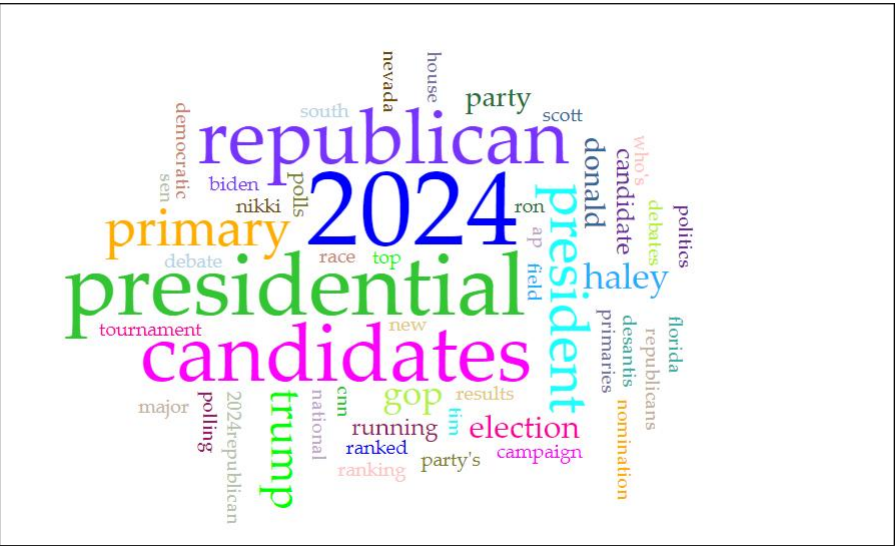
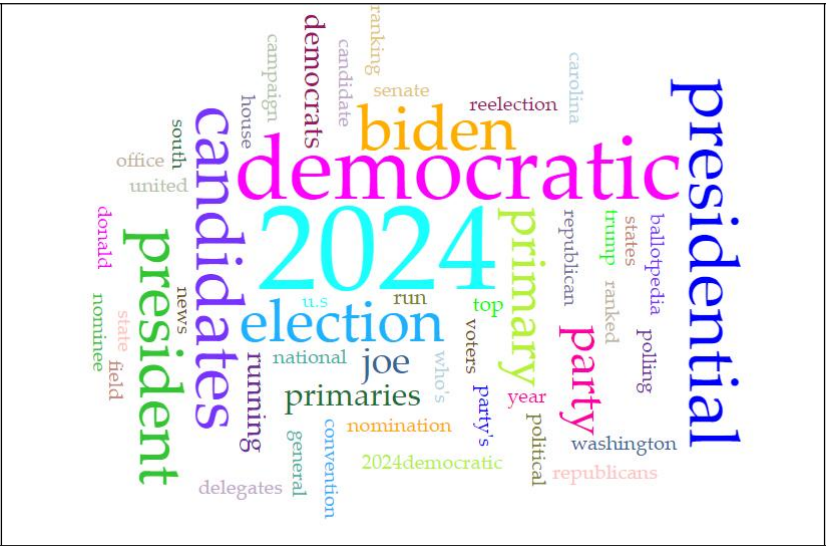


Voyant analysis of “article names+ description” from Demo and Rep on 3 platforms

	DEMO	REP
BING		

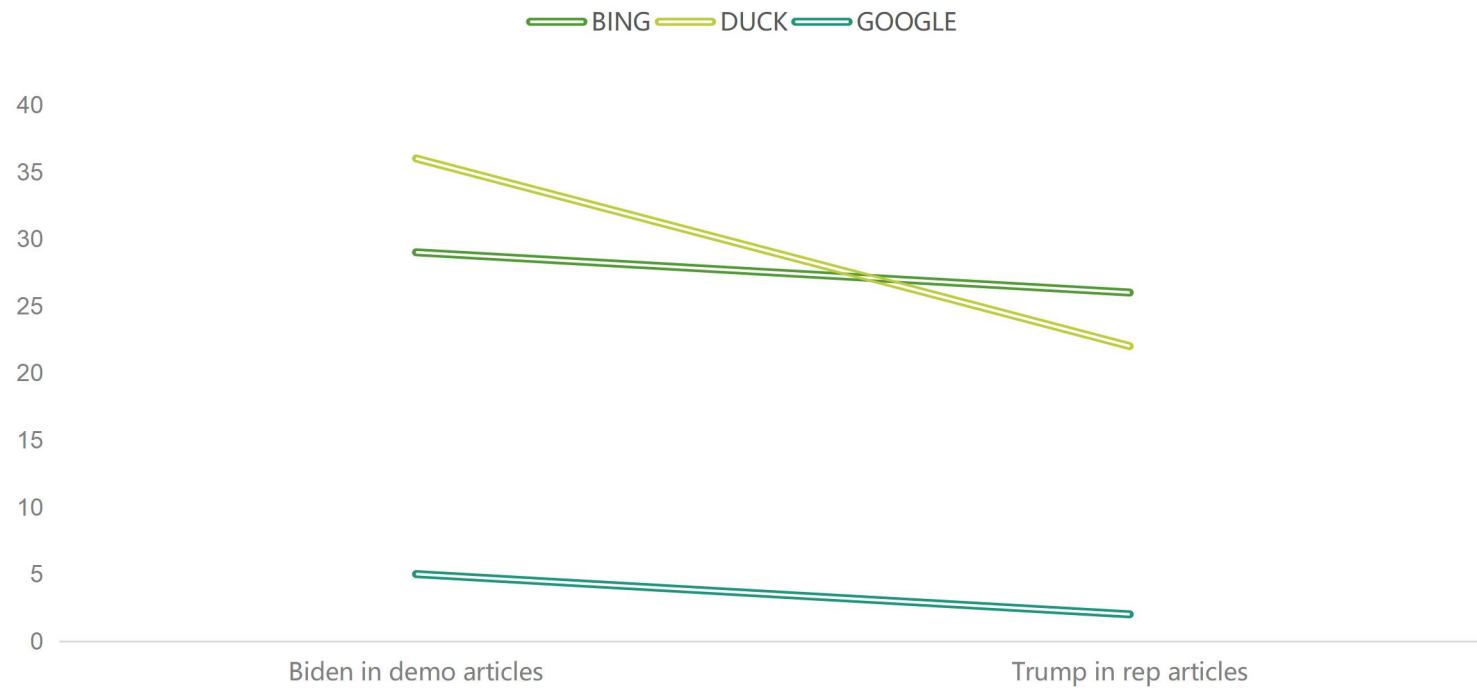
DUCK



GOOGLE



Frequency of candidates names mentioned in each party on different platforms



1.Articles filtered by Google try to mention candidates' names as less as possible (maybe not sponsored?)

2.Biden's name frequency in Demo articles is more than Trump's in Rep articles (different from my hypothesis)

States mentioned in different party's articles

REP

Term	Count	Trend
florida	17	
carolina	7	
texas	6	
nevada	6	
hampshire	5	
washington	2	
ohio	2	

DEMO

Term	Count	Trend
washington	9	
texas	8	
nevada	8	
michigan	8	
carolina	8	
florida	7	
pennsylvania	4	
dakota	3	
minnesota	2	
illinois	2	

3. Key states have high frequency in both parties' articles: Florida, Carolina (south or north?), Texas, Nevada (would be interesting if expanding research with VPN in these areas)

Most likely to win:

Google:

		Term	Count	Trend
<input type="checkbox"/>	1	2024	44	
<input type="checkbox"/>	2	election	28	
<input type="checkbox"/>	3	presidential	18	
<input type="checkbox"/>	4	trump	13	
<input type="checkbox"/>	5	biden	8	
<input type="checkbox"/>	6	polls	7	
<input type="checkbox"/>	7	win	6	
<input type="checkbox"/>	8	odds	6	
<input type="checkbox"/>	9	president	5	
<input type="checkbox"/>	10	candidates	5	

Duck:

4. Need further sentimental analysis on this topic, even tho trump's name has higher frequency, but not sure it's more with nega/postive thing