

## Материал исследования

#### Dataset

Датасет, созданный Валдисом Кребсом — исследователем в области анализа социальных сетей.

Dataset created by Valdis Krebs, a researcher, author, and consultant in the field of social and organizational network analysis.

https://networks.skewed.de/net/polbooks



## Материал исследования

В 2004 году, в год президентских выборов в США, Кребс проанализировал в интернет-магазине Аmazon множество книг, которые отображались в разделе «вместе с этим покупают» на страницах книг с политической тематикой.

Таким образом между книгами были установлены связи.

Two books are connected if Amazon says these books were frequently bought by the same people. There are 105 books in the dataset.

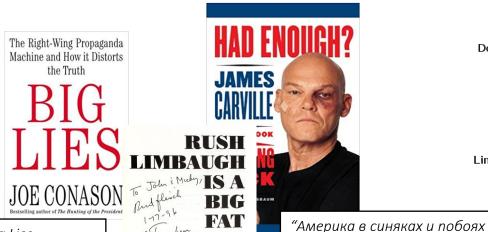
#### Dataset

1	# index	label	1	source 💌	target 💌
21	1	The Right Man	59	19	3
22	2	Ten Minutes from Normal	60	19	1
23	2	Hillary's Scheme	61	20	3
24	2	2 The French Betrayal of America	62	20	8
25	2	Tales from the Left Coast	63	20	9
26	2	1 Hating America	64	20	11
27	2	The Third Terrorist	65	21	3
28	2	5 Endgame	66	21	8
29	2	7 Spin Sisters	67	21	1
30	2	3 All the Shah's Men	68	21	11
31	2	Dangerous Dimplomacy	69	22	3
32	3	The Price of Loyalty	70	22	6
33	3	House of Bush, House of Saud	71	22	8
34	3	2 The Death of Right and Wrong	72	22	11
35	3	B Useful Idiots	73	23	3
36	3	1 The O'Reilly Factor	74	23	8
37	3.	Let Freedom Ring	75	23	12
38	3	5 Those Who Trespass	76	23	21
39	3	7 Bias	77	24	3
40	3	3 Slander	78	24	8
41	3	The Savage Nation	79	24	9
42	4	Deliver Us from Evil	80	24	12
43	4	Give Me a Break	81	24	2
44	4	2 The Enemy Within	82	25	3
45	4	The Real America	83	25	6
46	4	4 Who's Looking Out for You?	84	25	14
47	4	The Official Handbook Vast Right Win	85	25	22
48	4	Power Plays	86	26	3
49	4	7 Arrogance	87	26	8

# Граф Gephi

По графу достаточно очевидна полязированность читателей.

Слева кластеризовались книги либеральной направленности: Big Lies, Limbaugh is a Big Fat Idiot, Had Enough?



"Big Lies противостоит клевете и предвзятости правых."

"Устали от республиканцев? Тогда вам понравится язвительно веселый взгляд Эла Франкена на ведущего крупнейшего токшоу Америки и его консервативных соратников."

Al Franken

грязь."

MoveOn's 50 Ways to Love Your Counterthinkers Weapons of Mass Deception

The New Pearl Harbor

Bushwomen
Hegemorither Servit George W. Bush All the Shah's Men
The Buying of the President 2004 1000 Years for Revenge Sleeping With the Devil Worse Than Watergate House of Saud The Best Democracy Moleye in High Phaces and Fools American Dynasty The Man Who Warned America Bush vs. the Beltway The Cultured Albere's My Bountain acked Big Lies Against All Enemies Bush at War Dangerous Dimplopareight Man Meant To Be The Price of Lovellay of Attackshost Wars.
The Faith of George X Bushaveleynill Prevail Stupid Why was and the Eving Littles West burneyeling Fighting Back The Sorrows of Ember Bushes The Perfect Wife Third Terrorist Downsize This!Clinton Waring History American Supremacy Hillary's Scheme Betrayal Losing Bin Laden Shrub It's Still the Economy, Stupid! Disarming Iraq Prom Normal Rumsfeld's War Breakdown Dereliction of Duty The French Betrayal of America ersecut hout Up and Sing Soft Power Why Courage Matters The Real America Limbaugh Is a Big Fat Idigtogue Nation We're Right They're Wrong Legacy The Death of Right and Wrong Rise of the Vulcans Hating America Off with Their Heads Useful Idiots Slander America Unbound **Bush Country** A National Party No More ne Future of Flydeld Ap Suck Up Deliver Us from Evibles from the Left Coast The Savage Nation Allies от республиканцев, которые Endgame втаптывают нашу страну в The Choice Arrogance Empire The O'Reilly Factor Things Worth Fighting For The Enemy Within Spin Sisters Power Plays Who's Looking Out for You? Colossus

Surprise, Security, the American Experience

The Official Handbook Vast Right Wing Conspiracy Hollywood Interrupted

Modularitv = 2

# Граф Gephi

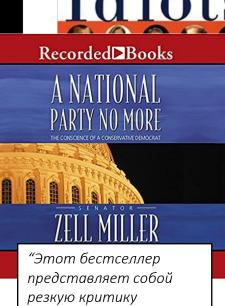
Справа — книги консервативного уклона: Hillary's Scheme, A National Party No More, Useful Idiots

HILLARY'S
SCHEME

INS
NEXT CLIN
RUTHLESS A
TO TA

WHITE

"Худший страх десятков миллионов американцев: Хиллари Клинтон планирует баллотироваться в президенты."



Демократической

napmuu."

NEW YORK TIMES BESTSELLER
Tyraynd that such a book would be written but doubted anything so wonderfully readable

MoveOn's 50 Ways to Love Your Countee thinkers Weapons of Mass Deception

The New Pearl Harbor

Bushwomen

Hegemorther Servival orge W. Bush All the Shah's Men

The Buying of the President 2004 1000 Years for Revenge Sleeping With the Devil Worse Than Watergate, House of Saud The Best Democracy Molece in High Places and Fools American Dynasty The Man Who Warned America Bush vs. the Beltway The Cultured Albere's My Bountain acked Big Lies Against All Enemies Bush at War Dangerous Dimplopareight Man Meant To Be The Price of Loyd by of Attack host Wars
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"Познакомьтесь с «полезными идиотами»: Элом Гором, Тедом Кеннеди, Джимми Картером и всеми другими либералами, которые всегда хотели - и хотят обвинять Америку и защищать ее врагов как просто «неправильно понятых."

Rise of the Vulcans Hating America Off with Their Heads Useful Idiots Slander America Unbound **Bush Country** A National Party No More Buck Up Deliver Us from Evibles from the Left Coast The Savage Nation Allies Bias Endgame The Choice Arrogance Empire The O'Reilly Factor Things Worth Fighting For The Enemy Within Spin Sisters

Colossus Plays Who's Looking Out for You?

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Modularity = 2

# Граф Gephi

«Мостами» между этими кластерами выступает очень маленькая часть книг с нейтральной политической повесткой: *The* Perfect Wife, Allies, Ghost Wars, Soft Power.



"Интимная и одобренная критиками биография столь уважаемой первой леди - теперь в мягкой обложке с новым послесловием автора после выборов -«Идеальная жена» рассказывает полную историю Лоры Уэлч Буш."

EPH S. NYE, Jr.

"Так что же такое мягкая сила? Мягкая сила заключается в способности привлекать и *убеждать.*"

#### MoveOn's 50 Ways to Love Your Counterthinkers Weapons of Mass Deception

The New Pearl Harbor

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The Buying of the President 2004 1000 Years for Revenge Sleeping With the Devil Worse Than Watergate House of Saud The Best Democracy Molece in High Places and Fools American Dynasty The Man Who Warned America Bush vs. the Beltway The Cultured Albere's My Bountain acked Big Lies Against All Enemies Bush at War Dangerous Dimplopareight Man Meant To Be The Price of Lovellay of Attackshost Wars
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## Выводы

# Inference

Люди консервативных взглядов читают исключительно литературу консервативной направленности, а либералы — литературу с либеральным уклоном.

Таким образом, люди предпочитают такие книги, которые поддерживают их точку зрению (и критикуют противоположную), но не интересуются теми, в которых излагается противоположная.

Раскол американского общества на демократов и республиканцев можно увидеть не только по результатам выборов, но и по книгам.

People of liberal views buy only liberal books and barely show interest in conservative literature, and vice versa. This shows that people mostly prefer reading books with opinions similar to theirs.

#### Спасибо за внимание! Thanks for attention!

V. Krebs, "The political books network", https://doi.org/10.2307/40124305

