

# Media Behavior During 2008 US Presidential Election - A Web Content Analysis

Matteo Zandi, Alessandro Bonazzi, Riccardo Govoni, Paolo Brunori

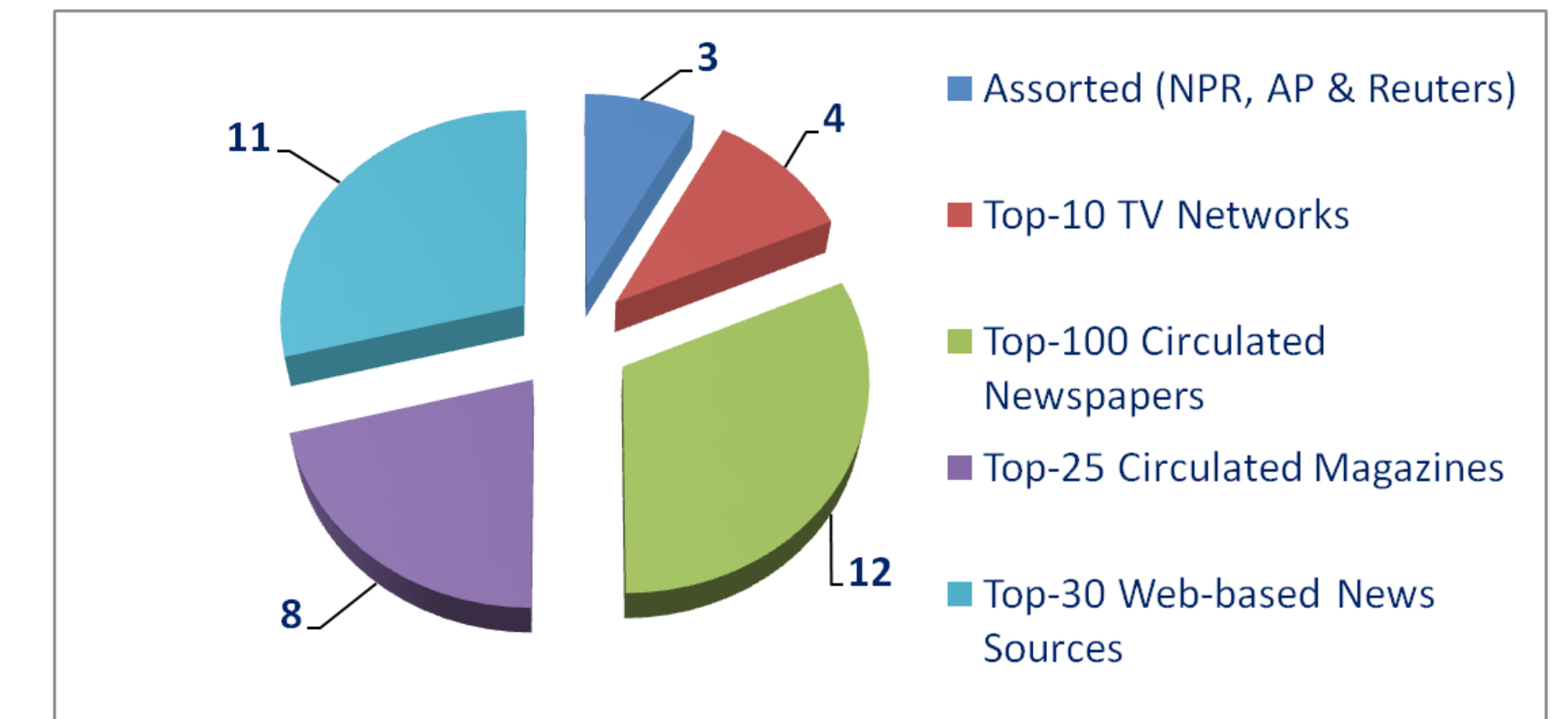
Daniele Frongia, Toby Bazarnick, Francesca Grippa

## STUDY GOAL

- To understand how different **media sources presented** each of the candidates and their key issues
- To analyze and **visualize the network** created by keywords within news sources' web pages

## DATA SOURCES

- **38 websites** among the highest-rated USA news sources (**Nielsen Online 2008**)
- online news sources, monitored on a **daily basis**, during the campaign.



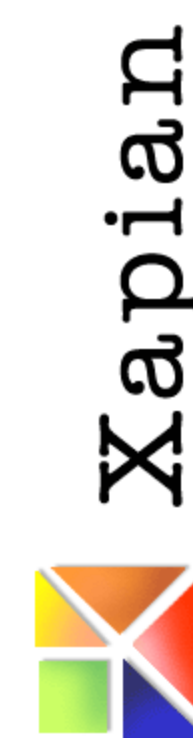
## METHODOLOGY

### Keywords Identification

The most frequent content-bearing words in the transcripts of Obama's and McCain's nomination acceptance speeches.

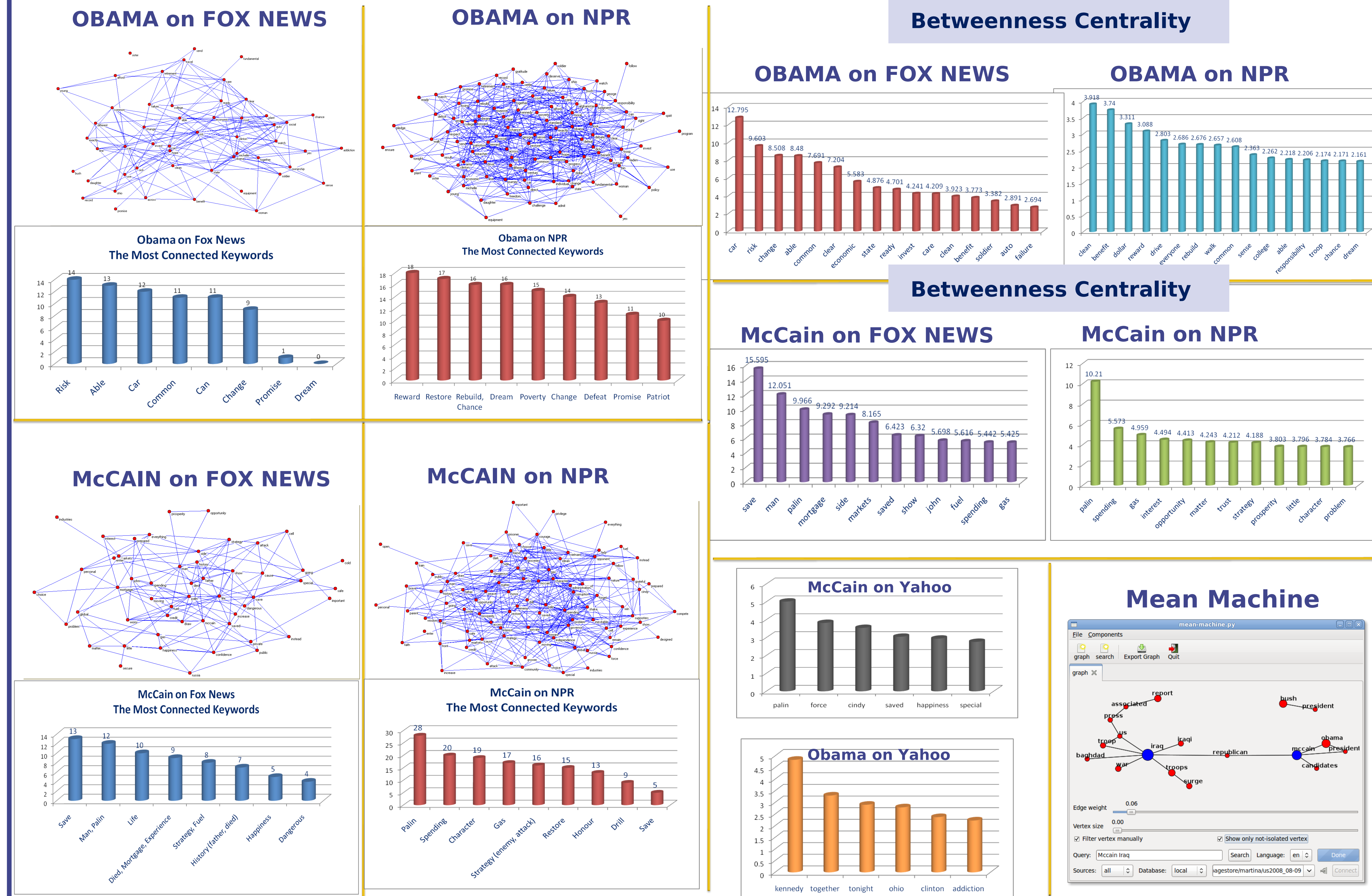
- Selected all the keywords that co-occurred at least twice in the candidate's speech during the convention

- Obama: 122 keywords
- McCain: 115 keywords



- Removed all the keywords used at least two times also by the other candidate
- Exception for change, promise, dream (Obama) and fight, veteran, experience (McCain), which were repeated many more times by this candidate than the other.

## PRELIMINARY RESULTS



## MAIN REFERENCES

Kiousis S., (2004) "Explicating Media Salience: a Factor Analysis of New York Times Issue Coverage During 2000 U.S. Presidential Election", Journal of Communication, March 2004, pp. 71-87.

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## CONTACTS

info@bayesfor.eu  
daniele.frongia@gmail.com  
toby.bazarnick@gmail.com