

Political Bias in Media

For my second mini project idea, I will be studying media bias. I will be analyzing news articles from Fox News, CNN, and MSNBC and conducting sentiment analysis to see how they discuss different world events, trends, and issues. Fox News is widely considered to be the most popular conservative outlet, while MSNBC is considered liberal, and CNN is in between the two. This project will aim to find out how liberal, centrist, and conservative news outlets discuss world events. Each row in my dataset will be a news article for a topic/event linked with one of Fox News, CNN, and MSNBC. There will be three rows for each event or topic, each row covering one of the three news outlets. I will conduct sentiment analysis to find the most common adjectives and attitudes connected to different politicians, celebrities, events, and ideas, by each outlet.

This project will require the construction of a model to connect each news article with an event, people, or issues, and to assign sentiment analysis. Different words will be described as positive or negative to pick up the sentiment of a news article based on the content of the article. For example, “controversial” in the same sentence as a person or event may be trying to assign controversy to them or it, a negative sentiment.

This project has stockholder implications as it will connect the outcomes of publicly traded stocks to politics. If Fox News is seen to talk negatively about Amazon compared to the other two outlets, shareholders may be emboldened to sell Amazon stock if Republicans gain control of the government.

This project also has societal implications as our opinions are guided by the media we consume. If it is found that news outlets discuss the same facts with different sentiments, we can identify the source of personal bias as it is influenced by the media.