

A SENTIMENT ANALYSIS OF THE MEDIA COVERAGE OF THE 2024 VICE PRESIDENTIAL CANDIDATES

Quentin Hoglund & Rohin Mishra

The Research Process

Research Question

How did political messaging about the vice presidential candidates in the 2024 US presidential election compare to their respective favorability ratings?

Methodology

- Webscraping articles from Breitbart
 - Collecting poll data from FiveThirtyEight
 - Conducting sentiment analysis and comparing to poll data
-

Results

While Breitbart expresses more positive sentiment for Vance over Walz, the poll data shows that Walz is generally viewed more favorably than Vance.

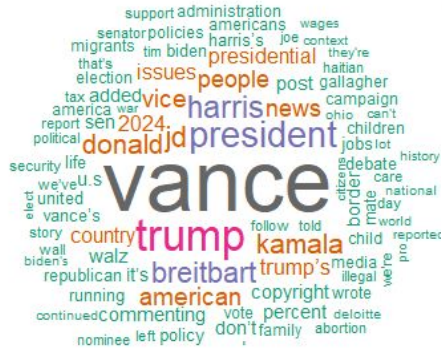
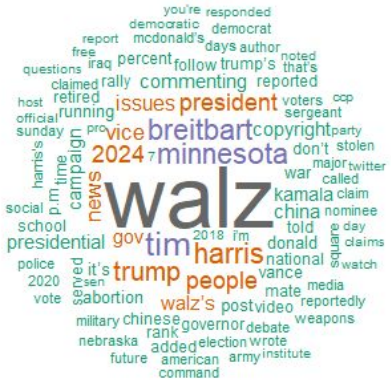
Implications

This study highlights the disconnect between partisan media sentiment and public opinion. The results display the influence of media coverage on shaping voter views. By examining how different media outlets portray political candidates, future research could help identify strategies to mitigate media bias and improve political discourse. Additionally, understanding sentiment trends could be valuable for campaign strategies.

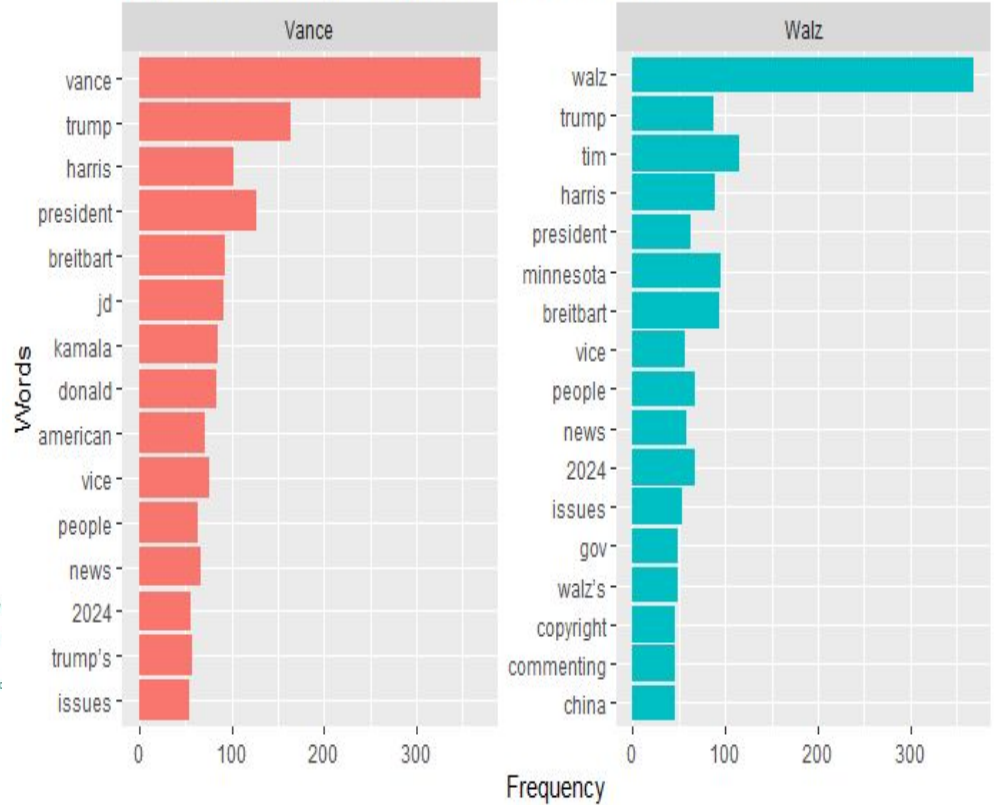
Breitbart Sentiment Scores:

- Walz Sentiment Score: -404
- Vance Sentiment Score: -361

Breitbart Word Clouds for Walz and Vance:

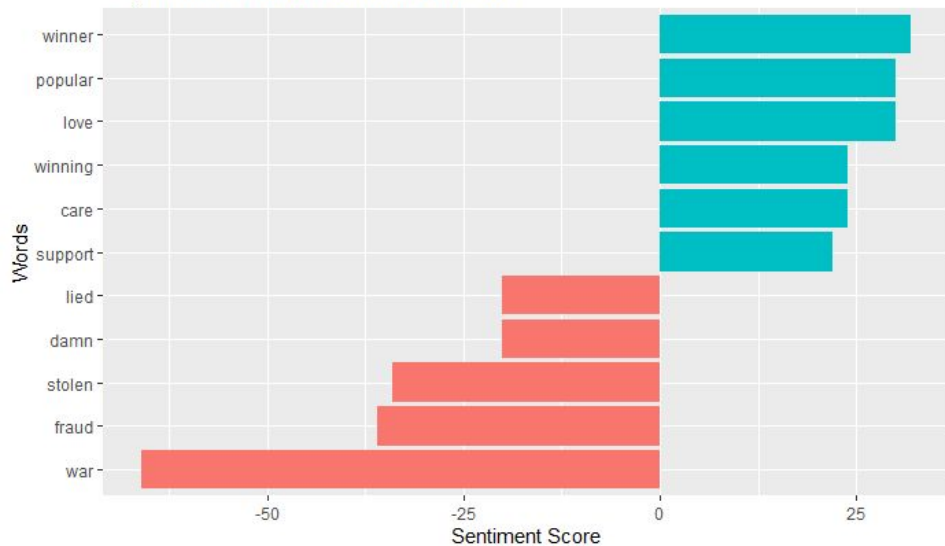


Top 15 Most Frequent Words for Walz and Vance

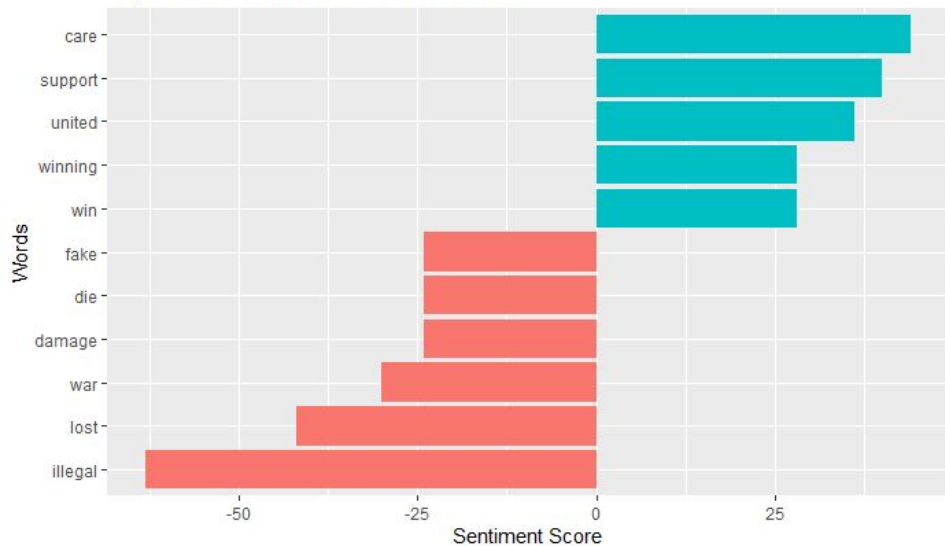


Top Sentiment Words in Breitbart Articles About Walz and Vance:

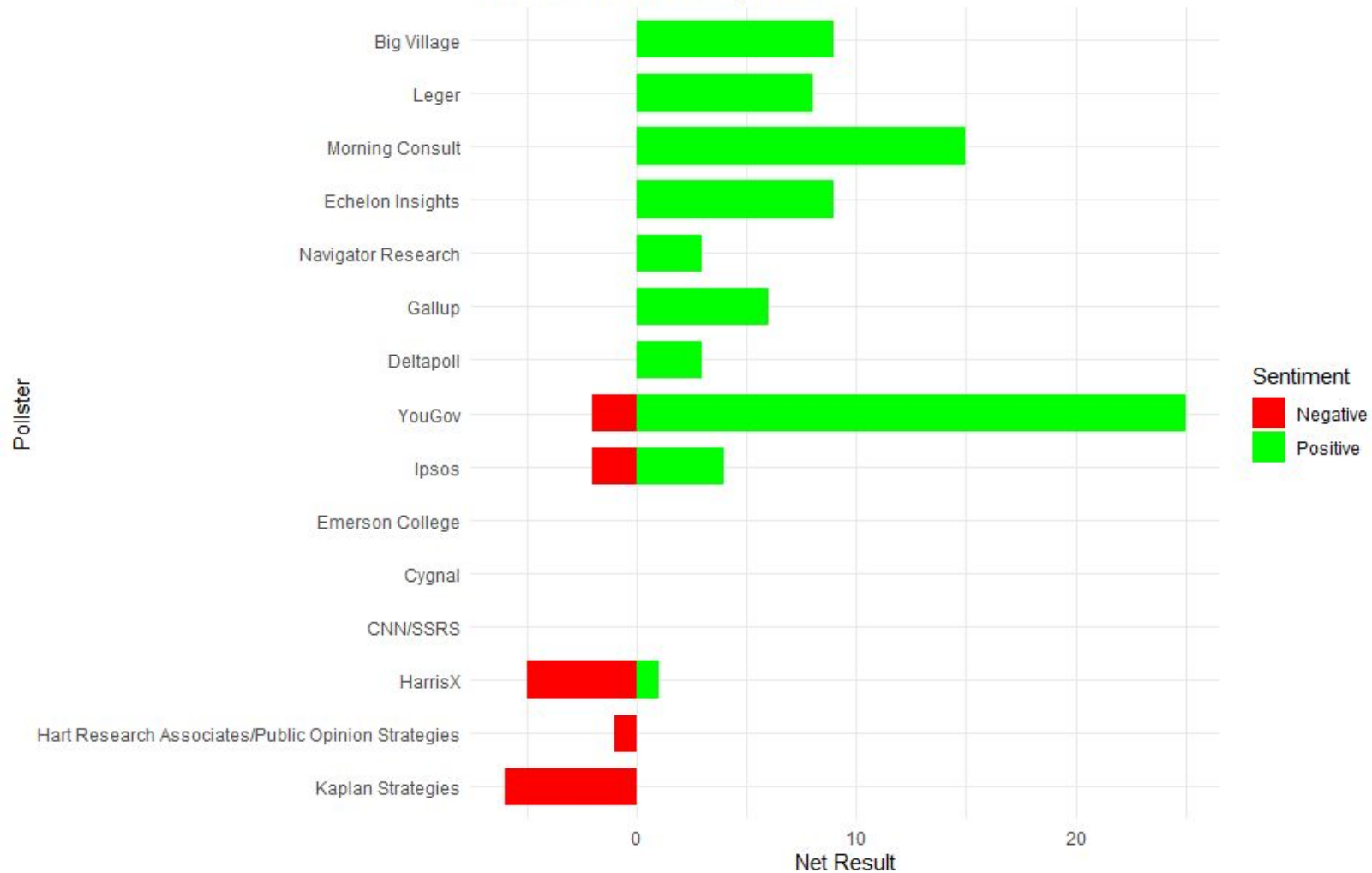
Top Sentiment Words in Walz Articles



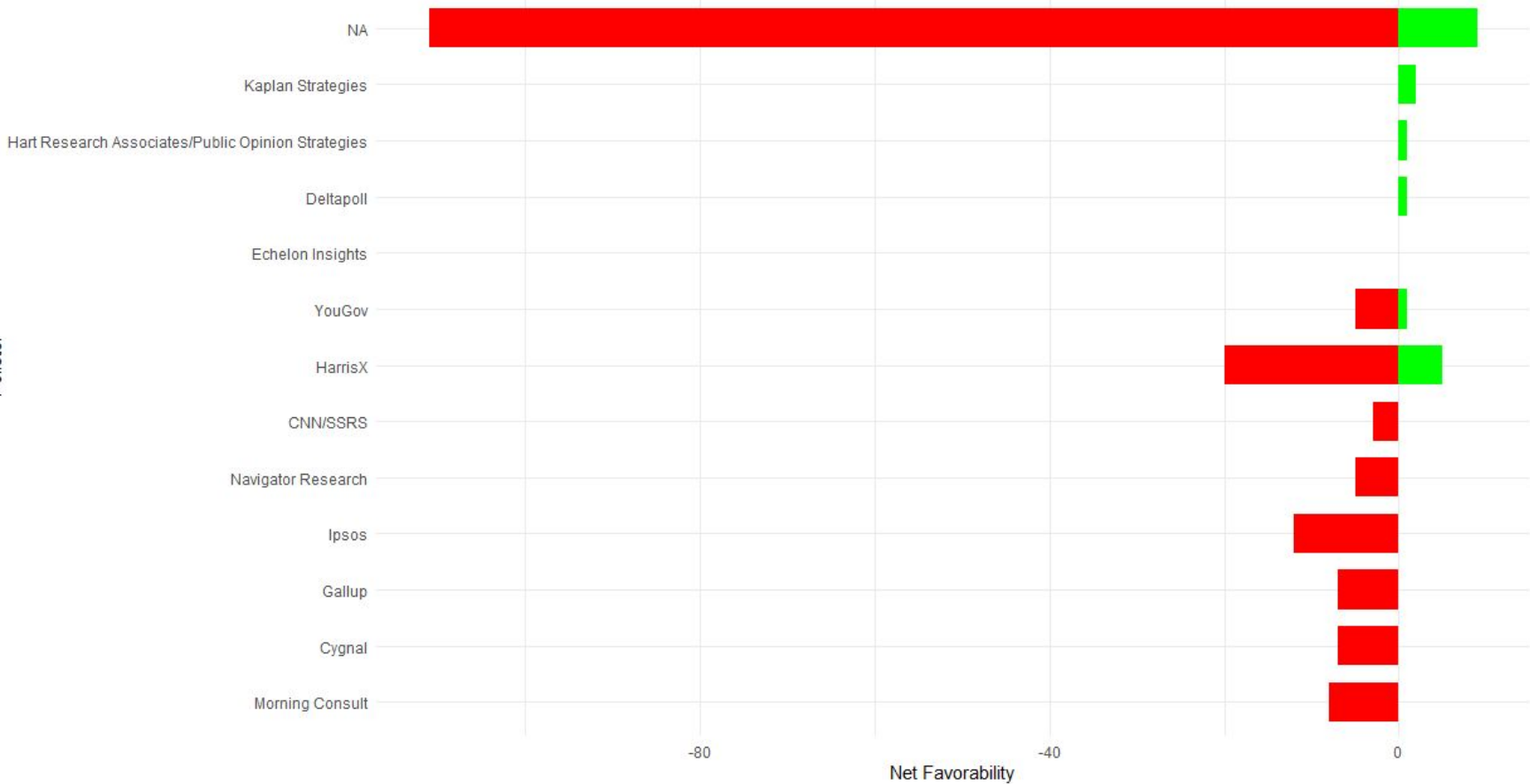
Top Sentiment Words in Vance Articles



Tim Walz Net Result by Pollster



JD Vance Net Favorability by Pollster



Takeaways

Breitbart does not seem to represent the opinion of the American people and seeks to sway public opinion to view Vance in a more positive light than Walz.

Breitbart's sentiment for Walz is overwhelmingly different than the net sentiment from the poll data which suggests a bias against Walz. Despite holding far-right views and tendencies, Breitbart's sentiment toward Vance was only slightly less negative than Walz, but still generally negative.

However, "negative" sentiment isn't entirely negative because sentiment refers to the connotation of the words. For example, a headline reading "Vance vows to deport illegals and attack LGBTQ rights" has a negative connotation given the word usage but gives a positive perspective of Vance to a right-wing audience. Therefore, sentiment analysis often lacks context.

If given the opportunity for further research, we would've loved to analyze Breitbart's sentiment toward the other names that were considered for Vice President on both sides.