Exploring Political Ideologies
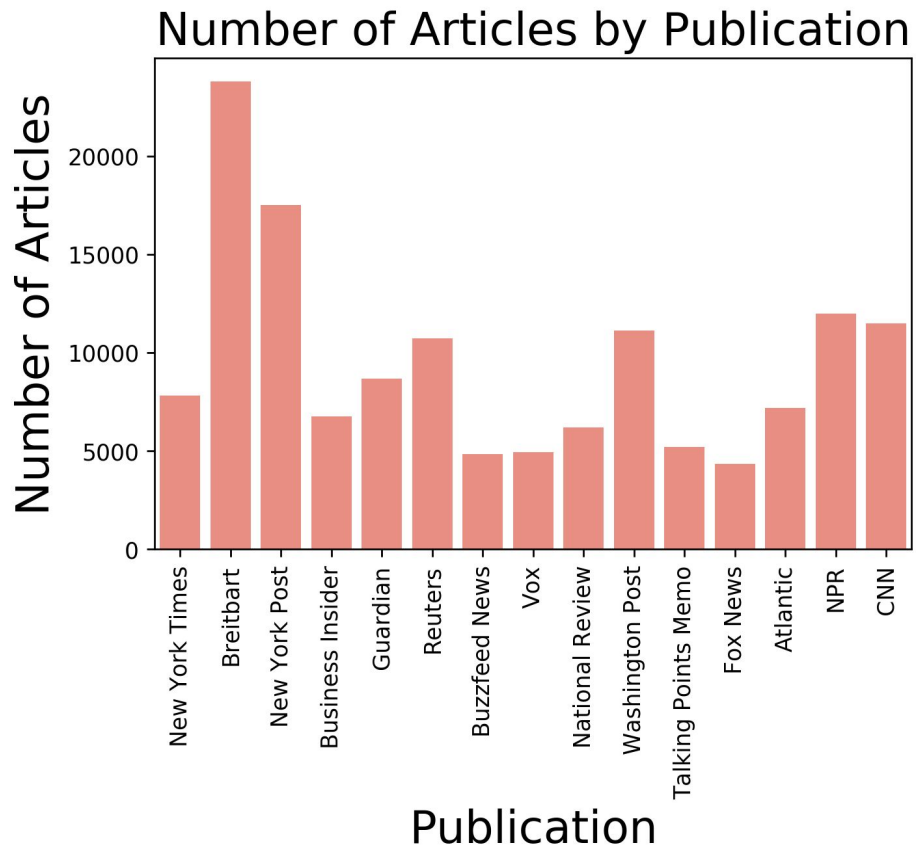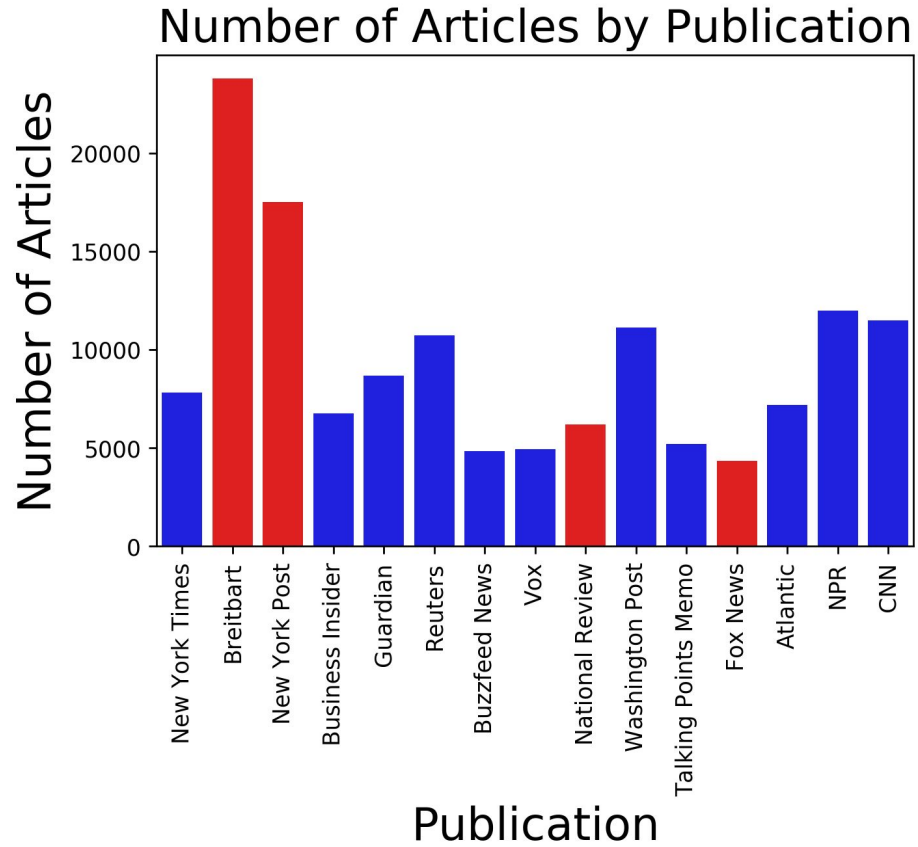
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Tarek Barnes
August 2018

Question

What surface-level differences do liberal and conservative media display?

- By content
- By syntax
- By tone / vocabulary
- By title

Data

Number of Articles by Publication

Data

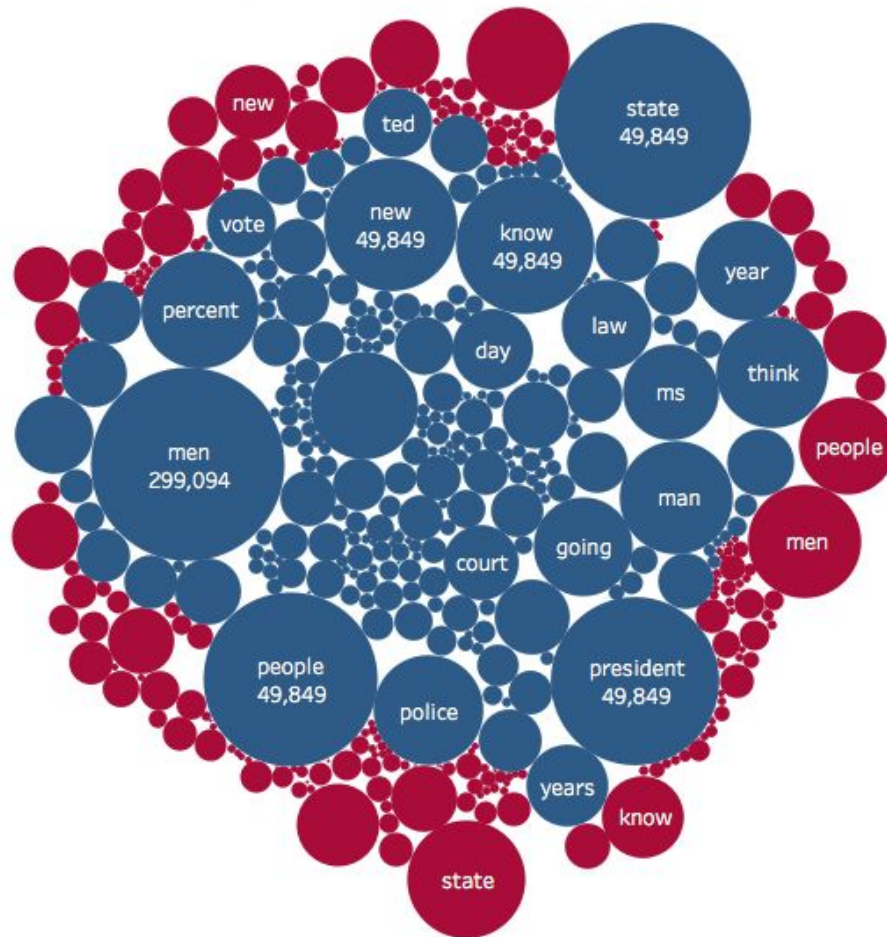Number of Articles by Publication

Content

- Similar content covered
- Some platform specificity (e.g. health care)
- Conflation between for/against
- Clustering - little underlying structure

Content

Topic Frequency: Liberal/Conservative Articles

Syntax & Tone

- Conservative publications shorter, 50%
- Sentiment analysis

Titles

- Not necessarily predictive of content
- Clickbait

Answer

- Length of articles are decent indicator
- More similarities than differences between groups

Challenges

- Classifying for/against
- Binary classification lacking
- Classifying publications difficult
- Need more diverse data

Questions?

Appendix - Measuring Liberal/Conservative

Newsprism - conservative leaning

Ad Fontes Media - liberal leaning

MediaBiasFactCheck - center leaning

AllSides - center leaning

Pew Research Center - center leaning