



# Text Classification -

*or - Let's find patterns! Does  
hype and hyper trash leave a  
signature?*

Laura Fedoruk - P.Eng. | M.Sc.

# The problem: promoting media literacy vs. feeding the click-bait monster

## Clickbait



**HOW?** Can we classify news vs. tabloids vs. political trash?  
**CUSTOM STOP WORDS. PUNCTUATION!?-**

## SENTIMENT ANALYSIS

UPDATED

**Influx at the border needs not just compassion but immediate action: Scheer**

Compassion must greet the asylum seekers coming across the Canada-U.S. border once they arrive, but more must be done to stop them from coming in the first place, Opposition leader Andrew Scheer says in proposing his own solutions to the problem.

Stephanie Levitz  
Politics | 3 Hours Ago



**news**

## NOOR-E-ISLAM MADRESSAH & CULTURAL CENTRE

AUGUST 22, 2017

**UPDATE: Is illegal mosque complying with city's order to close its doors?**

By David Menzies

**OBJECTIVITY SCORE**  
**THE REBEL CANADA**

**N-GRAM REPETITION**

**YES WE CAN!!! JUST IN!**

**95% TRAINING SET ACCURACY!**

**Star**



**PART OF SPEECH TAGGING**

**It's Over**

**LIAR, LIAR? ELON MUSK  
DUMPS AMBER HEARD OVER  
FIBS**

**'He caught her in countless lies!'**

**SENTENCE LENGTH**



# What is the signature of journalism?

- Proper Noun (NNP), possessive ending (POS) - “Laura’s view”
- Cardinal Numbers (CN) , Proper Noun (NNP) - “300 Canadian Geese”
- Past Participle Verbs (VBN) , Preposition (IN) - “spoken of”
- Neutral headline sentiment
- Objective headlines



# Tabloids!?

- !!!
- Relatively negative headline sentiment
- Short, multi-sentence headlines
- Preposition (IN), Personal Pronoun (PRP) - “In her”
- Determiner (DT), Common Noun (NNS) - “the book”



# Opinion articles and rhetoric???

- ?
- Determiner DT, Proper Noun NNP - “The Conservative Party”
- Wh-Determiner WDT - “whatever”
- Wh-Pronoun - WP - “who”
- Adjective JJ, Common Noun NN, Coordinating Conjunction CC - “good thought yet”

But where these articles are showing up is an ever evolving landscape...



TRENDING

101,213 VIEWS

READER

# Hey, America, Now You Have Our Worst People. You're Welcome.

Canada's ultraconservative Rebel Media may be falling apart, but America's alt-right movement could provide a warm welcome to its alumni.

Posted on August 19, 2017, at 5:48 a.m.



**Scaachi Koul**

BuzzFeed News Reporter



There's an app for that! ...

## Finding the Signature of Article Text

Enter example headline text

Enter example article body text

Submit Content





# Media Literacy + AI Assistance

**A few things to consider when evaluating the content you read online:**

- **Who is the originator of the content and when was the website created?**

*Many exploitative news sites continually change domain names and have short histories.*

- **Are sources used and are they reputable?**

*Tabloids and opinion based rhetoric tends to rely on unnamed sources with little backup or reference.*

- **Are opposing sources quoted when content is controversial?**

*A tradition in journalism is to present opposing viewpoints when opinions or ideas are in question.*

- **Has the article been updated since it was released?**

*Ethical journalism practice requires updating mistakes if they are discovered. A log of changes can give insight into the article and the standard of practice behind a publication.*