

US MEDIA OWNERSHIP:

Do Corporations Control the Media?

Their Influence in News Polarity (positive, neutral, negative.)

Sentiment Analysis, NLP, SNA

Group #1 - Diego Correa, Adam Gersowitz, Maria Ginorio





About the Project

Data Sources:

Web Scraper:

Bs4 and python to scrape 12 mediums of
US online news headlines.

News headlines include

Fox News, NBC, CNN, CNBC, NYT, NY

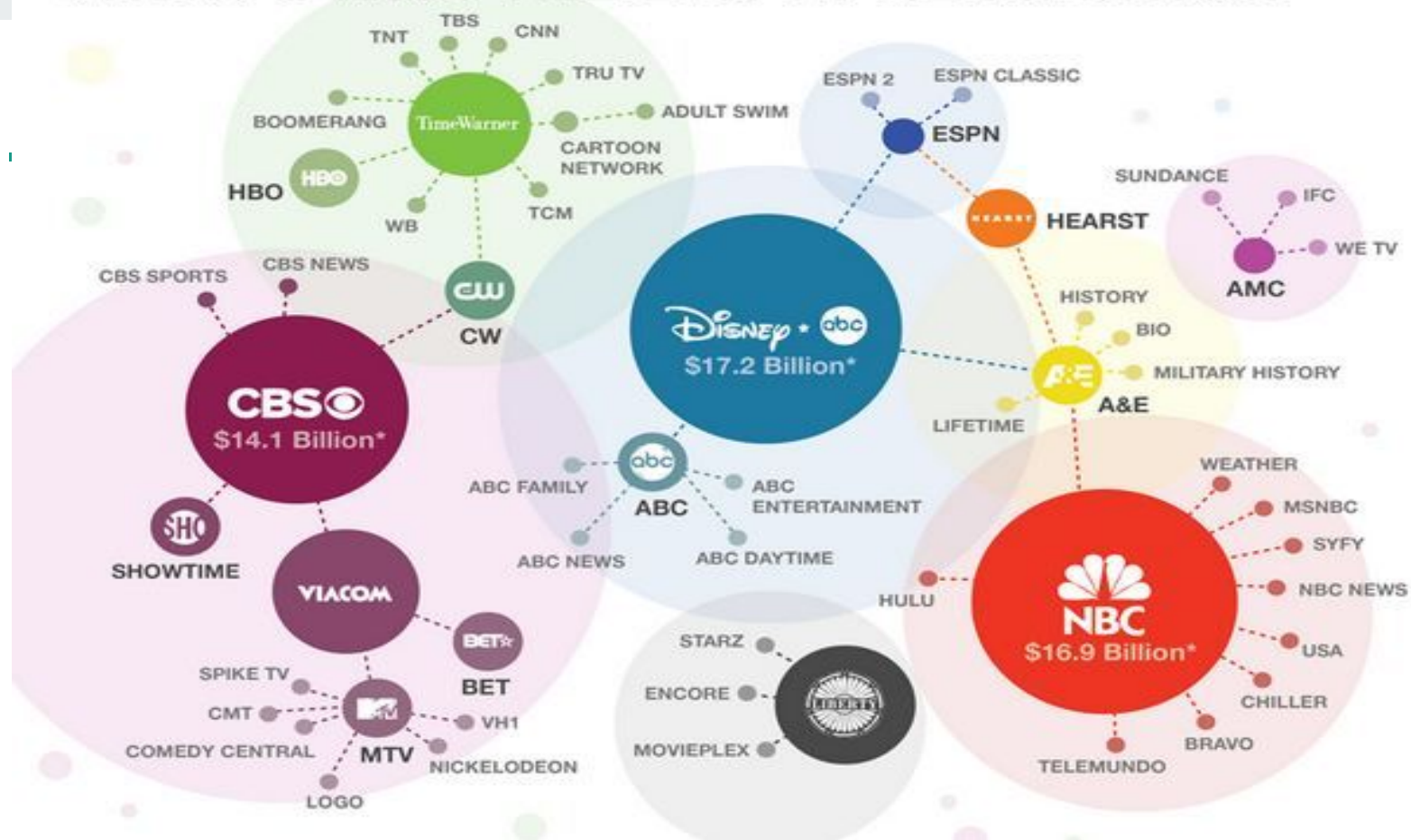
Post

Boston Global

US Media Index

unique partnership between Harvard
Business School (HBS) and Harvard's
Institute for Quantitative Social Science
(IQSS), with the goal of furthering
research

WHO OWNS THE BIG TV NETWORKS?



This index includes every traditional media organization in the U.S



Included

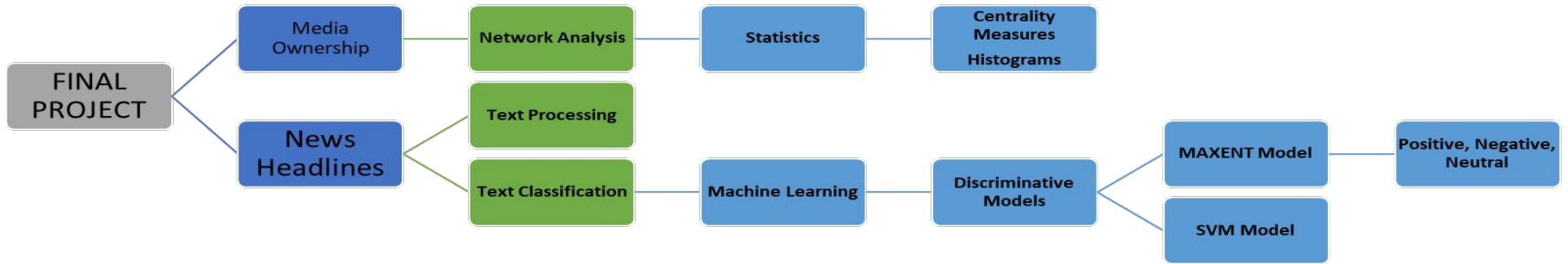
- cable networks
- major holding companies of local TV stations
- news magazines (both print and digital-only)
- major public media,
- major newspapers with over 50,000 digital subscribers
- the seven largest holding companies of U.S. daily newspapers.

Not Included

- podcasts,
- bloggers,
- Substack or
- Medium columnists or
- talk radio

Focus: web traffic, prime time news audience, subscribers, or circulation) along with **brand recognition**.

Project Framework





Network Analysis

High Frequency Words

Sentiment Analysis



Conclusions

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From our Network Analysis we were able to conclude that MSNBC and NBC and Fox show the most influence based on their centrality measures. Despite having different political leanings both blackrock and vanguard see these media outlets as good investments.

Fox and NBC are the most influential news networks despite having different sentiment analysis results. Fox had greater extremes in both subjectivity and Polarity of their headlines.