

Different worlds?

A comparative topic model analysis of Rachel Maddow (MSNBC) and Sean Hannity (FOX News)



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nyc18_ds14

Can we see evidence of the different “bubbles” that **liberals** and **conservatives** live in through topic-analyzing **Rachel Maddow** and **Sean Hannity**?

It's obvious that **their** opinions differ - do the topics they talk about differ as well?



Data:

ty regex

[^]*?@[^]*?\. [^]*

28	sean0	sean0_28	ED HENRY, FOX NEWS	Did you wipe the server?	Sean Hannity	2016-01-20
29	sean0	sean0_29	HILLARY CLINTON	What, like with a cloth or something? No. By t...	Sean Hannity	2016-01-20
...
32678	rachel475	rachel475_30	MCFAUL	Well, everything in Russia is hybrid, right? T...	Rachel Maddow	2018-02-16
32679	rachel475	rachel475_31	MADDOW	Were you surprised by the scale of what they d...	Rachel Maddow	2018-02-16

['incompetency', 'barbarians', 'deems', 'cruellest', 'inartfully', 'softballs', 'laparoscopy'],
['1000', 'windiest', 'hexamethylene', 'tillman', 'walnut', 'rigors', 'puns'],
['pratt', 'puns', 'conversely', 'minutia', 'stade', 'decarlo', 'foreheads'],
['fondest', 'prehistory', 'wil', 'taipei', 'seesaw', 'scar', 'reminisce'],
['shenon', 'sensations', 'shattayat', 'respondent', 'clemson', 'garrett', 'bennet'],
['accordion', 'density', 'appleton', 'contraire', 'eva', 'appetites', 'oblique'],
['decorative', 'guzman', 'staggered', 'carts', 'discerned', 'taleb', 'cartwheeling'],
['ileana', 'minks', 'assembling', 'bellwethers', 'thrillers', 'selena', 'traffics'],
['botches', 'edmund', 'inundation', 'clinical', 'corinthians', 'unelectable', 'fatigued'],
['ensconced', 'puns', 'accompaniments', 'grumbling', 'doctrinal', 'irregardless', 'paramilitary']

*Um
wat*

Topic Modeling

Topic 0: new security flynn administration

Topic 1: republican clinton party senator democratic campaign hillary new race democrats

Topic 2: states yes vote right united world far way let good

Topic 3: trump donald president campaign media news tonight new mr lawrence

Topic 4: tonight right thank news ll night tomorrow stay good time

Topic 5: state governor north carolina south today new isis korea nuclear

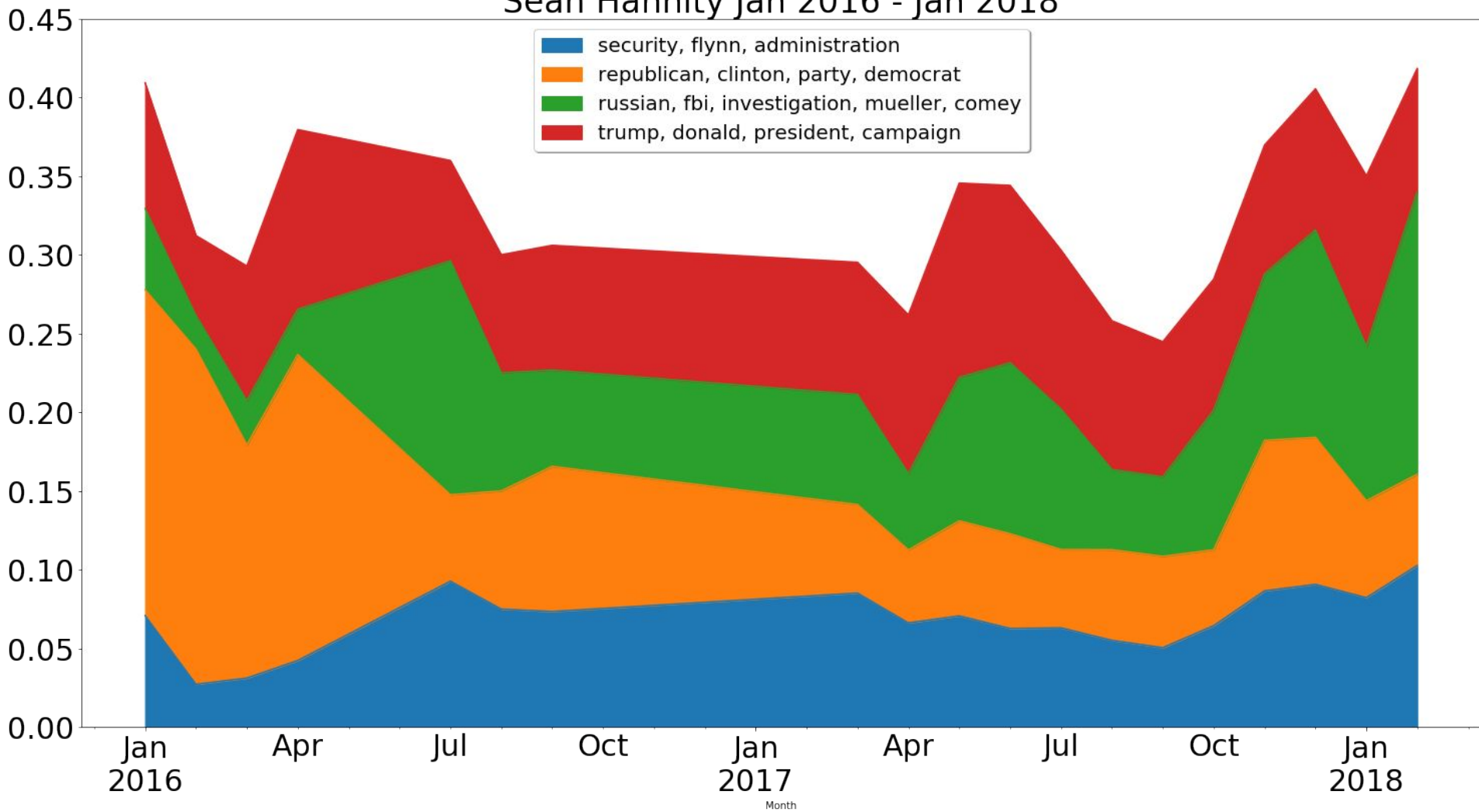
Topic 6: people like going know ve got country thing don years

Topic 7: russia russian fbi investigation mueller intelligence campaign manafort comey information

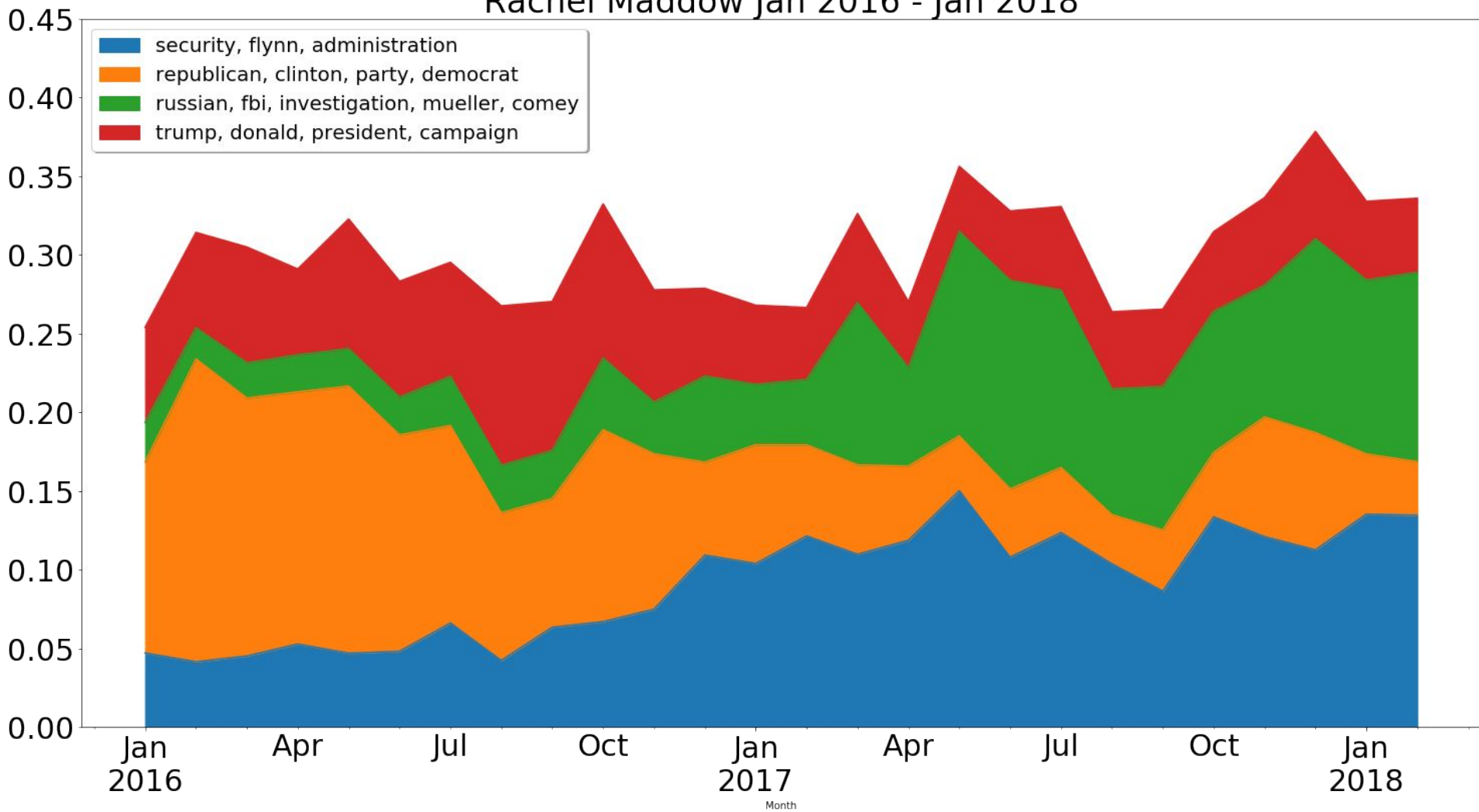
Topic 8: president did just time year think mean does obama know

Topic 9: house white today said senate just committee congress took came

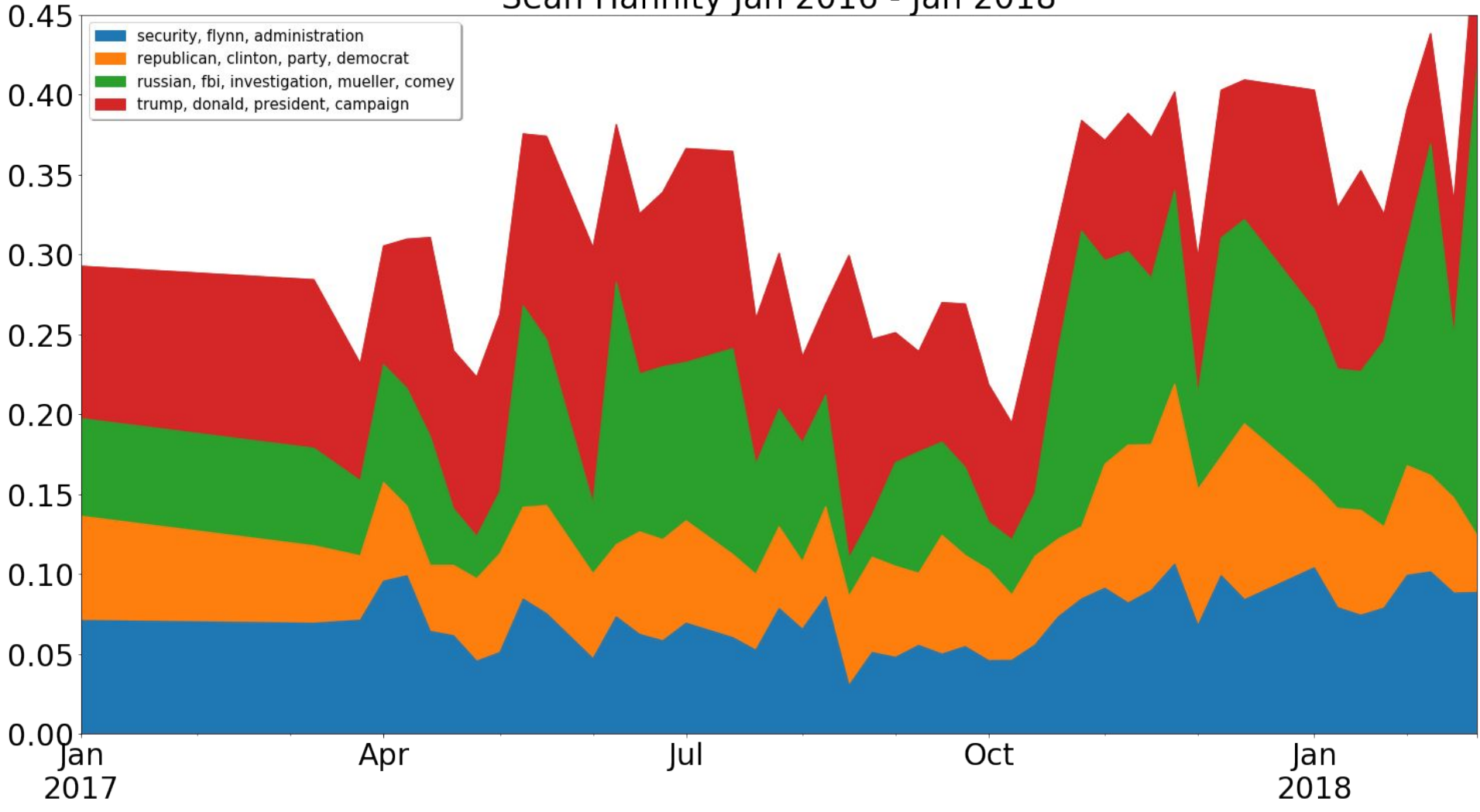
Sean Hannity Jan 2016 - Jan 2018



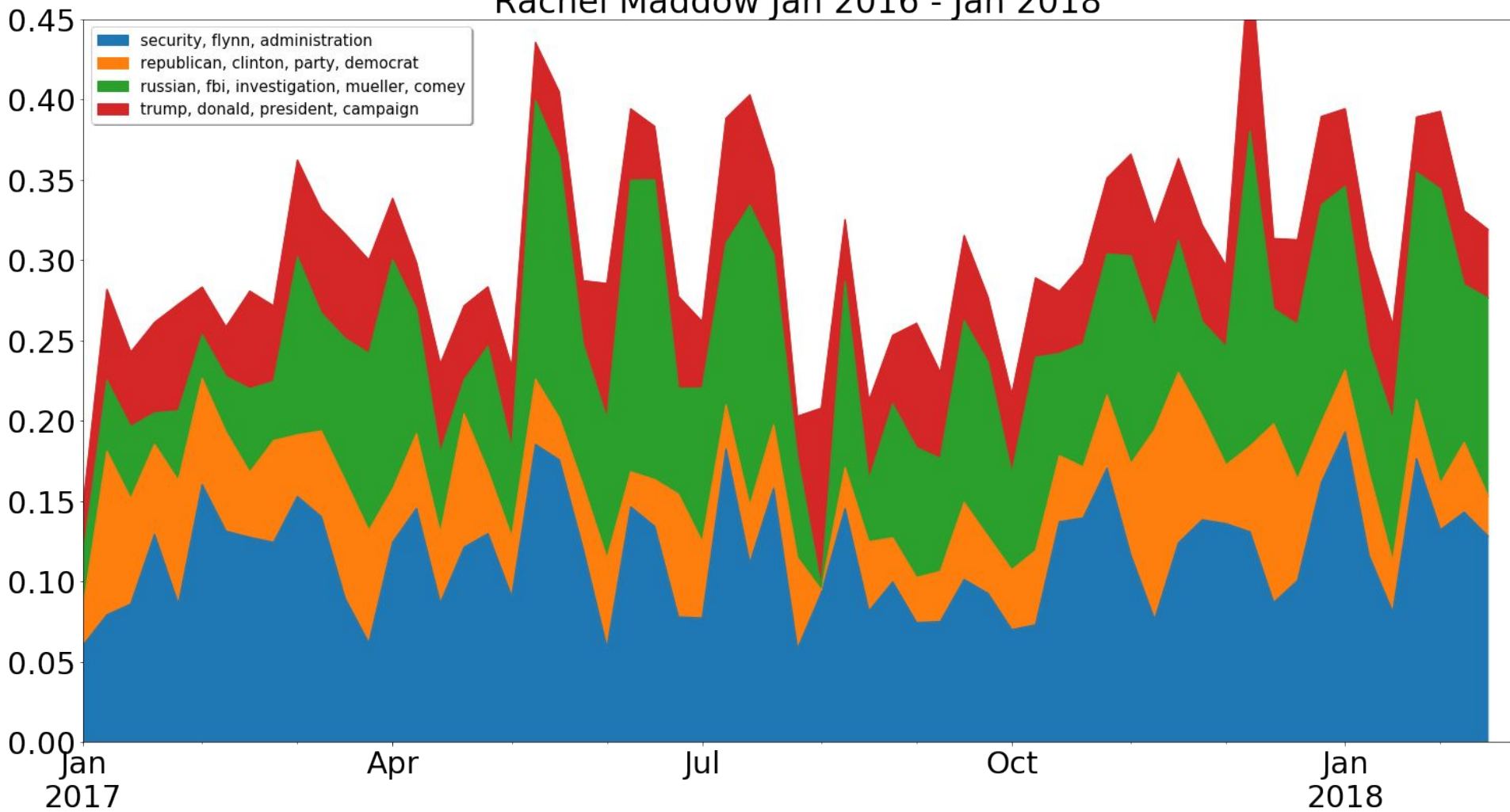
Rachel Maddow Jan 2016 - Jan 2018



Sean Hannity Jan 2016 - Jan 2018



Rachel Maddow Jan 2016 - Jan 2018



Next Steps

Look at transcripts on the same day and do a more focused analysis, including sentiment and part of speech tagging.

Topic model guests as well as speakers introduced by video-clips

Look to see how the morning shows (Fox and Friends, Morning Joe) differ!

Invert the process, develop web-app (Search by topic, see who's talking about it!)