

The good news or the bad news?



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

presented by Tara Ziegler

‘Bad’, ‘Worst’ & ‘Never’

**...work 30% better at
catching our attention than
positive ones like ‘always’ or
‘best’.**



NEGATIVITY BIAS

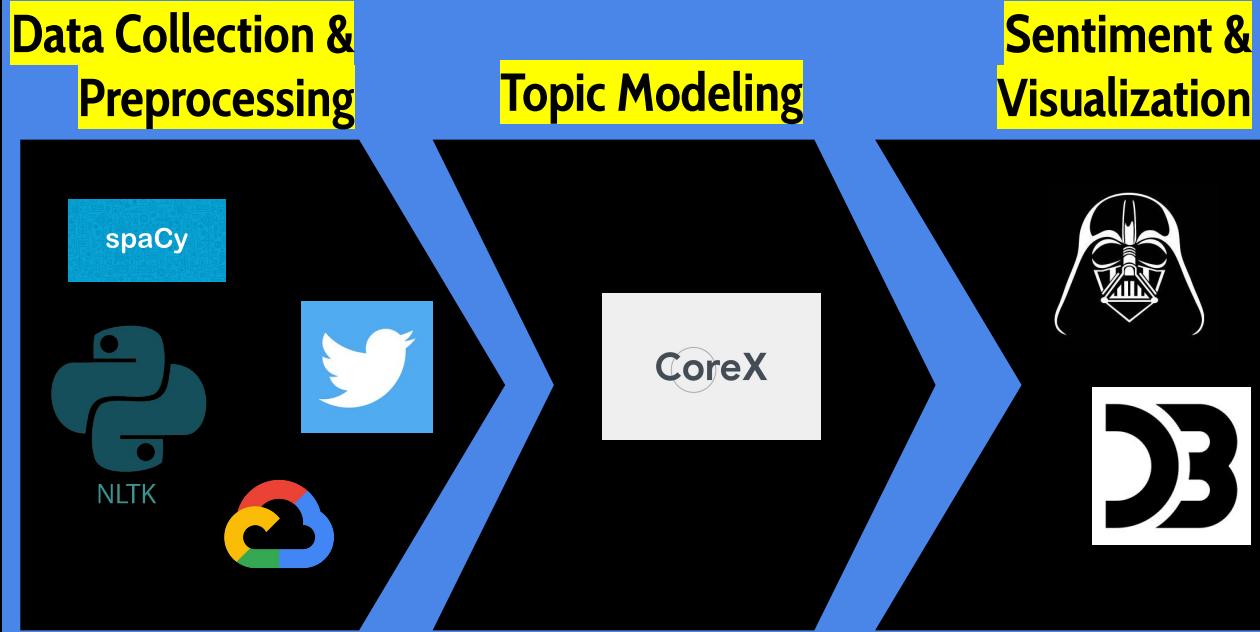
...is our tendency to register negative stimuli more readily than the positive. In any interaction, we are **MORE** likely to notice negative things and remember them **MORE** vividly.



News headlines are increasingly negative.

Mental health professionals
must consider adapting
treatment plans with coping
strategies.

Methodology



Corpus •

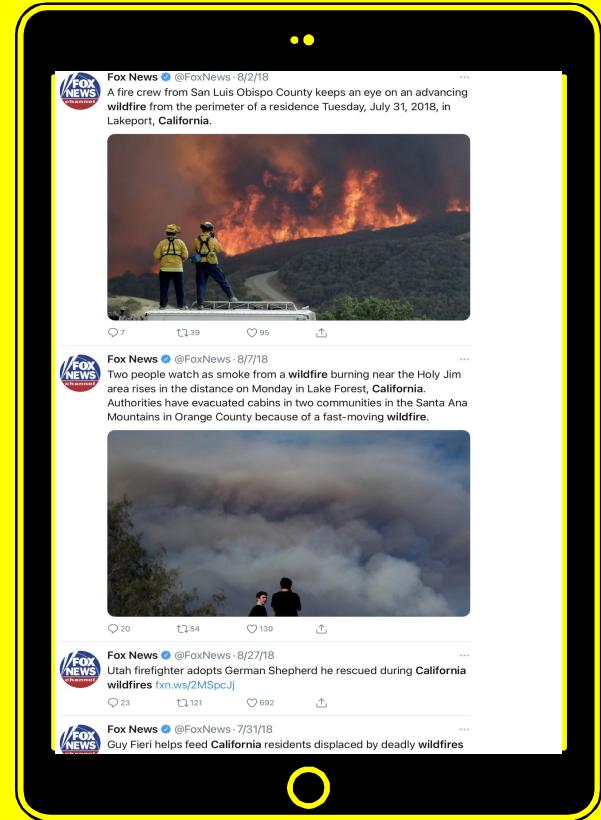
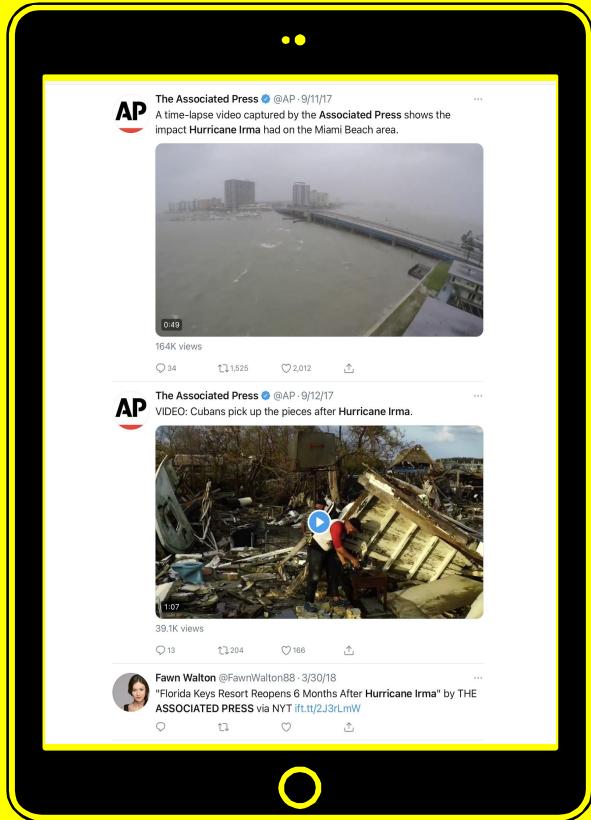


Results: Recurring Topics from 2016-2020

1. Natural Disasters
2. Police & Crime
3. Domestic Government Affairs
4. International Affairs
5. Economy & Stock Market
6. Big Tech Companies
7. Sports & Entertainment
8. Coronavirus Pandemic

Topic 1: Natural Disasters

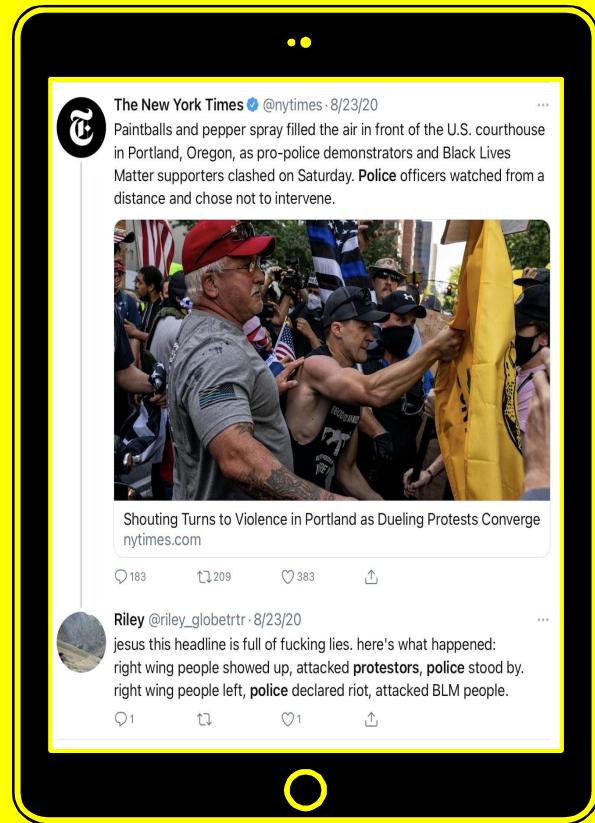
wildfire
rescue
kill
hurricane
water
storm
crash





Topic 2: Police & Crime

police
protester
charge
shoot
hong
parkland
black
officer
george



Topic 3: Domestic Government Affairs

election
campaign
vote
trump
supreme
biden
midterm
kavanaugh
russia





Topic 4: International Affairs

korea

minister

brexit

china

missile

isis

putin

iran

nuclear

saudi



9:55 AM · 11/8/20 · True Anthem

29 Retweets 27 Quote Tweets 177 Likes



Gustav Wilson @wilson_gustav · 4d

Replying to @Reuters

But is it necessary for this man's hair to look like this? Is it always windy where he is. Nee man. He is a leader. He must present himself better.



332K views

North Korea unveils 'monster' intercontinental missile – News

4:20 PM · 10/10/20 · Twitter Media Studio

531 Retweets 227 Quote Tweets 1,015 Likes



no one @angst_one · 10/10/20



Topic 5: Economy & Stock Market

stimulus

unemployment

tax

job

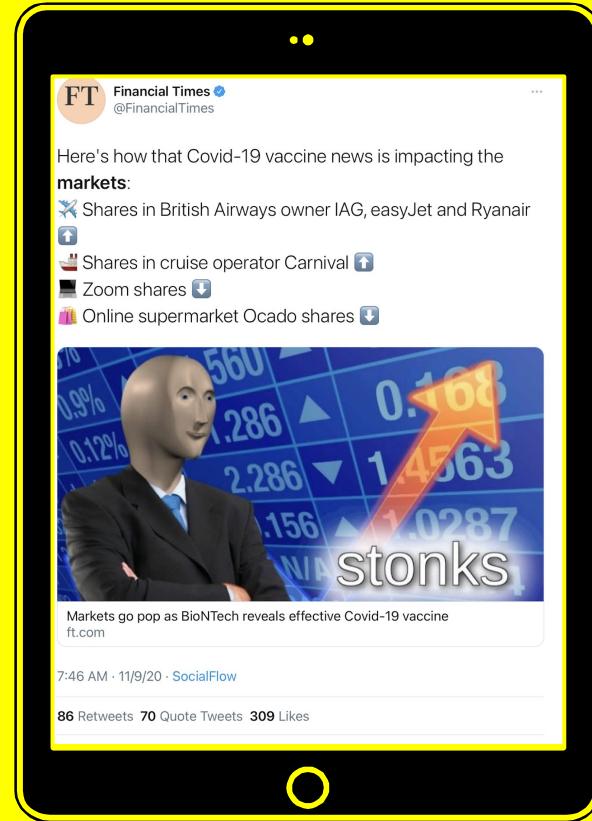
bank

stock

china

trade

market





Topic 6: Tech Companies



Topic 7: Sports & Entertainment

AMAZON	TWITTER	APPLE	PRIVACY	OFFICIALS
TIKTOK	SPACEX	SECURITY	OFFICIALS	TECH

STAR	GAME	NBA	MISCONDUCT	UNIVERSITY
NFL	BRYANT	FILM	FAN	PLAYER

**Topic # 8:
Coronavirus
Pandemic**

54%

of all tweets contained the coronavirus topic in 2020.

CORONAVIRUS	PANDEMIC
COVID	VACCINE
TEST	POSITIVE
OUTBREAK	CHINA
SPREAD	MASK

“Trump”

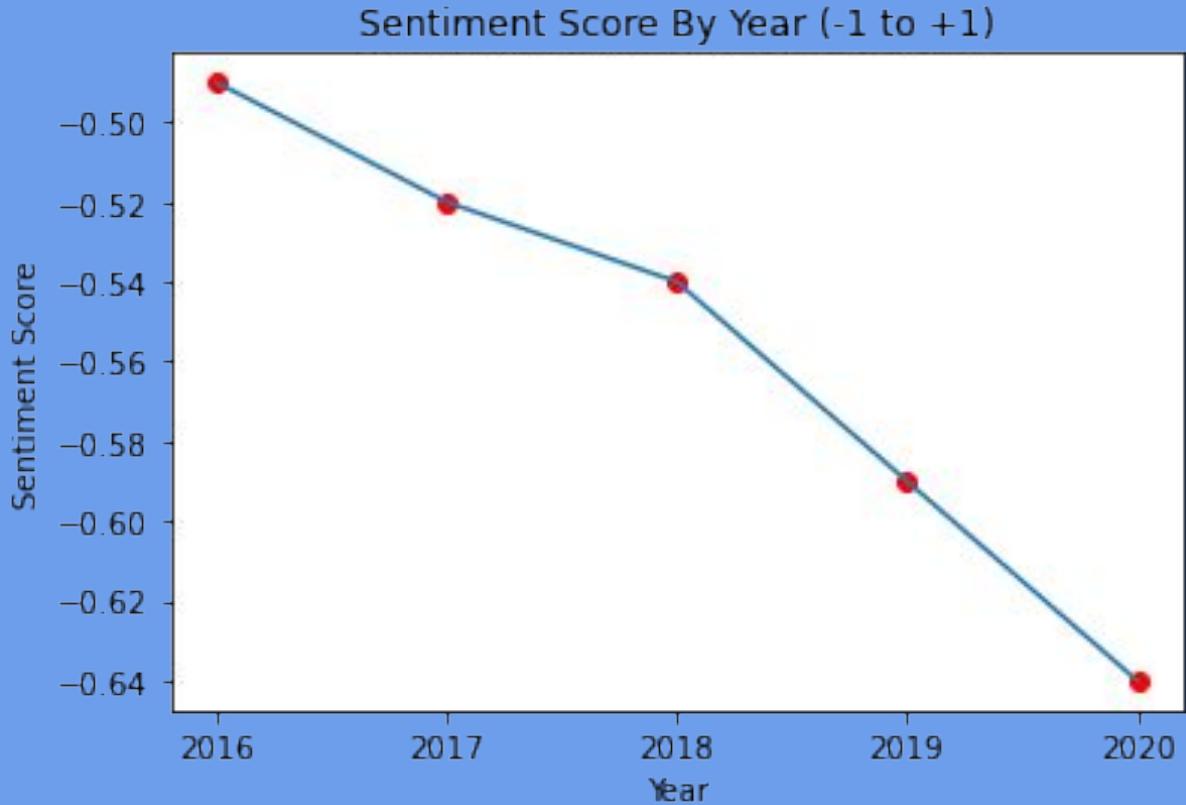
is the TOP word every year (except)....

4x

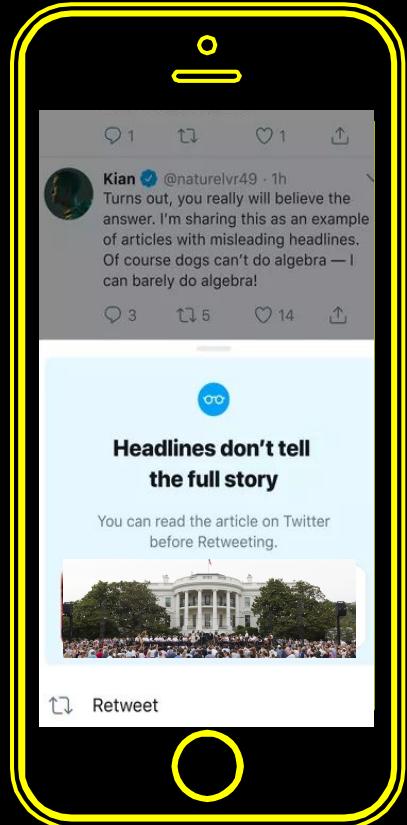
more tweets about coronavirus in 2020.



VADER Sentiment Analysis by Year



Consume Responsibly



Conclusion & Future Work



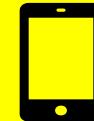
Sentiment by
News Outlet.



News is
increasingly
negative.



Topics are
outside of our
control.



Recommender
System



Mental health
professional can
advise on
managing
consumption
and recommend
coping
strategies.

Thank you.

Any questions?