

The U.S. Presidential Race

Comparing Coverage Across Three Major Sources

Thomas Brawner

Galvanize, Inc.

September 2015

- Classification: *Is there a difference in coverage?*
- Topic Modeling: *What is the difference?*

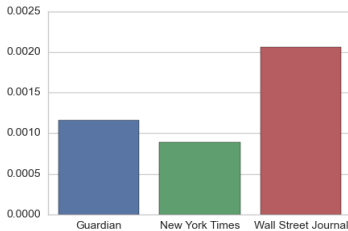
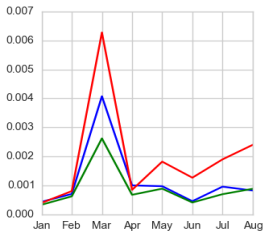
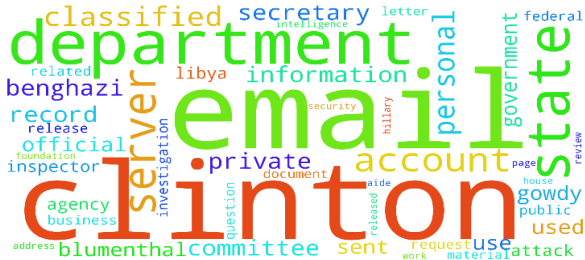
Data collection

- # Scrape *Guardian*, *New York Times*, *Wall Street Journal*
- # January to August 2015
- # Raw data → MongoDB
- # Filter on candidates
- # TF-IDF, 2000 terms

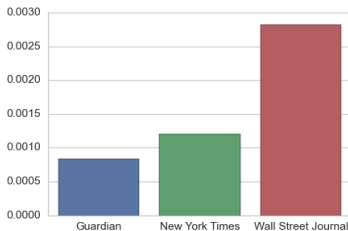
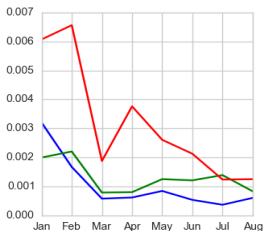
Multiclass classification accuracy

	Global	Guardian	New York Times	Wall Street Journal
Naive Bayes	0.703	0.414	0.965	0.340
Random Forest	0.905	0.783	0.998	0.809
Gradient Boosting	0.921	0.856	0.983	0.833
<i>N</i>	3757	1018	2087	652

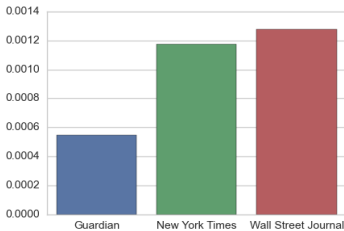
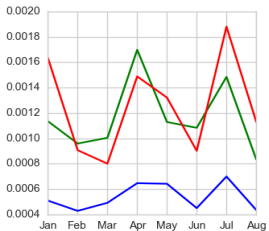
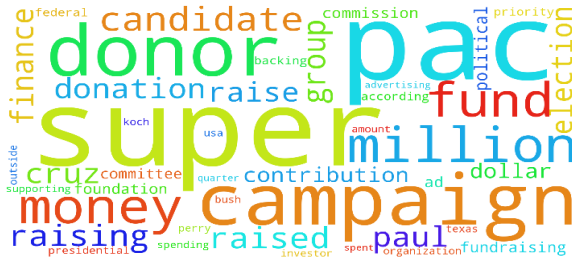
Hillary's E-mail



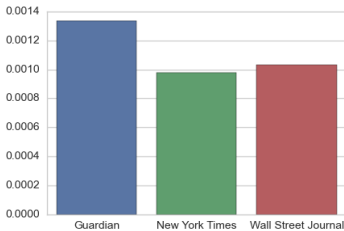
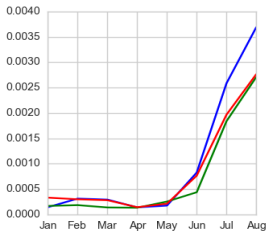
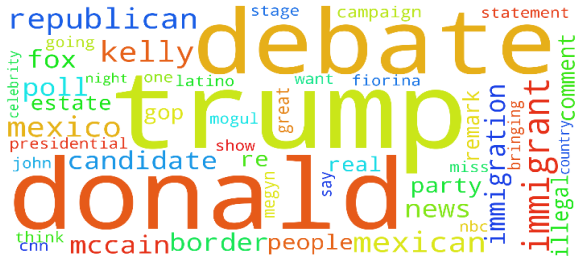
Chris Christie



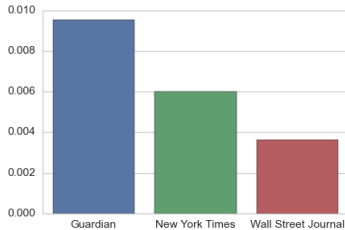
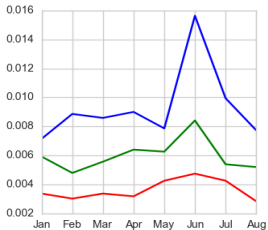
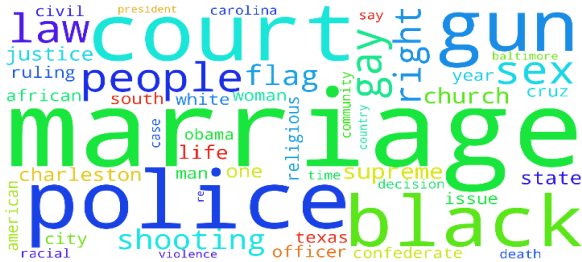
Campaign Finance



The Rise of Trump



Social Politics



Next steps

- # More data: collect through duration of election
- # More data: *Washington Post*, *Financial Times*, etc.
- # Finer classification model tuning
- # What are we misclassifying?