

# What does Breitbart want?

NLP topic modeling and right-wing headline generation



Tim Dooley (LASSO)



METIS

# Why Breitbart?

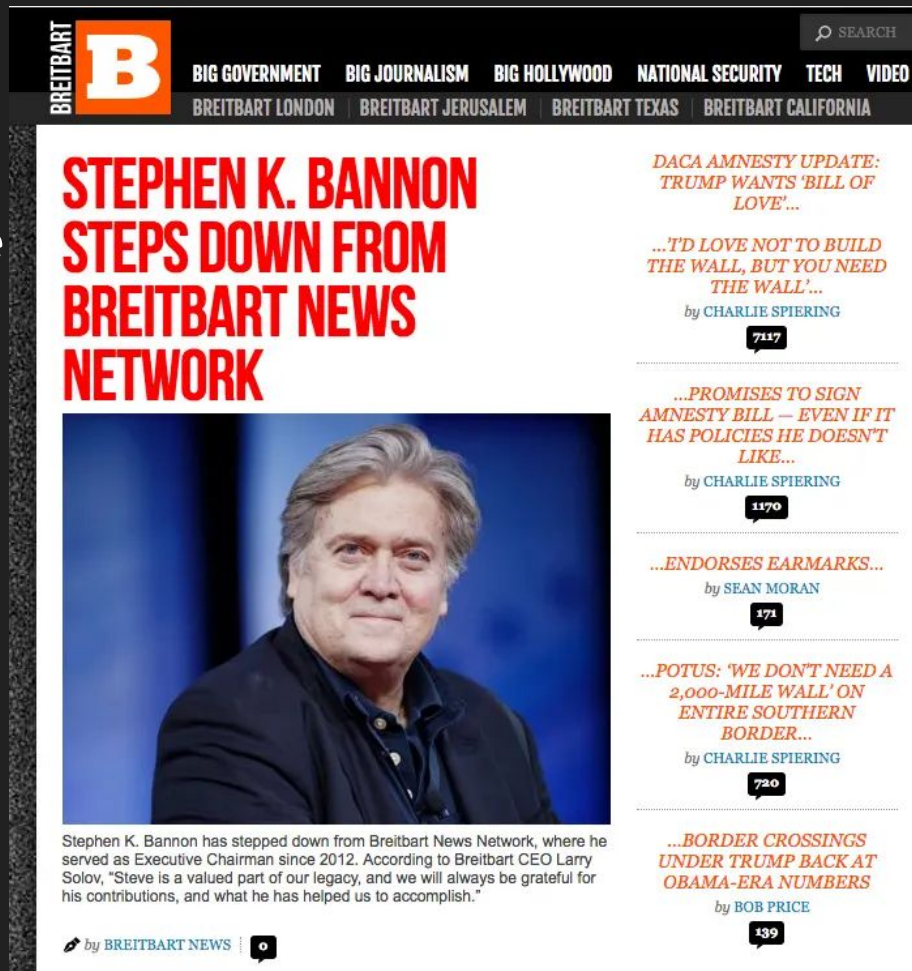
Breitbart.com has held an outsized influence on the White House

-[NYTimes on Bannon](#)

No other polarized media source has such impact on current decision makers. Member of WH Press Corps

-[NYT on Breitbart](#),

[Stephen Miller and Breitbart](#)



The image is a screenshot of the Breitbart News website. At the top, the Breitbart logo (a large orange 'B' with 'BREITBART' written vertically to its left) is followed by navigation links: 'BIG GOVERNMENT', 'BIG JOURNALISM', 'BIG HOLLYWOOD', 'NATIONAL SECURITY', 'TECH', and 'VIDEO'. Below these are regional links: 'BREITBART LONDON', 'BREITBART JERUSALEM', 'BREITBART TEXAS', and 'BREITBART CALIFORNIA'. A search bar is in the top right corner.

The main article headline is 'STEPHEN K. BANNON STEPS DOWN FROM BREITBART NEWS NETWORK' in large red letters. Below the headline is a portrait of Stephen K. Bannon. Under the photo, a text block reads: 'Stephen K. Bannon has stepped down from Breitbart News Network, where he served as Executive Chairman since 2012. According to Breitbart CEO Larry Solov, "Steve is a valued part of our legacy, and we will always be grateful for his contributions, and what he has helped us to accomplish."' The article is attributed to 'by BREITBART NEWS'.

On the right side of the page, there are several smaller article teasers in red text, each with a byline and a comment count in a black box:

- 'DACA AMNESTY UPDATE: TRUMP WANTS 'BILL OF LOVE'...' by CHARLIE SPIERING (7117 comments)
- '...I'D LOVE NOT TO BUILD THE WALL, BUT YOU NEED THE WALL'...' by CHARLIE SPIERING (1170 comments)
- '...PROMISES TO SIGN AMNESTY BILL — EVEN IF IT HAS POLICIES HE DOESN'T LIKE...' by CHARLIE SPIERING (171 comments)
- '...ENDORSES EARMARKS...' by SEAN MORAN (720 comments)
- '...POTUS: 'WE DON'T NEED A 2,000-MILE WALL' ON ENTIRE SOUTHERN BORDER...' by CHARLIE SPIERING (139 comments)
- '...BORDER CROSSINGS UNDER TRUMP BACK AT OBAMA-ERA NUMBERS' by BOB PRICE

# Methodology

## Collection

Requests/BeautifulSoup

~16k Breitbart Articles from

March 2019 - 11 November 2020

## Modeling

Topic Modeling with Non-Negative Matrix Factorization,  
Sentiment Analysis with HF Transformers,  
Headline Generator with GPT2, Pytorch



A fellow New Jerseyan asking the question at hand

**Race/Police :** people, black, right, country, women, twitter, america, party, police, white

**Sanders/Warren/Buttigieg:** sanders, warren, bernie, buttigieg, poll, bloomberg, support, elizabeth, iowa, campaign

**Joe Biden:** biden, joe, vice, former, president, obama, reade, campaign, presidential, nominee

**Postal Vote and "Fraud":** mail, ballots, vote, voting, voters, voter, ballot, state, absentee, fraud

**Donald Trump:** trump, president, rally, donald, campaign, supporters, coronavirus, october, crowd, realdonaldtrump

**Impeachment:** impeachment, house, democrats, pelosi, senate, inquiry, president, congressional, schiff, committee

**Immigration:** immigration, illegal, workers, aliens, american, jobs, foreign, million, americans, border

**Kamala Harris:** harris, kamala, debate, california, gabbard, pence, presidential, campaign, mate, vice

**Hunter Biden:** hunter, china, burisma, ukraine, son, company, ukrainian, chinese, schweizer, corruption

**SCOTUS/Amy Coney Barrett:** court, supreme, sunday, news, barrett, pollak, joel, joelpollak, book, alumni

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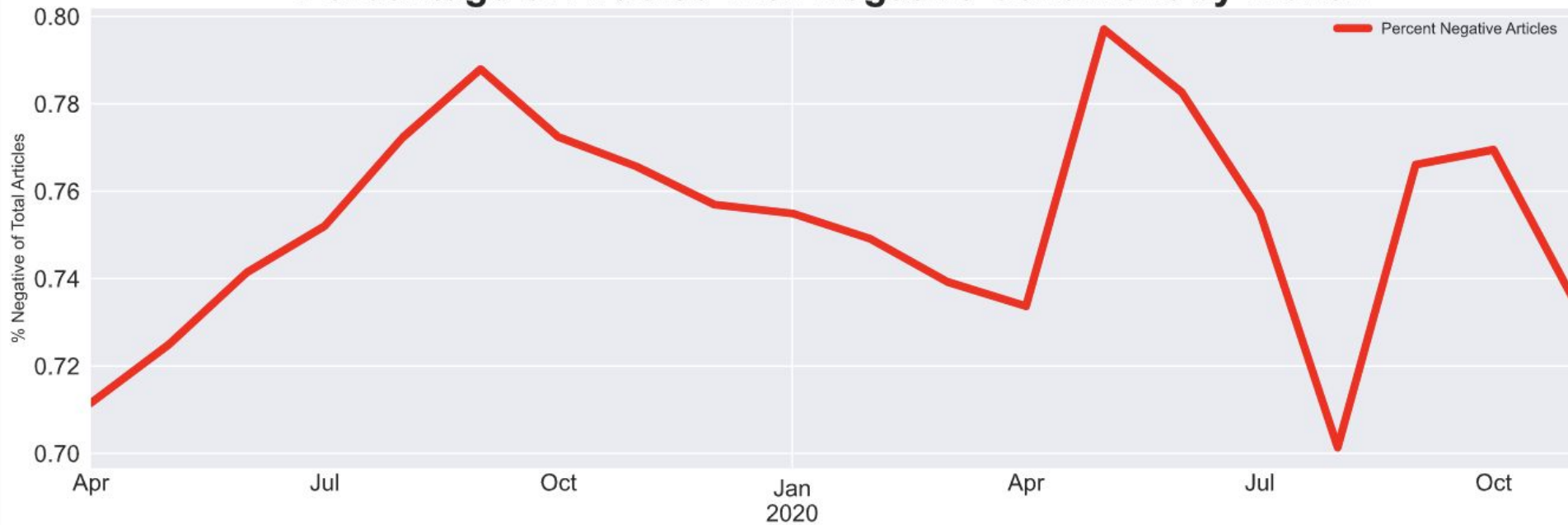
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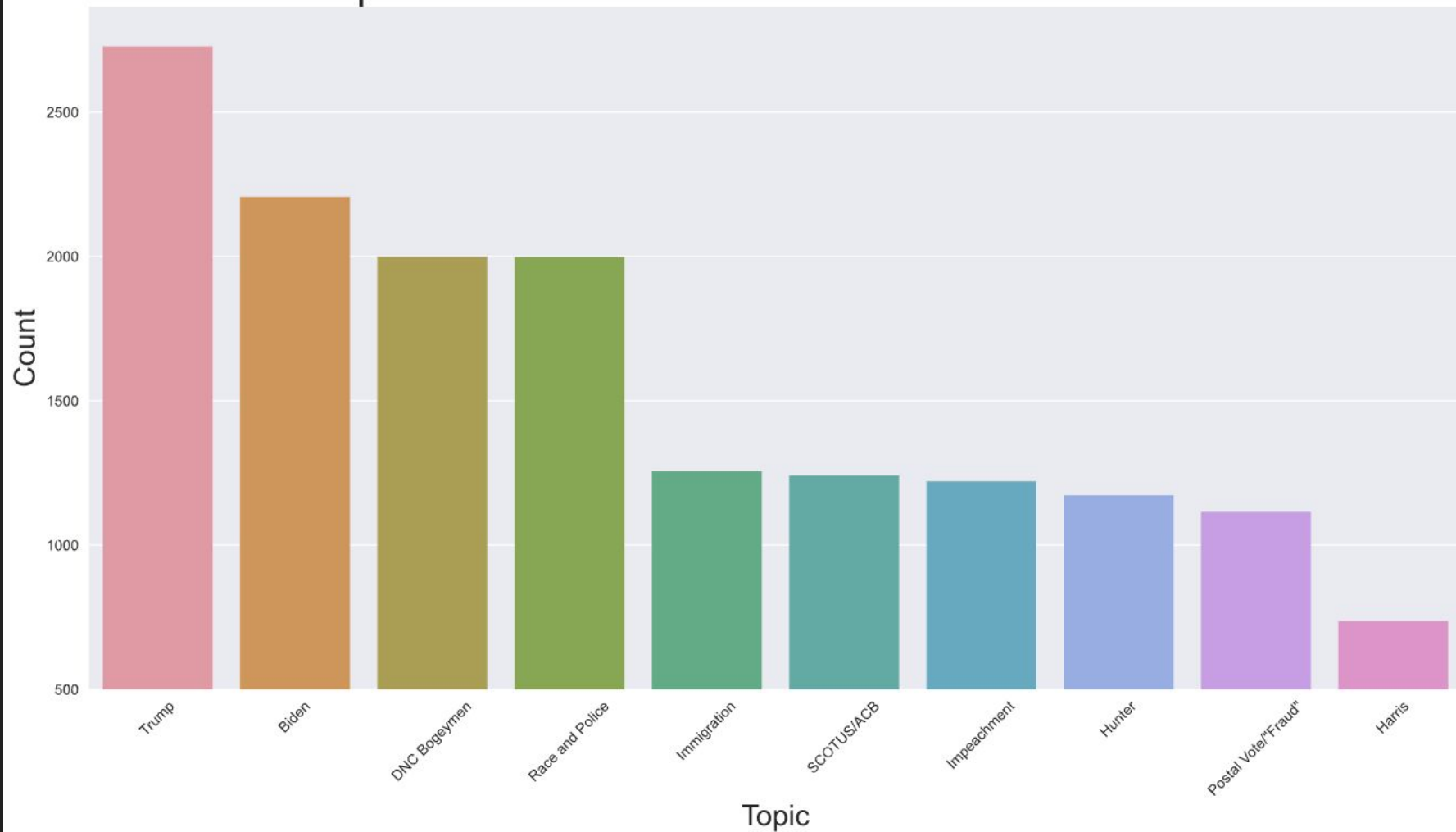
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## Percentage of Articles with Negative Sentiment by Month

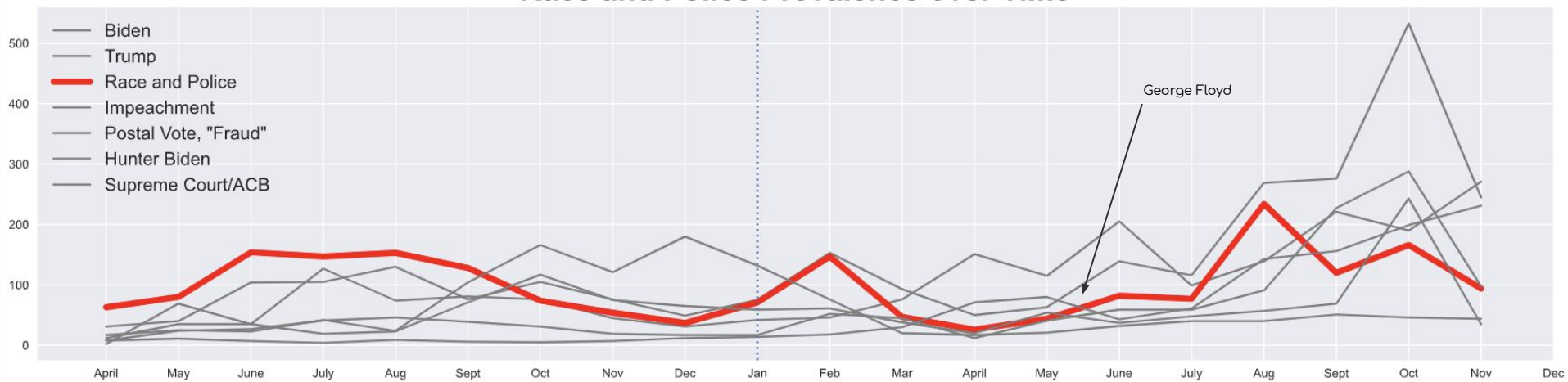


# Topic Occurrences in Breitbart since March 2019

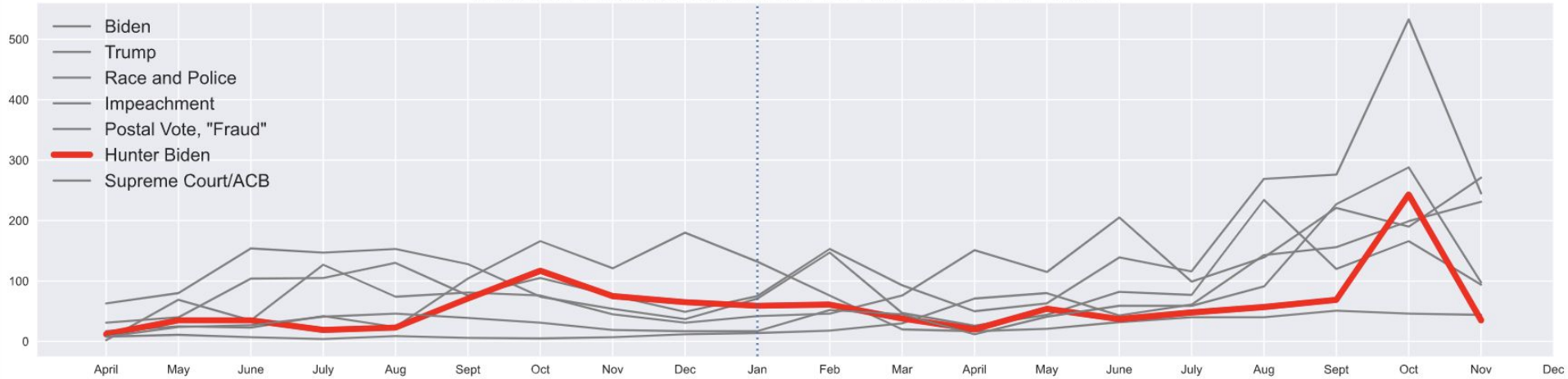




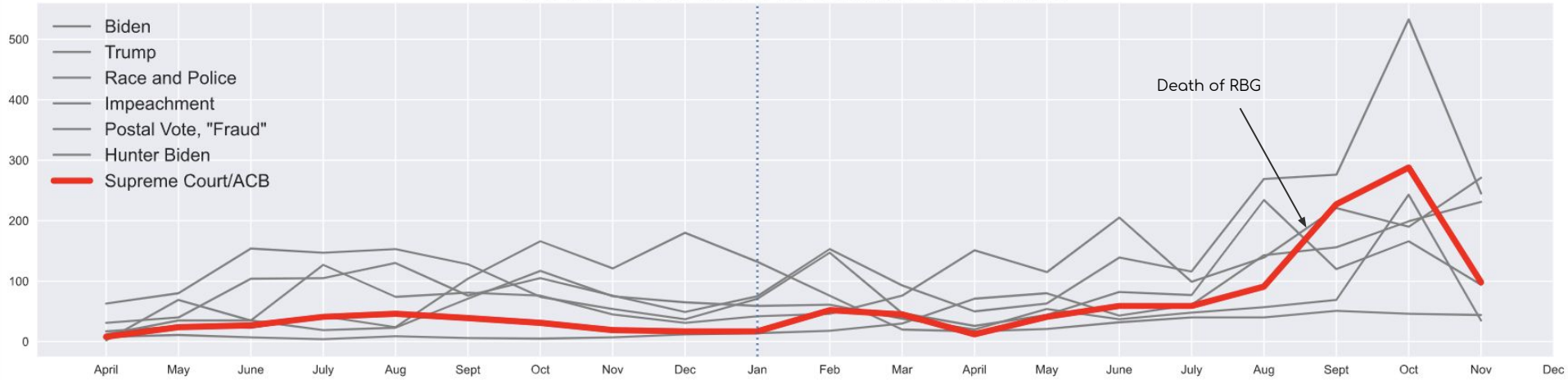
## Race and Police Prevalence over Time



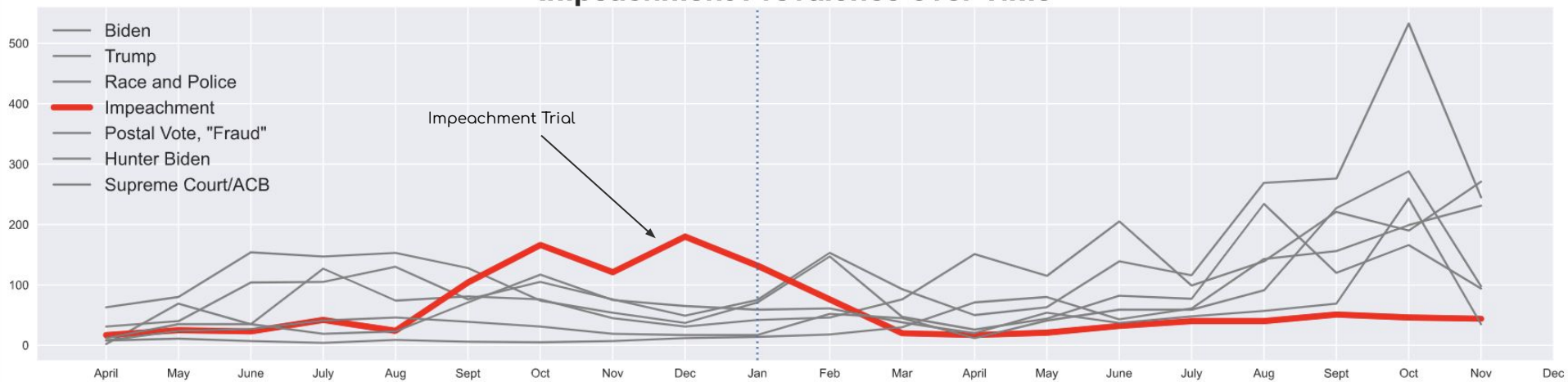
# Hunter Biden/Burisma Prevalence over Time



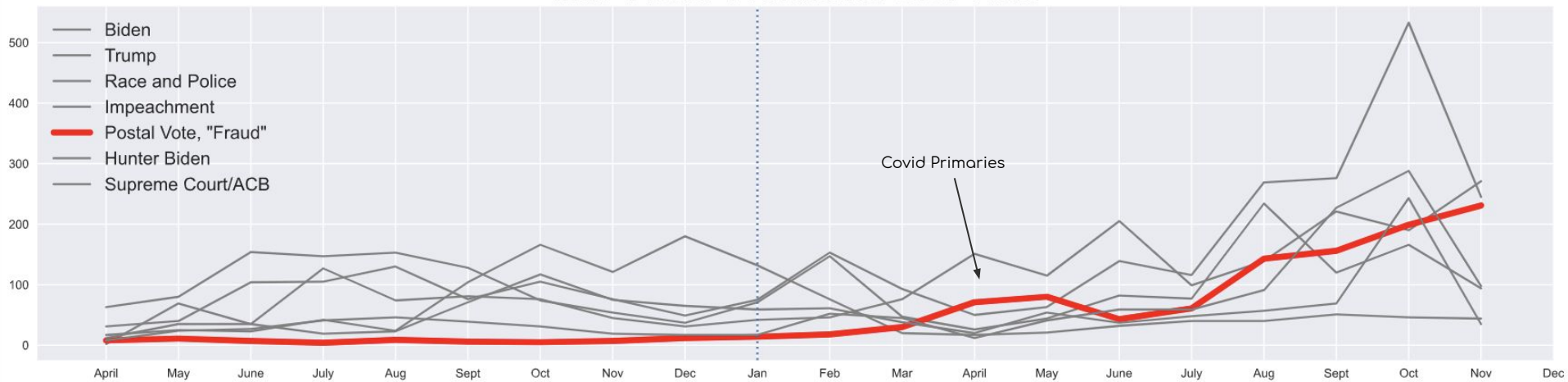
## SCOTUS & ACB Prevalence over Time



## Impeachment Prevalence over Time



## Mail 'Fraud' Prevalence over Time





TRENDING: 2020 RESULTS FIGHT DEMOCRAT CITY UNREST MASTERS OF THE UNIVERSE CHINA VIRUS HOLL

# NOLTE: VOTING BY MAIL IS A TERRIBLE DEMOCRAT IDEA THAT INVITES FRAUD



JASON REDMOND/AFP via Getty Images

by JOHN NOLTE | 3 Apr 2020



TRENDING: 2020 RESULTS FIGHT DEMOCRAT CITY UNREST MASTERS OF THE UNIVERSE CHINA VIRUS HOLL >

# EXCLUSIVE — STOPPED COLD: TRUE THE VOTE ENDS LEFT'S VOTE-BY-MAIL SCHEME IN NEW MEXICO AS NATIONAL BATTLE INTENSIFIES



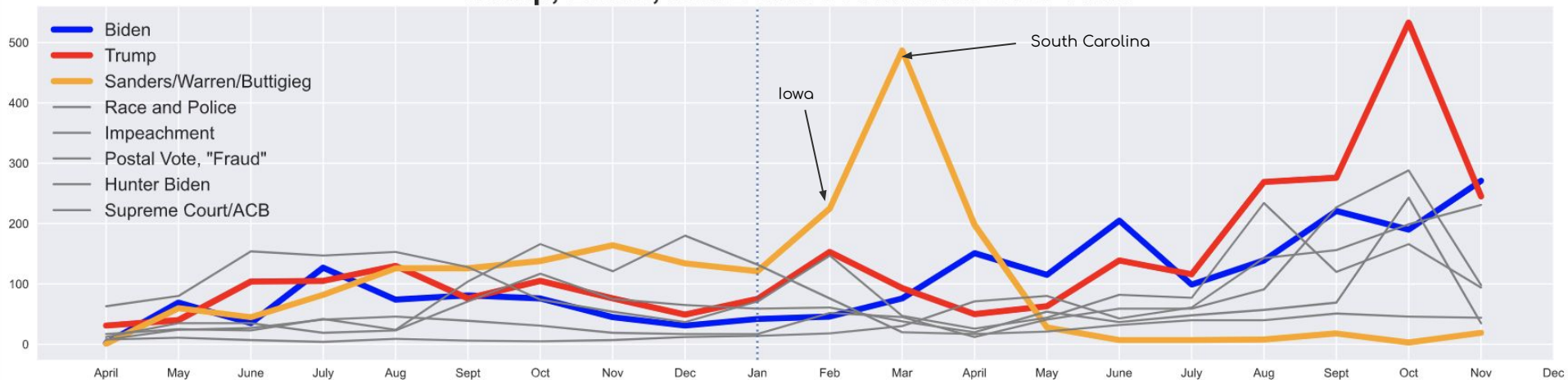
AP Photo/Elaine Thompson

by MATTHEW BOYLE | 14 Apr 2020 | Washington, D.C.

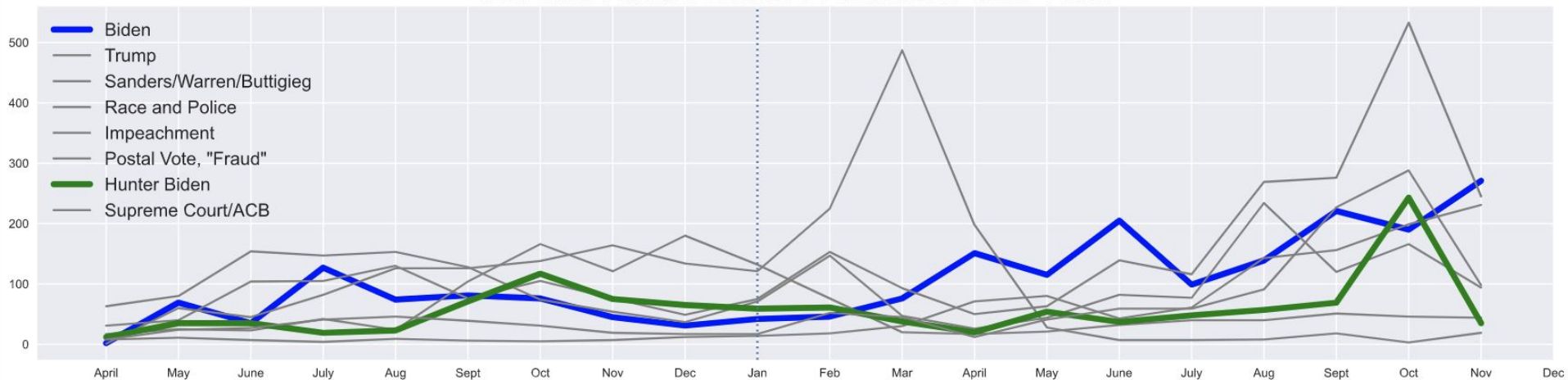




## Trump, Biden, and Dems Prevalence over Time



## Joe and Hunter Biden Prevalence over Time





# BreitBot: The Output

# WATCH: Joe Biden Pours Chocolate into His Mouth



BreitBot and the  
horrifying dreams of a  
Neural Net trained on  
Bannonism.

# BreitBot

Trump: 'It's a Very Dangerous Time for America'

Watch: Joe Biden Sniffs When Asked About China

Donald Trump: 'America Is Not as Great as We Thought'

Bernie Sanders: Trump Is the 'White Dog That Broke into the White House'

Bernie Sanders: Trump 'Is a Very Complex Person and Has a Number of Problems'

Donald Trump: Joe Biden 'Trying to Look a Little Bit like Hitler'

Donald Trump, Mike Bloomberg Continue to Hold Small-Town Music Celebration in Iowa

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# Thank You



[twdooley](#)



[Timothy W. Dooley, PhD](#)

