



# The World through the Eyes of Cable News Hosts

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# Dataset

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## Transcripts

CNN	Erin Burnett Outfront	552	January 2016 - Present
	Anderson Cooper 360	926	
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Fox News	Hannity	210	
	Tucker Carlson Tonight	310	
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MSNBC	All In with Chris Hayes	483	
	The Rachel Maddow Show	476	
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Total		2957	

## Background

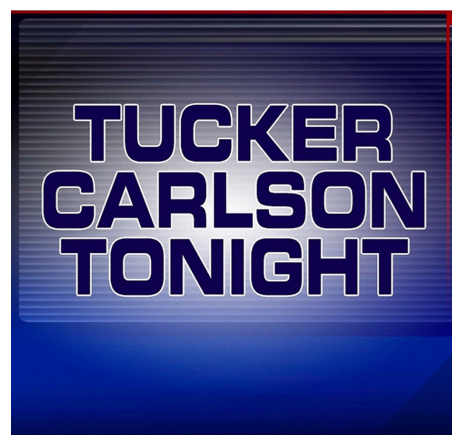
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7 - 8 pm



8 - 9 pm



9 - 10 pm



# Cable News Rankings

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- Fox News has been #1 in cable news for the past 194 months (since January 2002)
- Hannity is #1 in primetime\*
- Tucker Carlson is #2 in primetime\*



	Total Viewers
Fox News	2.766M
MSNBC	1.805M
CNN	979K

What are some of the reasons why Fox News is so successful using behavioral economics?

## Catchphrases

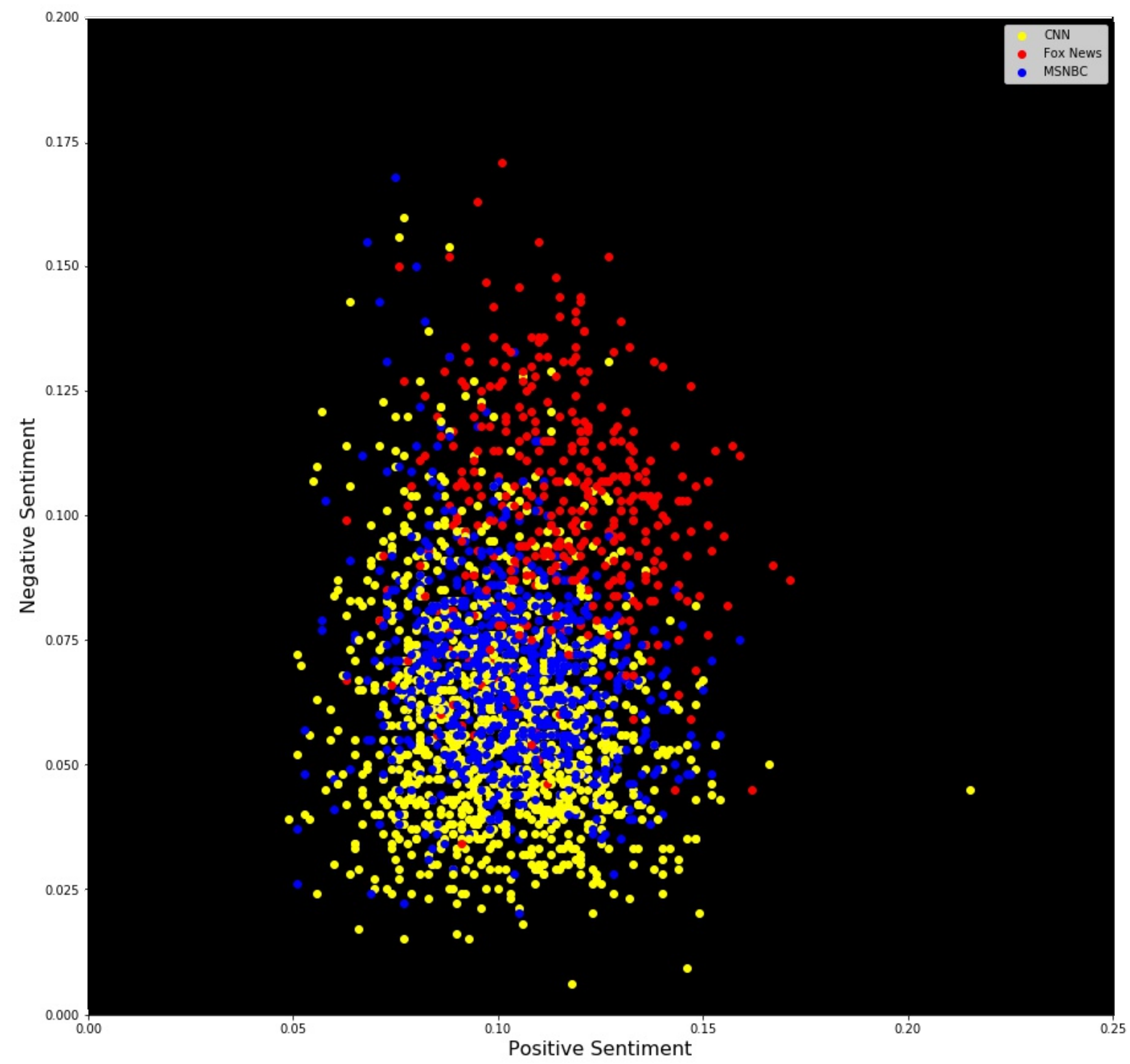
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**“Destroy Trump media”**

**“the show that is the sworn enemy of lying, pomposity, smugness, and groupthink”**



# Emotion



# Create an Enemy

MSNBC / CNN

**Steele Dossier / Russian Investigation:**  
trump people today campaign new president republican house russia thing russian republicans senate year election senator investigation sort mueller got

**Special Counsel Investigation:**  
comey president fbi investigation director house flynn memo white know justice attorney russia mueller fired trump general counsel rosenstein sessions

**General Politics / North Korea:**  
president mean trump know white house korea north today going saying cnn senator people think say bannon kelly david want

**Terror Attacks / Vegas Shooting:**  
know vegas people las mean shooting shooter attack police isis going manchester cnn concert terror want hotel hospital gun did

**#MeToo Movement/ Alabama Senate Race:**  
moore alabama sexual women tax allegations president jones doug race senate accused know republican franken trump mean accusers percent think

**Trump Campaign:**  
trump jr meeting russian donald know kushner campaign president mails russia jared lawyer son mean clinton government mail information manafort

**Hurricane - Related:**  
storm hurricane irma florida puerto rico people know water miami keys going island st tom mayor hit islands houston surge

Hannity

**Steele Dossier / Russian Investigation:**  
clinton uranium hillary russia russian dnc trump evidence putin fbi dossier knew know john media information deal money campaign bribery

**Special Counsel Investigation:**  
strzok trump mueller fbi president clinton investigation know hillary memo comey page fisa dossier people exoneration mccabe let fix peter

**Hollywood / NFL:**  
weinstein nfl hollywood anthem harvey flag players women going people want president know kaepernick money gutierrez polanski country kimmel national

**Vegas Shooting:**  
vegas paddock shooting people gun las police know country guns tragedy don bless president mass celebrities victims hospital politicize lives

**#MeToo Movement / Alabama Senate Race:**  
franken sexual moore women clinton allegations misconduct conyers al years senator tweeden accusers people juanita hillary accused flowers lauer judge

**Media War:**  
president trump media know people comey think ve going don ll want way night let time look got destroy russia

**Hurricane - related:**  
hurricane florida storm texas irma people governor going know steve ve state ground mayor bastardi rick harrigan wind prayers Joe



## Next Steps

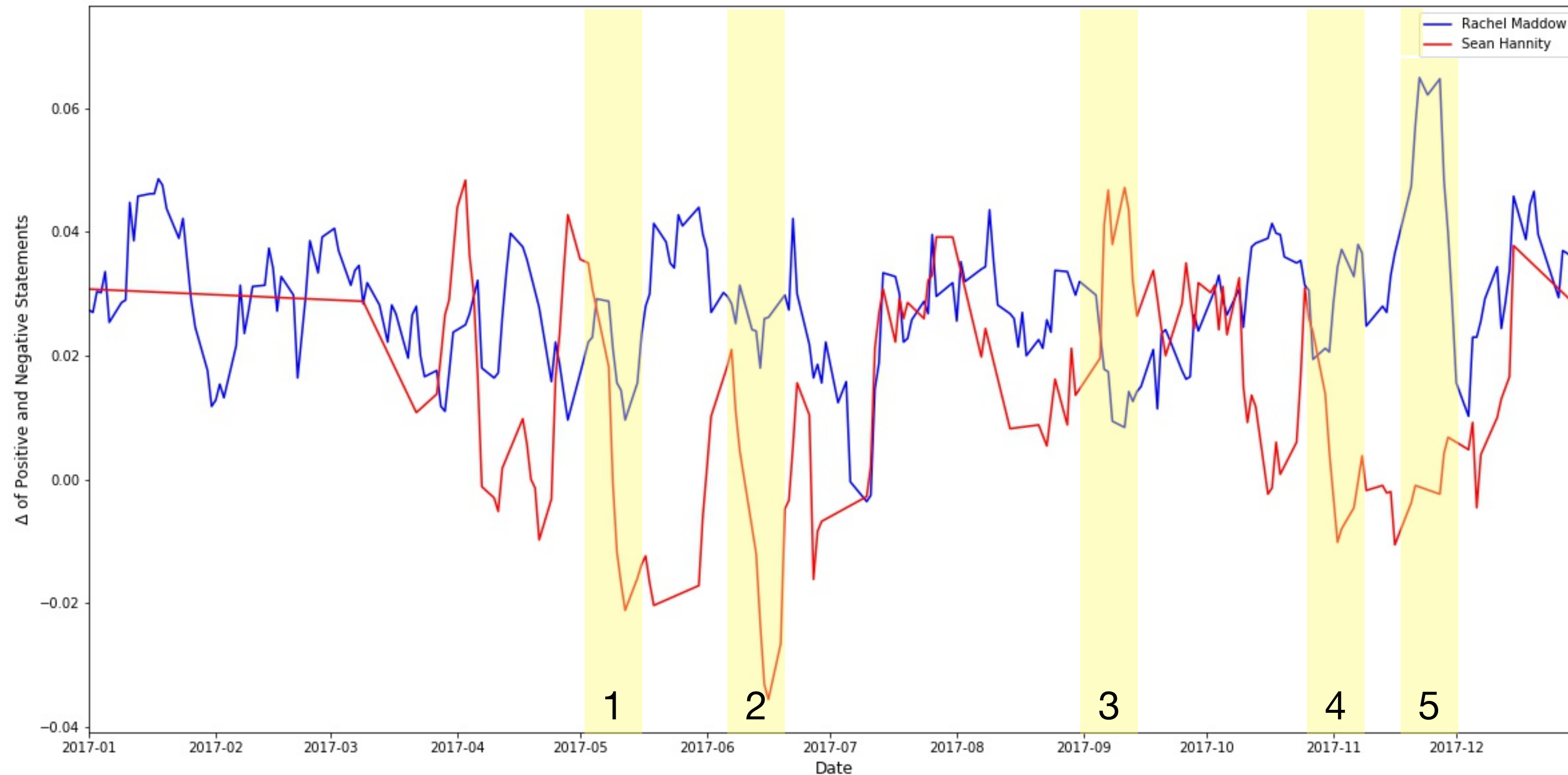
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- Evaluate conversations between hosts and guests
- Evaluate “truthiness” of statements being made and the sentiment expressed
- Further compare topics discussed on a daily/weekly basis

Thank You



# Year in Review



1

- Trump fires **James Comey** (May 9)
- Rosenstein hires Special Counsel **Robert Mueller** (May 17)

2

- **Kathy Griffin** posts beheaded Trump head (May 31)
- **Steve Scalise** shooting in D.C. (June 14)

3

- Trump stops program for **DACA** recipients (September 5)
- Trump calls for **tax reform** in rally in ND (September 6)
- **DOJ** argues businesses have constitutional right to discriminate on basis of sexual orientation and **DOE** announces rollback of Title IX protections (September 7)

4

- Trey Gowdy and Devin Nunes open joint committee investigation into **2010 Uranium One** deal (October 24)
- **ISIS-inspired truck attack** in NYC (October 31)
- **Excerpts from Donna Brazile's book** about 2016 DNC primary (November 1-5)

5

- Roy Moore **sexual assault** allegations arise (November 9)
- **Charlie Rose** and **Al Franken** sexual misconduct accusations begin coming out (November 20)