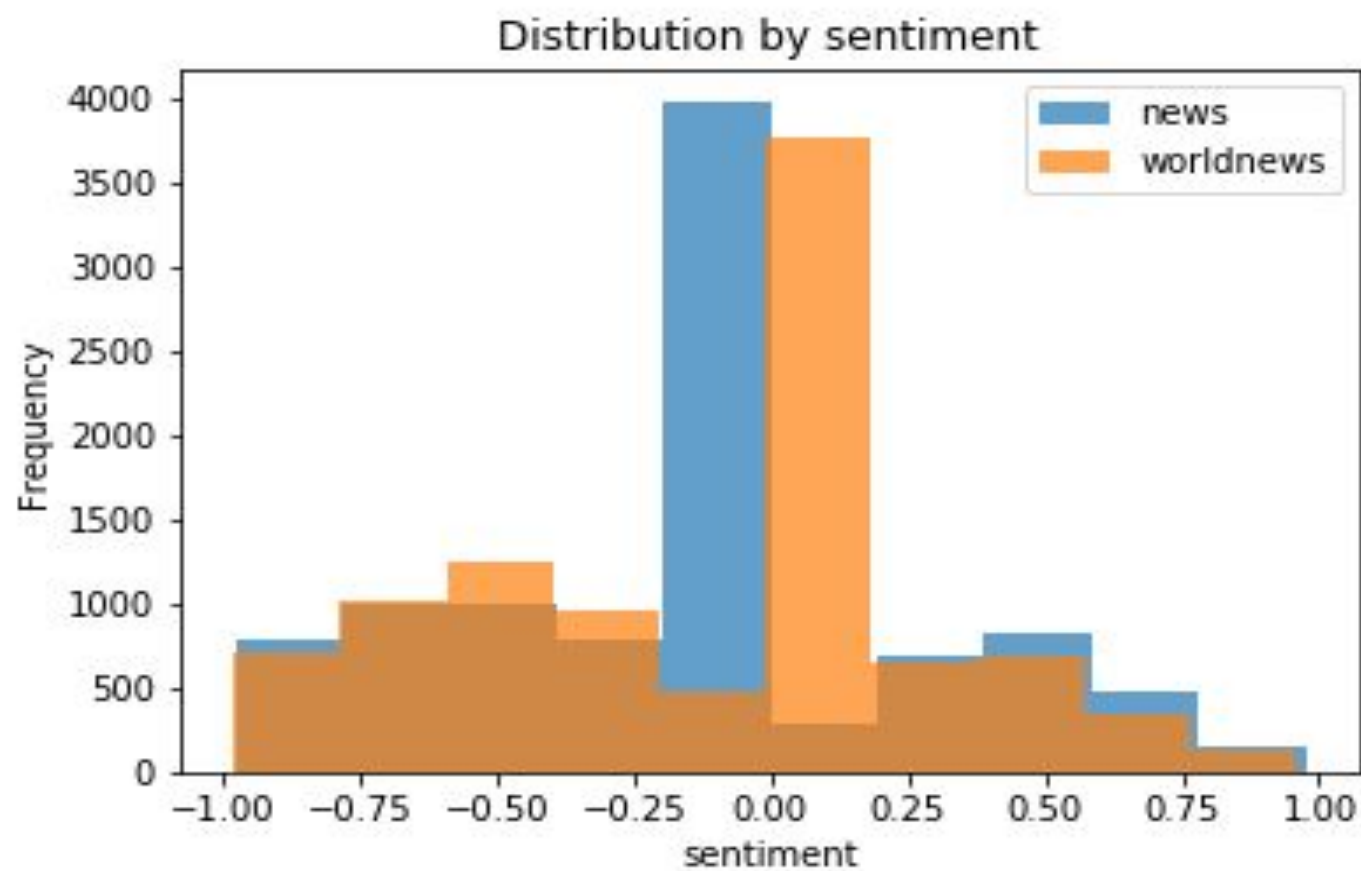
# **/r worldnews VS /r news**

23.0m subscribers, 19.7m subscribers

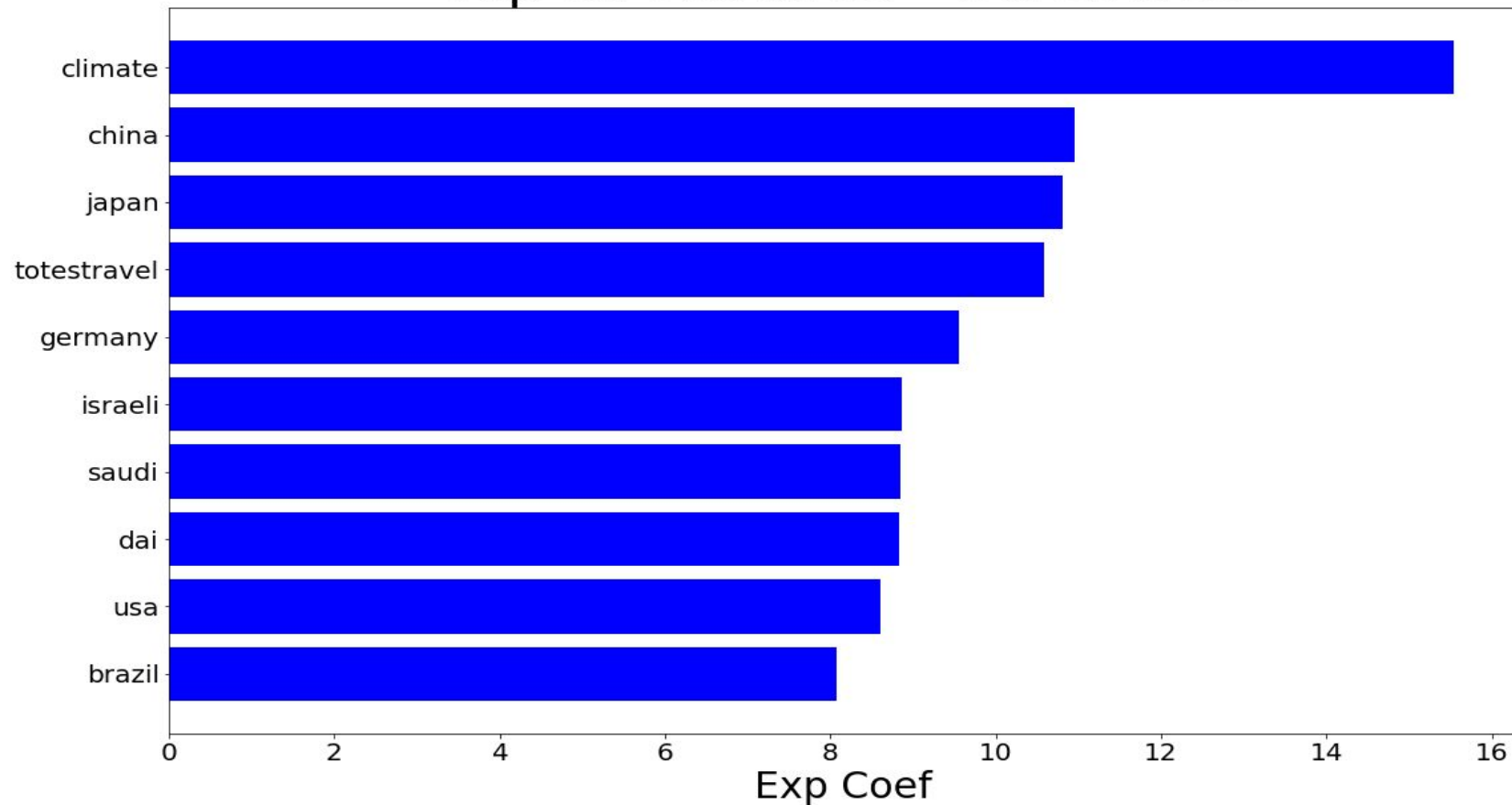
HOW?

- Classification and Natural Language Processing
  - Sentiment Analysis
  - Analyze topics & words in each subreddit
  - Use these insights to improve engagement
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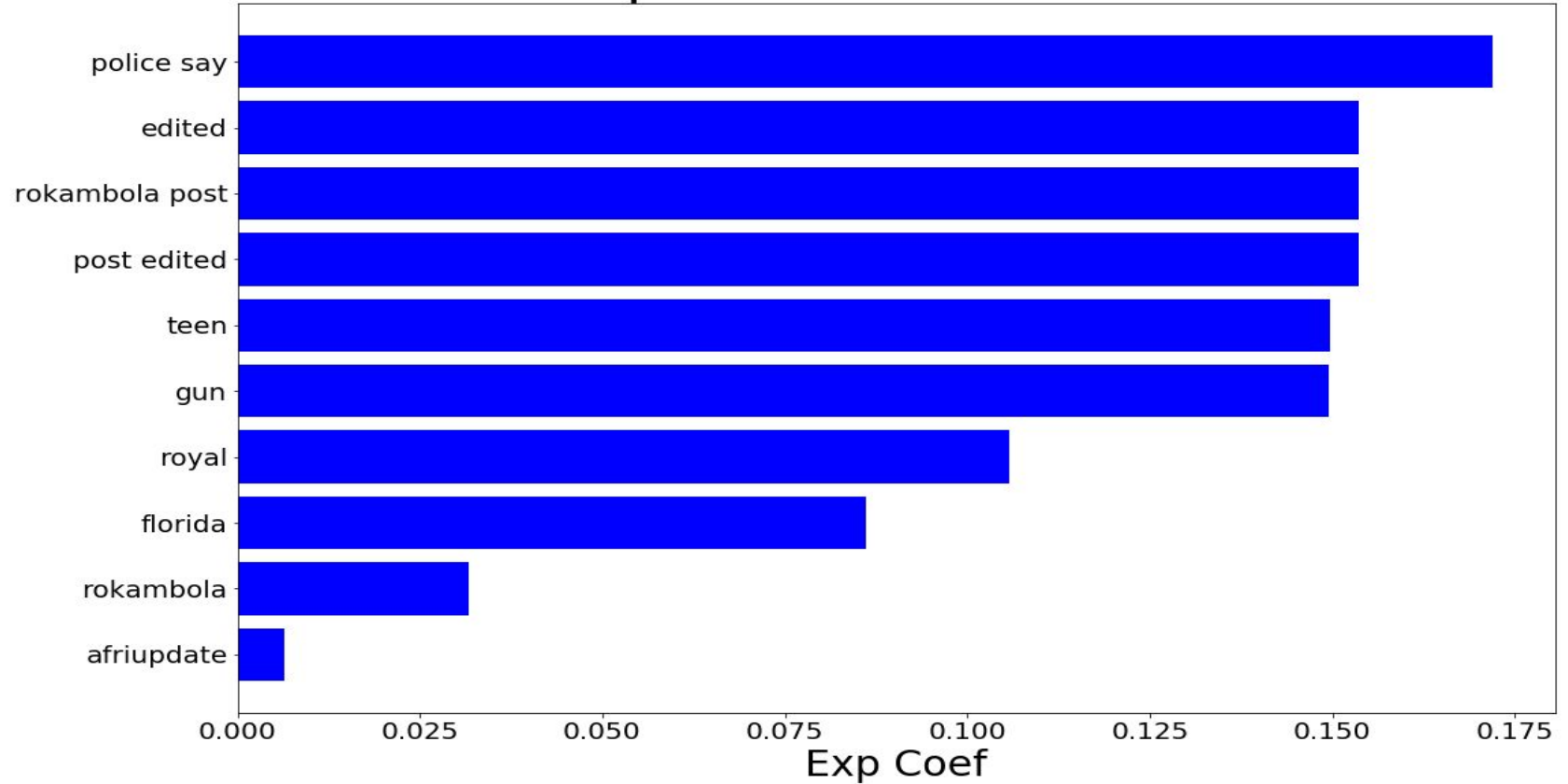




## Top 10 Features - worldnews



## Top 10 Features - News



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# Recommendations

- Understand the online communities. What are languages and topics people discuss more about?
  - Happy or Sad news?
  - Buzzwords that gets people's' attention?
  - Find ways to engage with online audiences
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