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FOX NEWS VS MSNBC

POLITICAL POLARIZATION IN CURRENT AFFAIRS SHOWS

PREMISE:

CHOICE OF TOPICS AS A DETERMINANT OF BIAS

DATA

- **Shows:**

MSNBC Rachel Maddow Show

MSNBC The Last Word with Lawrence O'Donnell

FOX Hannity

FOX The Ingraham Angle

- 120 transcripts for each show scraped from msnbc.com and foxnews.com

A HANNITY MONOLOGUE...

HANNITY: All right. Welcome to "Hannity". Stay with us for the hour.

Deep state is cracking right before your very eyes. According to new reports tonight, the fired FBI Deputy Director Andrew McCabe supplied Robert Mueller with a confidential personal memo detailing his so-called concerns about President Trump, the firing of James Comey. We will totally blow this out of the water and tell you how absurd this all is.

Plus, we're going to show you how this uncovered document reveals a stunning new revelation about the Deputy Attorney General Rod Rosenstein.

Also tonight, major developments surrounding the president and spygate. John Solomon is here. He will be breaking a brand new report detailing what are extreme measures the deep state took in order to secretly monitor the Trump campaign no other network has us.

	MSNBC	FOX News
9pm Weeknights		
10pm Weeknights		

TOPIC MODELING & TOPIC SEARCH

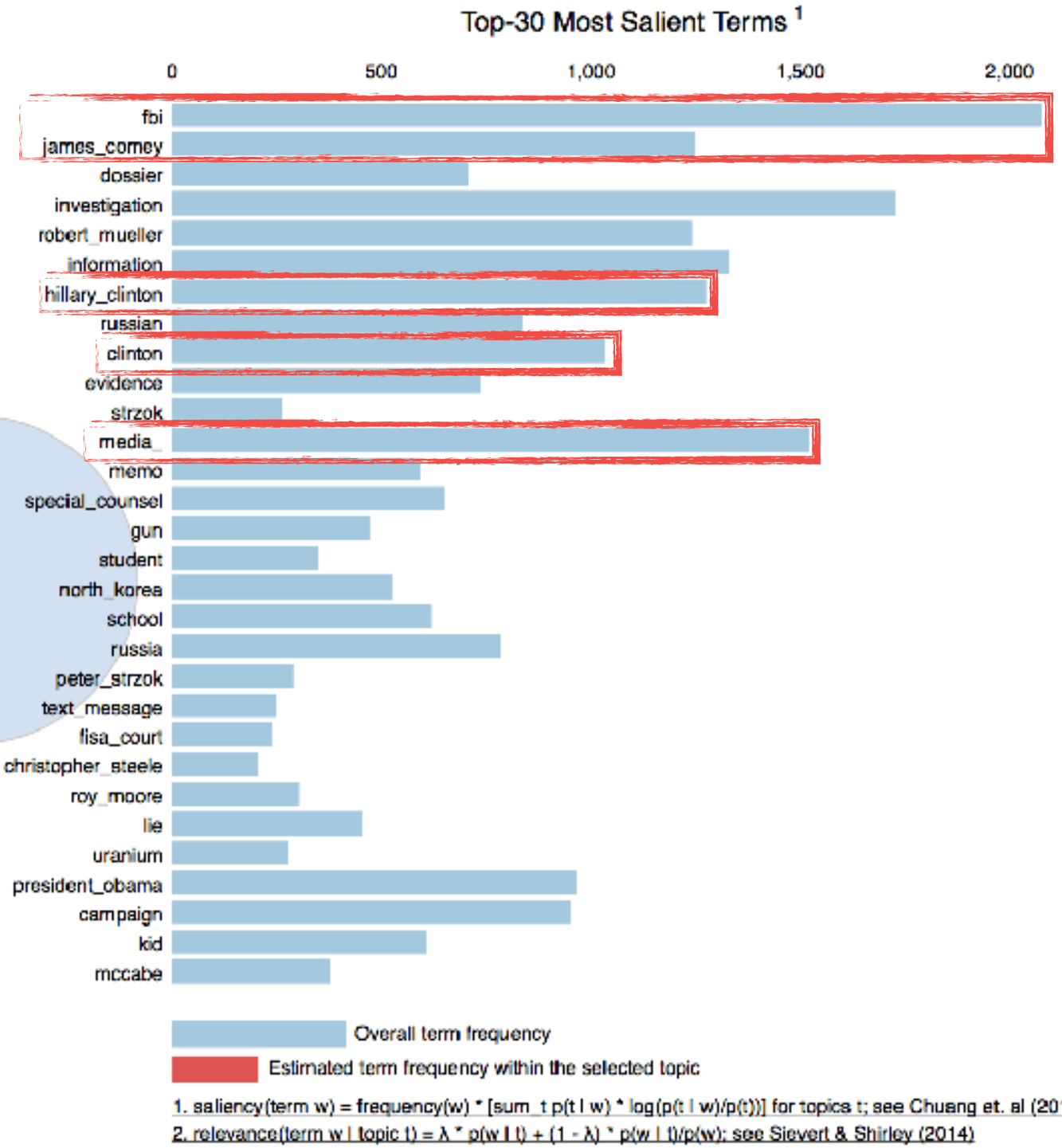
- Develop topic models for MSNBC and FOX shows
- A search tool that maps query to network

MSNBC

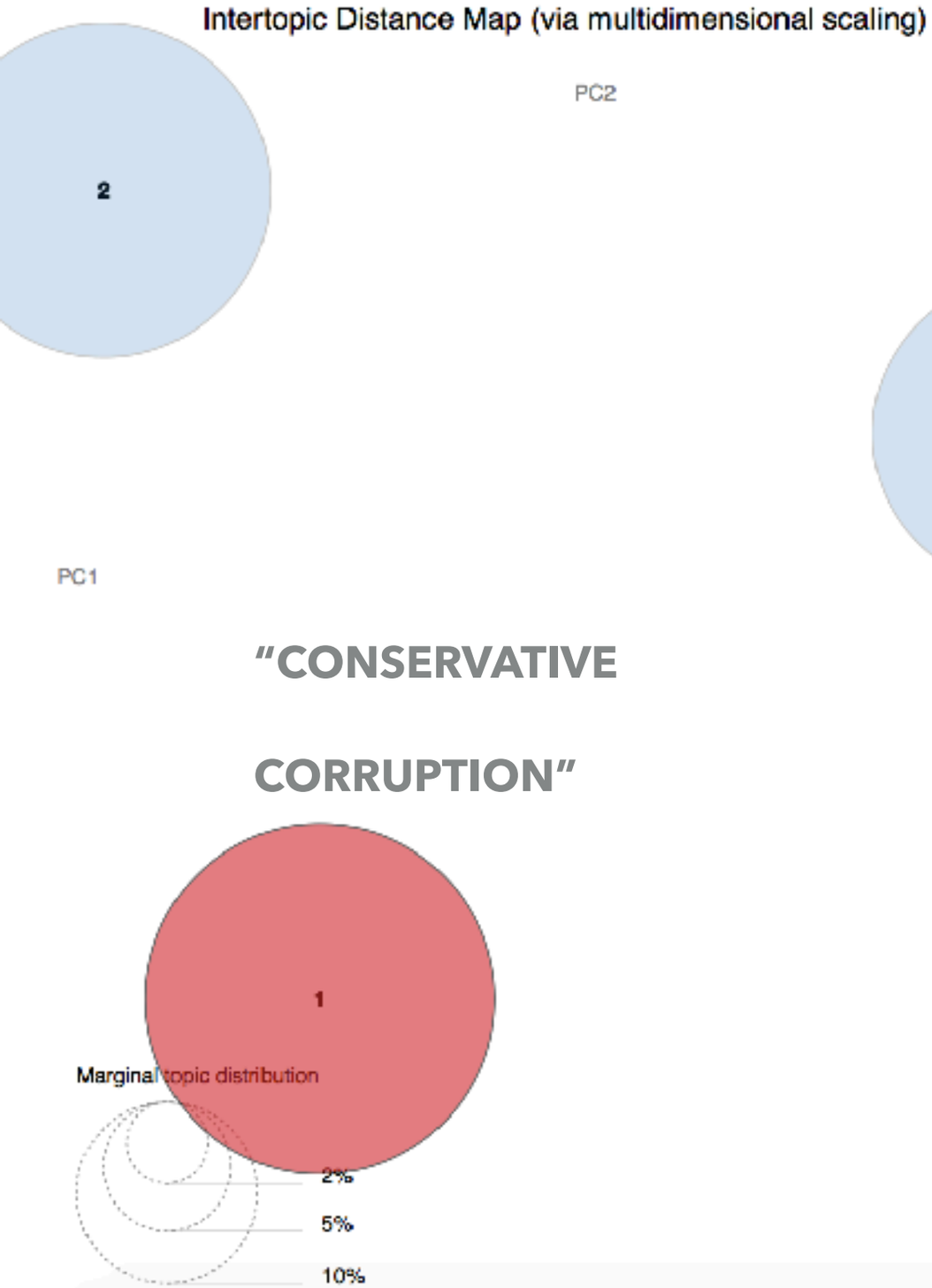

Intertopic Distance Map (via multidimensional scaling)
PC2
PC1
1
2
3
Marginal topic distribution
2%
5%
10%
Top-30 Most Salient Terms 1
0
500
1,000
1,500
2,000
2,500
3,000
republican
vote
roy_moore
alabama
democrat
michael_cohen
john_kelly
senate
tax_cut
tax
woman
stormy_daniels
race
doug_jones
michael_avenatti
special_prosecutor
senator
voter
lawyer
virginia
win
district
russia
democratic
school
candidate
county
seat
night
quote
Overall term frequency
Estimated term frequency within the selected topic
1. saliency(term w) = frequency(w) * [sum_t p(t | w) * log(p(t | w)/p(t))] for topics t; see Chuang et. al (2012)
2. relevance(term w | topic t) = λ * p(w | t) + (1 - λ) * p(w | t)/p(w); see Sievert & Shirley (2014)

OVERALL TERM POPULARITY

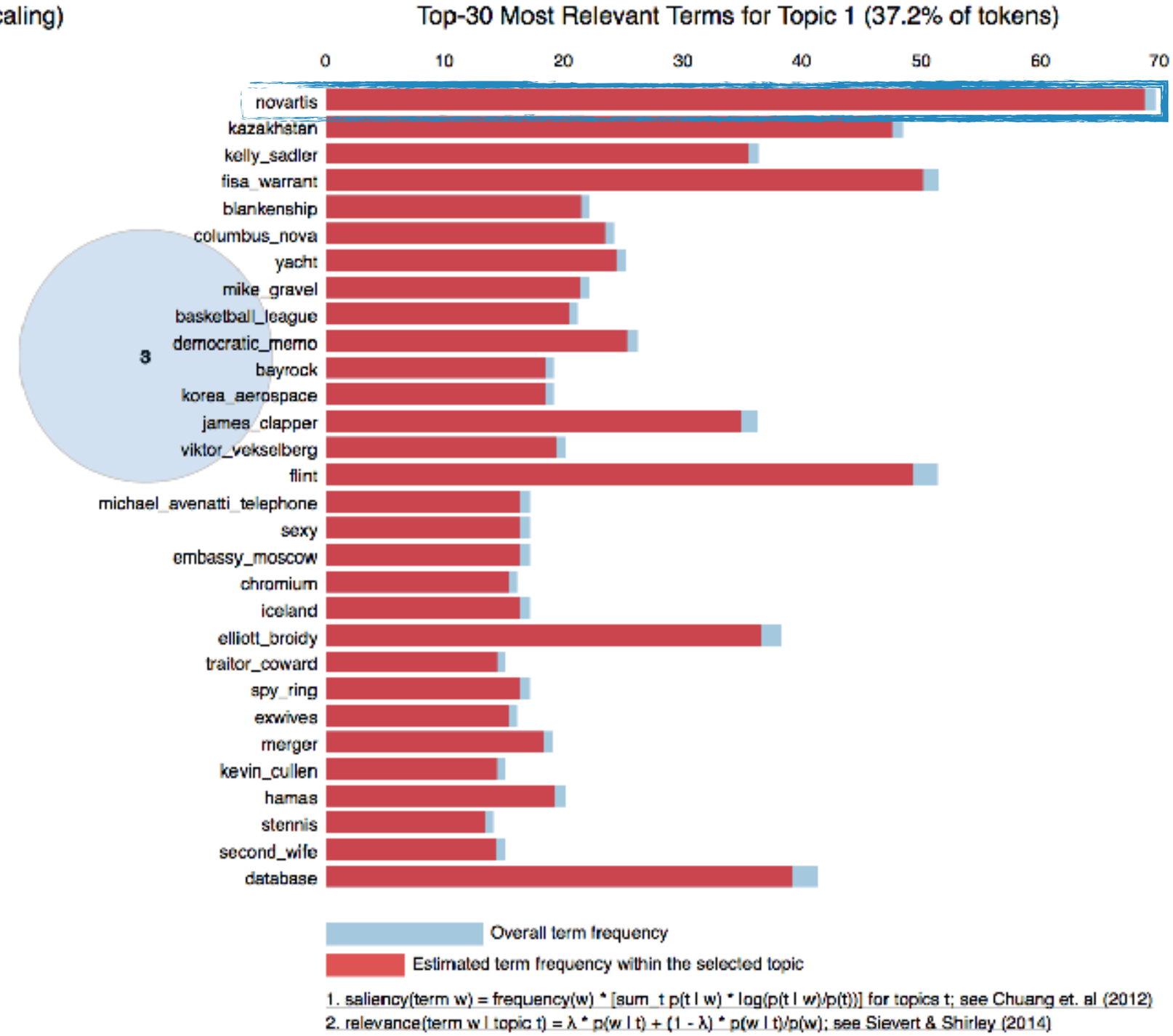
FOX



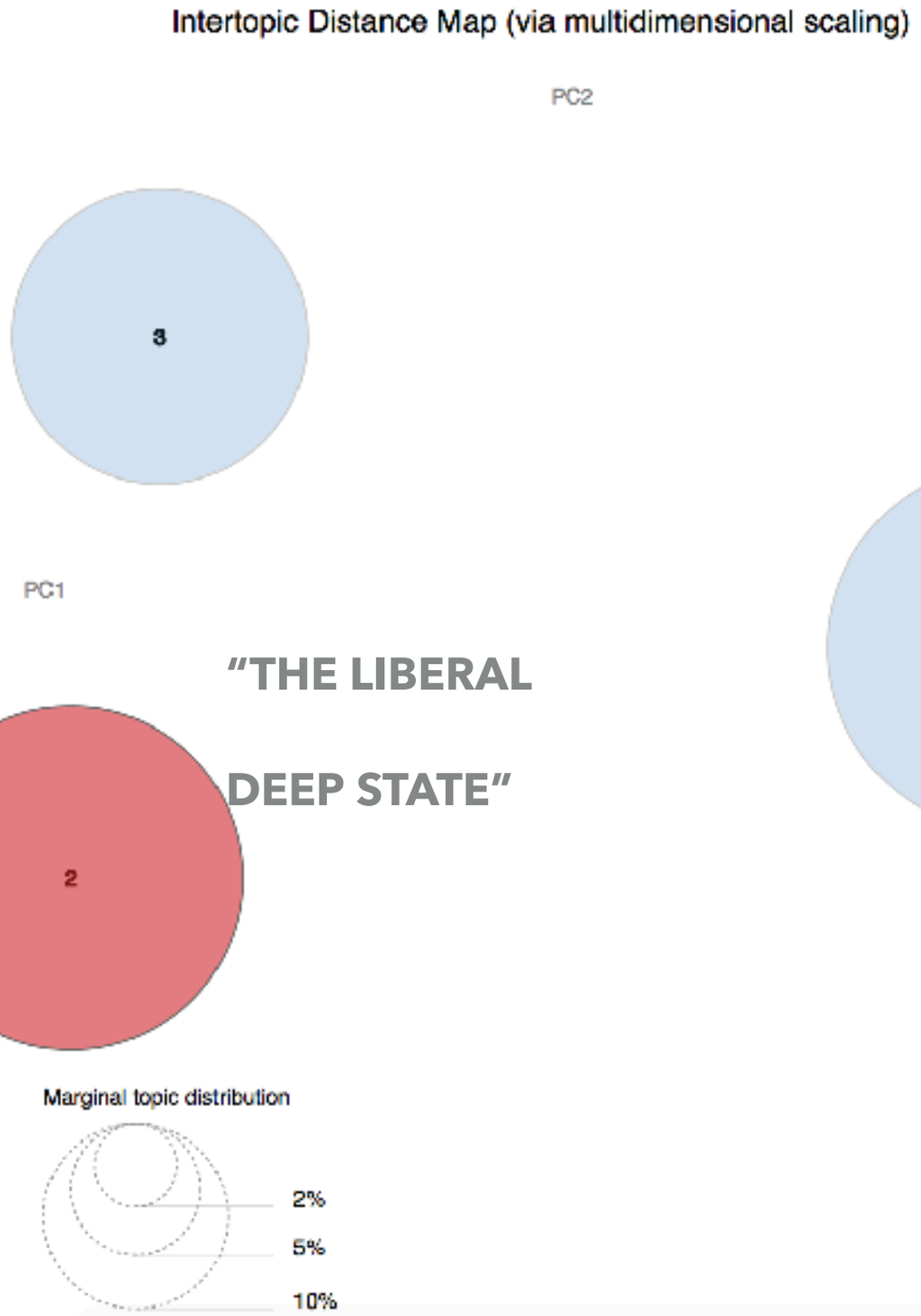
MSNBC



“CONSERVATIVE CORRUPTION”



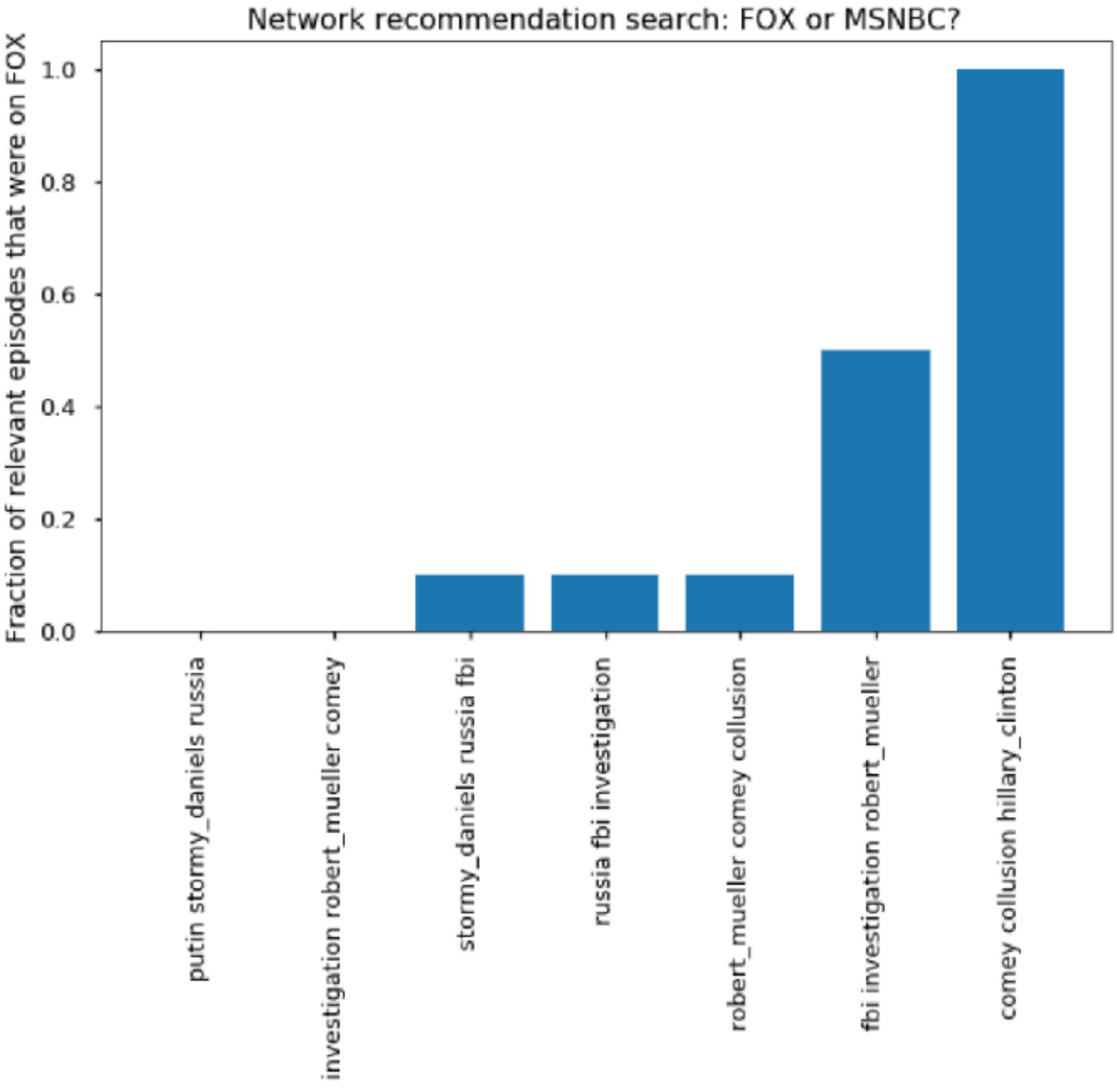
FOX



“THE LIBERAL

DEEP STATE”

WHAT TOPICS DO I WATCH WHERE?



CONCLUSION & NEXT STEPS

- Clear political biases can be identified with LDA and LSI
- Next steps: deeper dive into topic grouping