



— MAINSTREAM MEDIA SENTIMENT ANALYSIS

Chad Callender

CMPS 5443

Motivation and Purpose

- The United States processes more immigration cases than any other country in the world
- MSMs shape and skew our perception of immigrants
- Question: What is the general sentiment of various media outlets on immigration?

The Setup (BTS)

- Scraped news article text from Fox News, CNN, and the Associated Press
 - Using the search terms “immigration”, “us”, and “most relevant”
 - 25 articles each with Python’s BeautifulSoup module
- Processed text for sentiment using SpaCy and simply comparing with a set of labeled positive and negative words

The Main Course (Results)

	Positive labels	Negative labels	Neutral labels
Fox News	17	8	0
CNN	16	12	1
AP	17	8	0

In hindsight

- Expected more variation in sentiment, but it was roughly the same
 - More investigation needed
- Scraping the data was the most challenging
 - Webpages did not render HTML when the request was made
 - Each news outlet labeled the HTML tags differently
- Need a larger dataset
- More effective scraper
 - Some text was included that was not part of the article