Abstract

The increasing personalization of the web, particularly Twitter's feed and Google's Search, has placed users in a “filter bubble”. Within this bubble users only see political content that reinforces their existing biases, while content that presents alternative views is filtered out.

This tool allows anyone to view the posting behaviors of members different political parties and also view what news and opinion sources the parties read the most.

Goals

1. Analyze aggregate users' sharing behavior based on political leaning
2. Create a web app depicting sharing patterns and topics of interest to users in different political groups

Results & Conclusions

Takeaways

1. Document-based clustering is a viable way to determine topics being posted by various demographic groups.
2. Our method is generalizable to basically any other demographic split e.g. gender, income, race, geography. This should in theory generate better results.