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FOX NEWS VS MSNBC

**POLITICAL POLARIZATION IN
NEWS CURRENT AFFAIRS SHOWS**

MSNBC

FOX News

9pm

Weeknights



10pm

Weeknights



DATA

- ▶ **Shows:**

- ▶ Rachel Maddow Show,
- ▶ The Last Word with Lawrence O'Donnell
- ▶ Hannity
- ▶ The Ingraham Angle
- ▶ 120 transcripts for each show scraped from [msnbc.com](https://www.msnbc.com) and [foxnews.com](https://www.foxnews.com)

TOPIC MODELING WITH LATENT DIRICHLET ALLOCATION

- ▶ Clean all transcripts
- ▶ Tokenize and lemmatize transcripts
- ▶ CountVectorizer (sklearn) with bigrams
- ▶ LDA with Gensim. Expand stop word list to ensure useful topics. Use ~80 passes.
- ▶ Label each topic
- ▶ Label each episode by topic (or top 2 topics). Compare two networks by topic incidence.