

# Classifying the Political Leaning of News Articles and Users From User Votes

Xiaodan Daniel Zhou Paul Resnick Qiaozhu Mei

#### **Themes**

#### **US Political News & Opinion**

- Caroline Kennedy to Seek Clinton's ...
- Limits on Executive Pay May Prove Toothle...
- Washington Wire WSJ.com The Real Story...
- Rasmussen Reports<sup>™</sup> The most compreh...
- Google Public Policy Blog Net neutrality ...
- Kast sko mot Bush
- Jules Crittenden » The Bulge
- Brother Explains Shoe-Tossing Iraqi Journ...
- States' Funds for Jobless Are Dryin...
- Iragis Hail Journalist Who Threw Shoes at...
- Think Progress » Iraqi Journalis...
- The Page by Mark Halperin TIME

### US Political News & Opinion

« Back to gallery

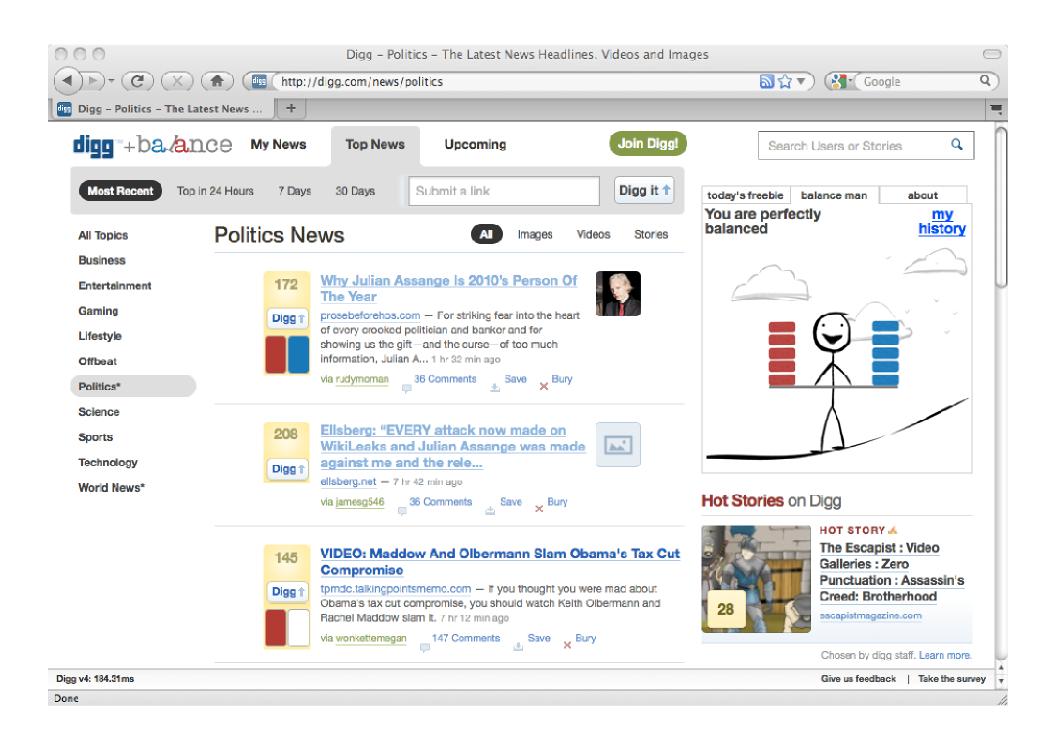
#### By Sean Munson

Top US political news and opinion stories from the last 48 hours, based on links from over 500 blogs. Links are highlighted to show the average political leaning of the blogs that are talking about each item, but you can disable this in the settings.

< 100 users | ☆☆☆☆ 0 ratings

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#### **Text Classification**

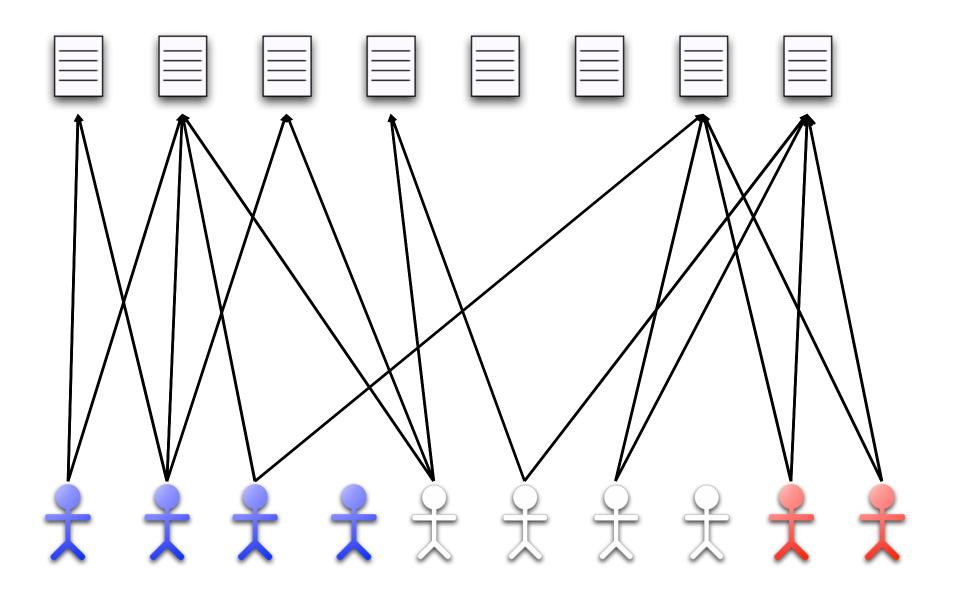
- (Oh et al, ICWSM 2009)
- SVM
- 87% accuracy on blog posts

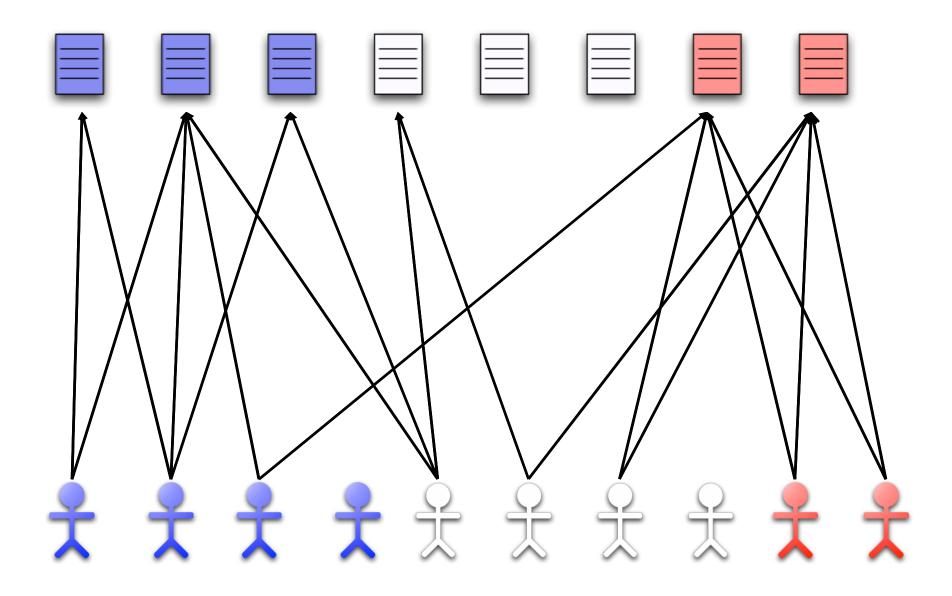


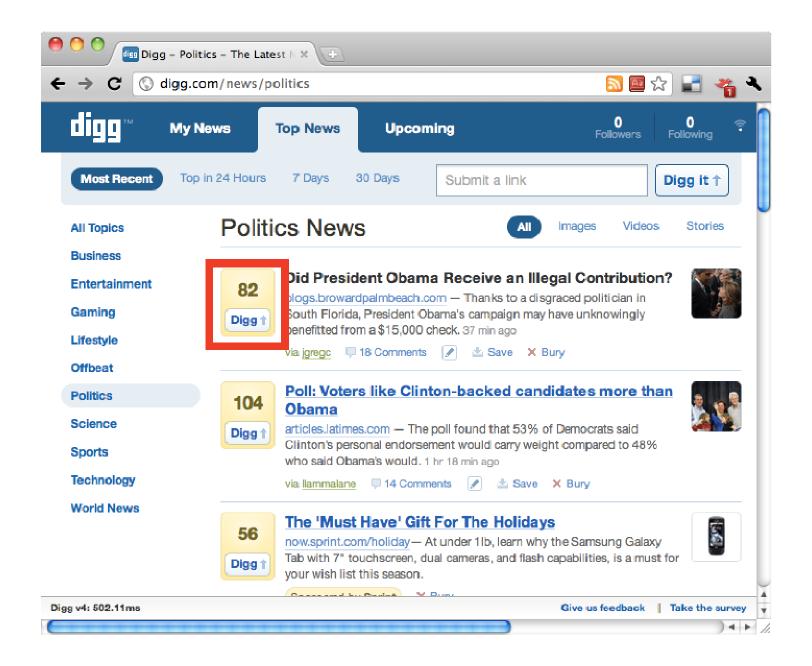
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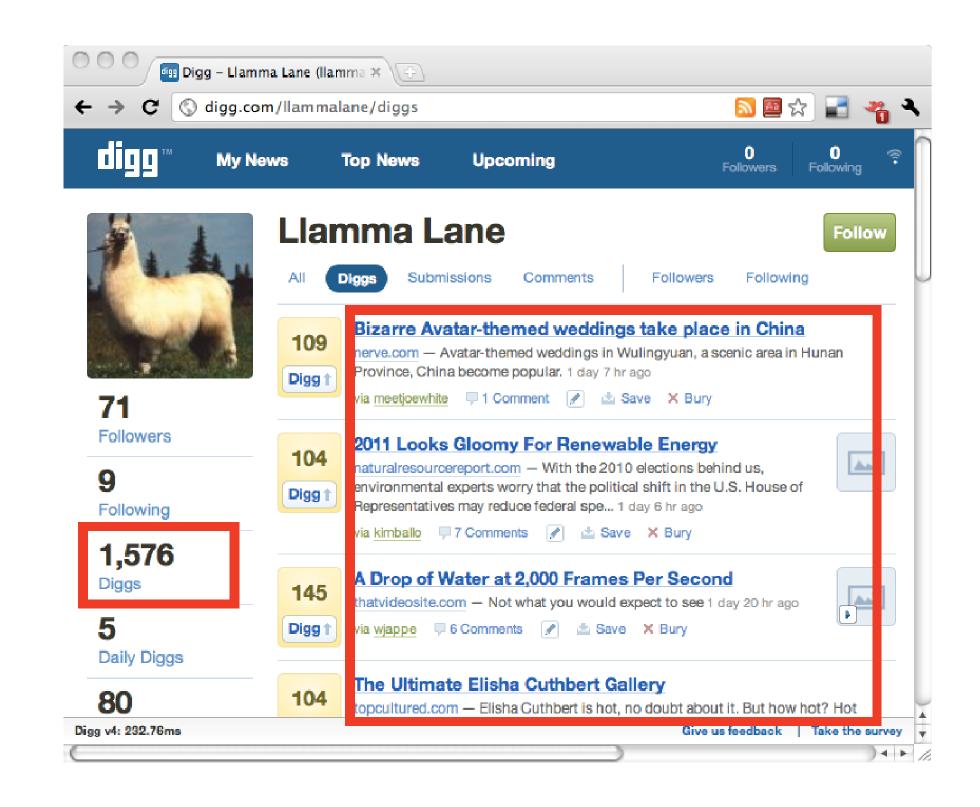


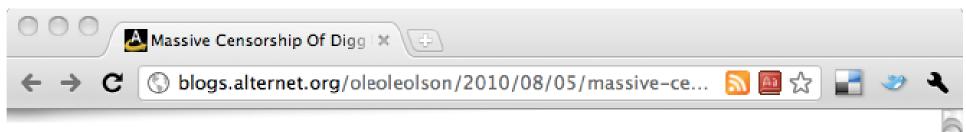












Posted by oleoleolson at 4:40 am August 5, 2010 **□** 546 COMMENTS

#### Massive Censorship Of Digg Uncovered



A group of influential conservative members of the behemoth social media site Digg.com have just been caught red-handed in a widespread campaign of censorship, having multiple accounts, upvote padding, and deliberately trying to ban progressives. An

undercover investigation has exposed this effort, which has been in action for more than one year.



St. State of St.

White Security

#### DiggPatriots - Conservatives & Libertarians

Search for other groups...

Season

#### 1000

#### Acces (Vincenta)

Members tinly Messages

Post

Files.

**Physics** 

Links Outsbeen

Position

Members Colendar

Groupe Labe (Sets):



#### Settings

#### Group information

Hambers 24 Cologory, Politics Founded: May 25, 2009 Language: Daylor

C Arealy a recreion Con in to National

#### Yahool Groups Tips

#### the past bearing.

Nori people, Nori ptures, Sec. tem Tation former repetts remitted morbiosis.

#### Best of YI Groups.

Check them out and nominate your group.



Following on Twitter

Walt the Croups blog for the latest Yahoo! Groups Information.

#### Her

John This Group!

Activity within T days: 7 Now Links - 837 Now Messages

#### Description

"We need to continue the fight... not just on Digg but networking with other conservative sites and getting the ward out.

Positive Attitude! With communities and our philosophy is based on the concept the if a person works hard, keeps faith, a positive attitude and his or her nose to the grindstone that anything is possible. Liberals are full of easy and the belief that someone own them. They have no close what responsibility or independence is. They've been bealeswarked into chinking that they are independent thinken because they don't subscribe to a faith (inoffense to any agnostic or otherist among us) while subscribing to faith in government and they don't even realize it.
Their religion is governmental stepla and they don't read to their philosophy really and a set."



#### Manage Watery

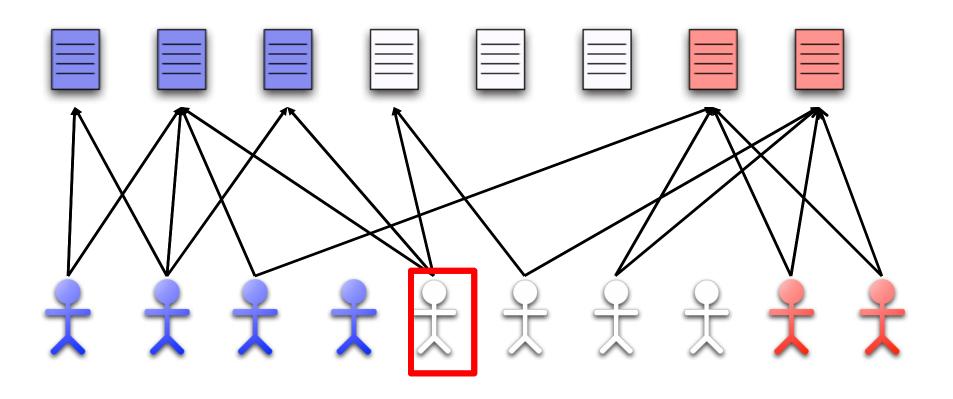
	-	110	100	April 1	200	200	266	Posts.	100	000	-	200
2014	4984	4000	3881	3003	page.	400	4888	46				
2000					2006	MON.	page.	2234	3300	500.0	1000	1998

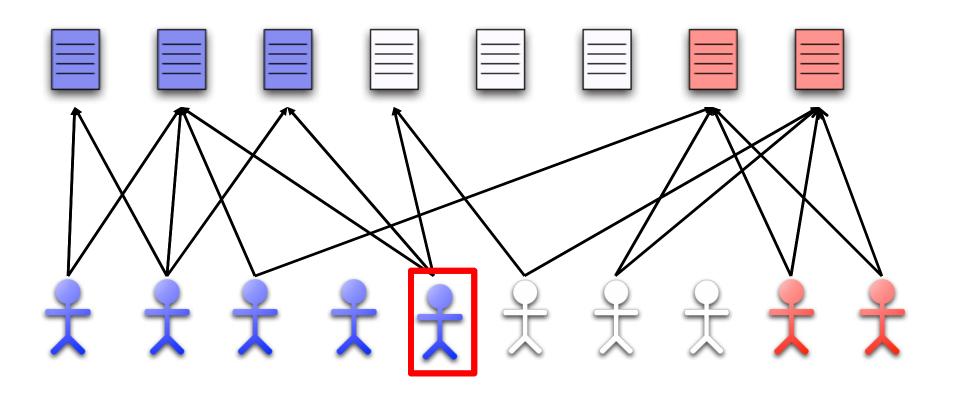
#### Group Email Addresses

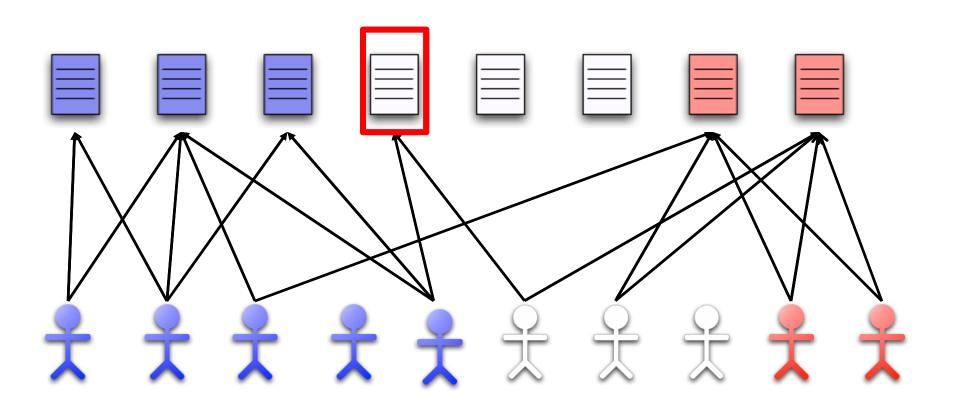
Post message: DiggPatriots@yahongroups.com

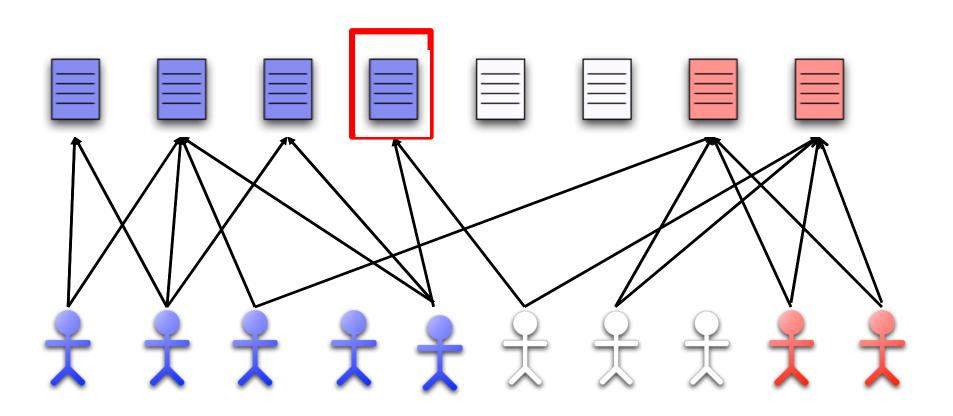
Subscribe: Ogg/Patrios-subscribe@yahoogroups.com Unsubscribe: Ogg/Patrios-unsubscribe@yahoogroups.com Ust owner: Ogg/Patrios-owner@yahoogroups.com

John This Ground









#### A Semi-Supervised Learning Problem

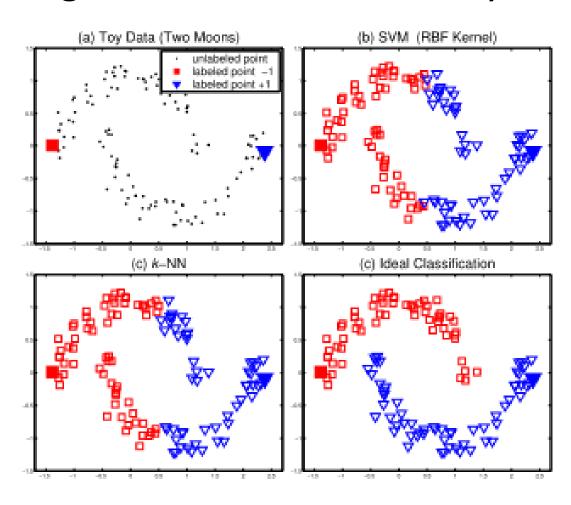
- Some items labeled
- Learn to label the rest
  - Not based on item content features
  - Based on distances/relationships between items

#### Outline

- Propagation algorithms
- Tuning parameters
- Tuning with additional data sources
- Testing against held out data

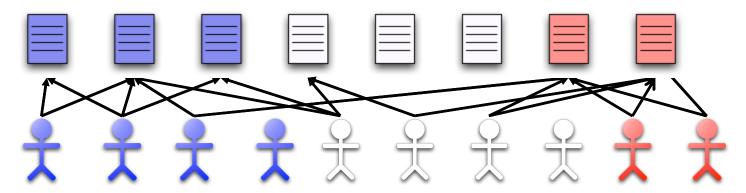
#### Zhou et al 2004

"Learning with Global Consistency"



#### Mapping to Our Case

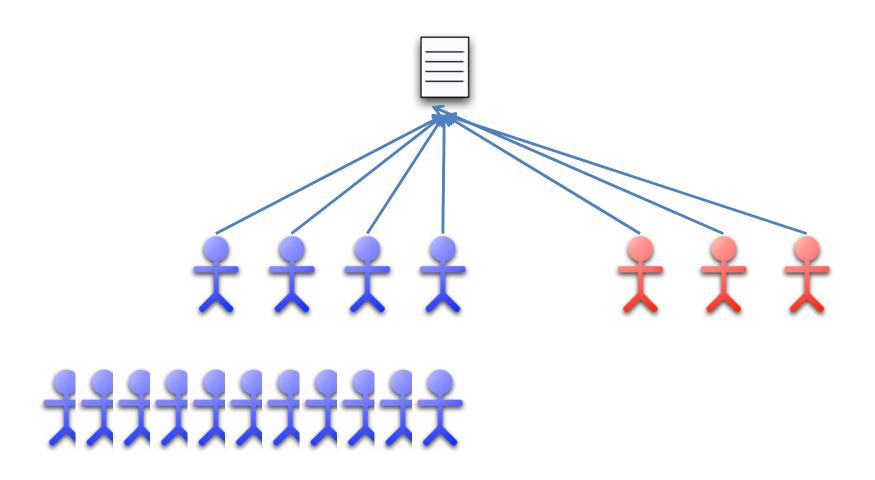
- Choose a continuous (red, blue) score for each node that minimizes a cost function
  - Cost for color distance on adjacent nodes
  - Cost for changing originally labeled nodes
- Equivalently: fixed point of color propagation, with mix of last iteration and original



### Desired Behavior (Axiom)

- Color item blue if disproportionately liked by blue people
  - More blues than reds like it
- Color person blue if disproportionately likes blue items
  - Likes more blues than reds

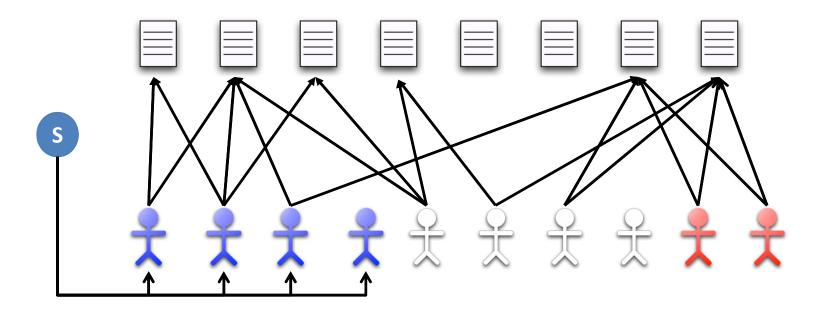
#### Blue or Red?



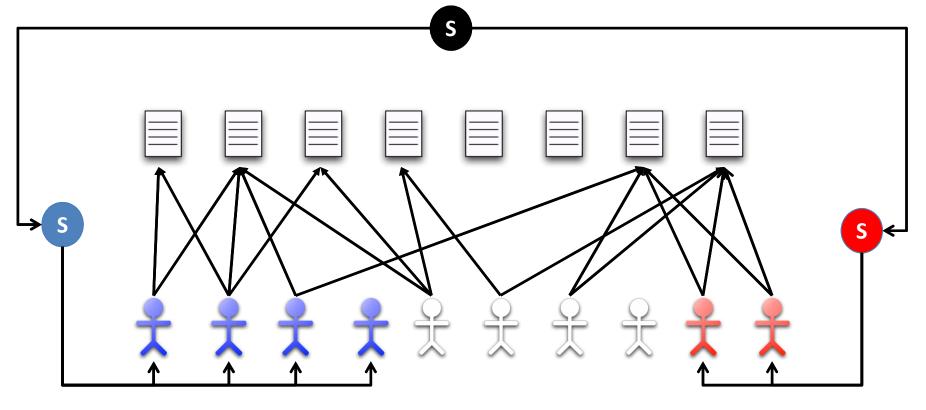
### Desired Behavior (Axiom)

- Color item blue if disproportionately liked by blue people
  - More blues than reds like it
  - Higher proportion of blues like it than the proportion of reds who like it
- Color person blue if disproportionately likes blue items
  - Likes more blues than reds
  - Likes a higher fraction of blue items than of red items

#### Random Walk With Restart



#### Random Walk With Restart

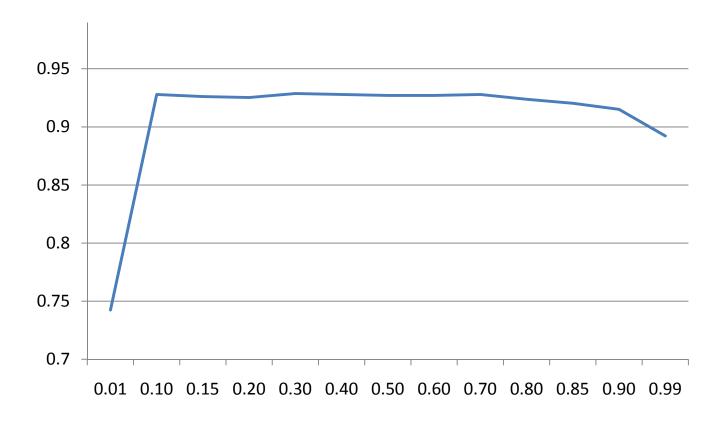


- Classify
  - blue if  $Score_b > \theta Score_{all}$ AND NOT  $Score_r > \theta Score_{all}$

#### **TUNING PARAMETERS**

### Tuning $\alpha$

Ten-fold cross-validation

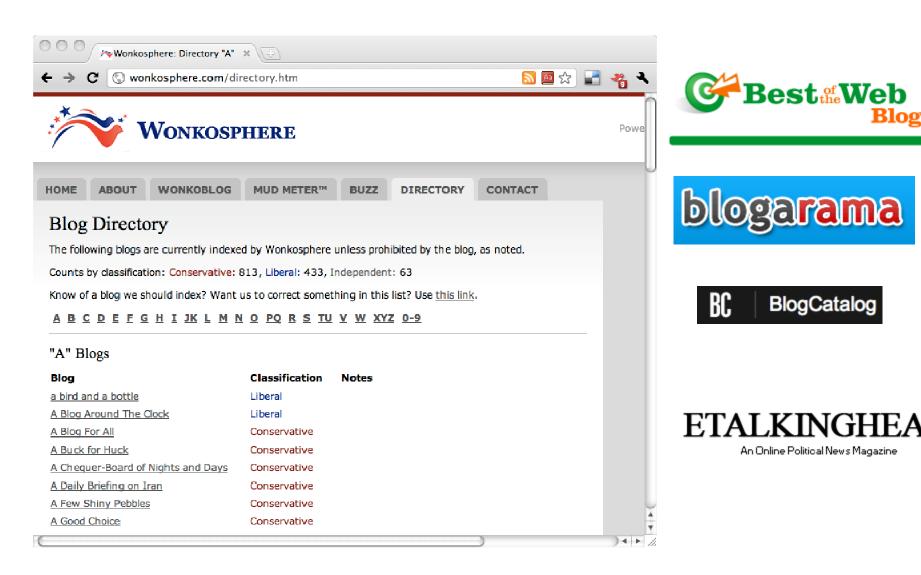


### Tuning θ

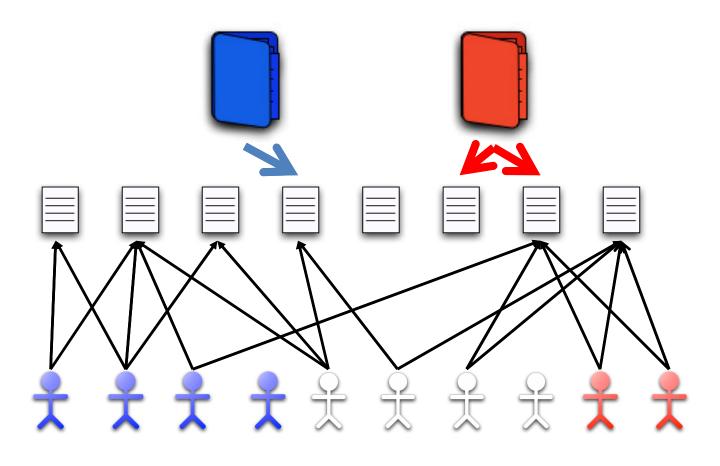
- Very few labeled nodes as both/neither
  - Score<sub>b</sub> > Score<sub>all</sub> ←→ Score<sub>r</sub> < Score<sub>all</sub>
- Maximize accuracy at  $\theta=1$ 
  - Everything classified as red XOR blue
- Higher θ yields more "purple" classifications
  - Might be useful if training data had some purples

# TUNING WITH ADDITIONAL DATA SOURCES

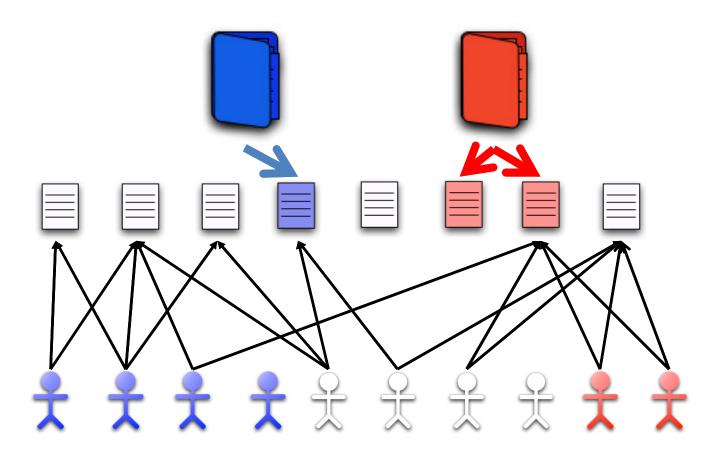
### **Externally Classified Blogs**



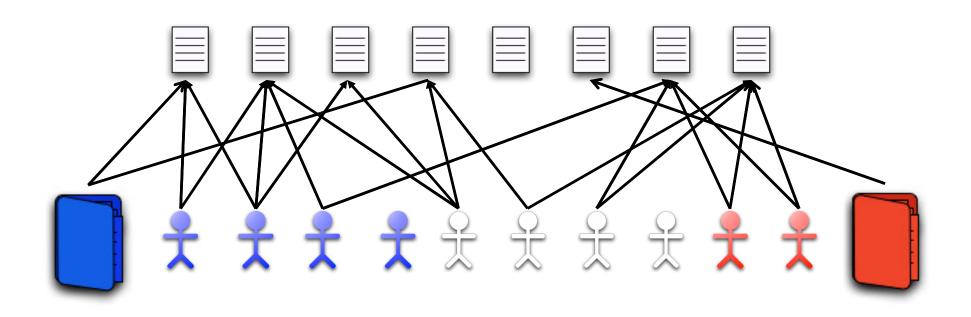
### Items In Those Blogs Inherit Labels



### Items In Those Blogs Inherit Labels



### Blog Links as Votes



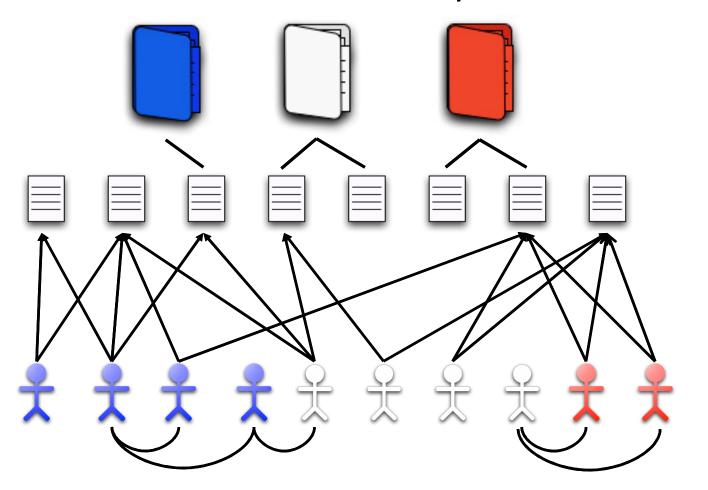
#### **Additional Datasets**

Baseline: only labels for known raters

		add		
	"blog links as			
	votes"			
		No	Yes	
add "items from	No	94.8%		
labeled blogs"	Yes	95.4%	92.9%	

#### **Additional Domain Data**

"Domain" nodes and "Friend/follower" links

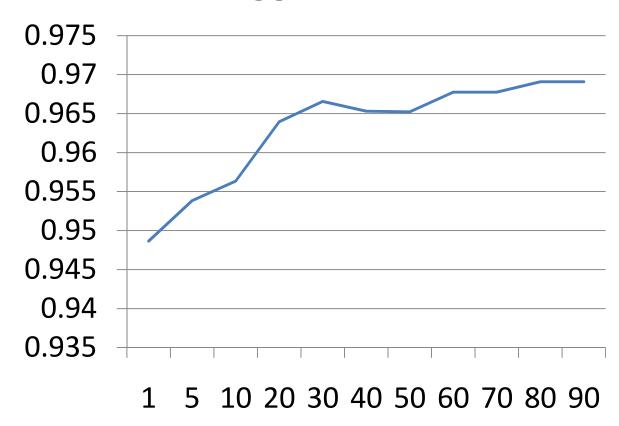


### Results

		"domain" links		
		No	Yes	
"friandship"	No	94.9%	94.9%	
"friendship" links	Yes	95.1%	95.0%	

### Weighted Domain Links

Domain link = n digg votes



### **TESTING AGAINST HELD OUT DATA**

#### **Test Data**

- Stories
  - Read and labeled by Turkers
- People
  - User's comments read by research team



#### Is the article above:

Liberal? The article needs to have some part of it that satisfies any of the following:

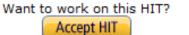
- -- argues from a liberal perspective, and/or uses liberal ideological arguments (e.g., inequality is bad, social safety net
- is important, government should not interfere with personal life style choices, etc.)
  - -- presents facts selectively to promote liberal perspective
  - -- attacks conservative positions, perspectives, or people from a liberal perspective

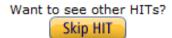
Conservative? The article needs to have some part of it that satisfies any of the following:

- -- argues from a conservative perspective, and/or uses conservative ideological arguments (e.g., big government is
- bad, taxes should be low, government should not interfere with markets, etc.)
  - -- presents facts selectively to promote conservative perspective
    -- attacks liberal positions, perspectives, or people from a conservative perspective
- Both? The article has a part that satisfies the criteria for "liberal" and a part that satisfies the criteria for "conservative"
- Neither (non-partisan)? The article needs to satisfy any of the following:
- -- does not satisfy criteria of "liberal" or "conservative"
  - -- presents simple facts with no hint of political opinions

Broken link? The article needs to satisfy any of the following:

- -- links to nothing
  - -- links to something other than what its title suggested





## Stories Labeled by Mechanical Turkers

- 1000 stories
- Qualification test to hire turkers
- 3 self-identified liberal and 3 self-identified conservative for each story
- Only used 307 labeled stories with 6/6 agreement that are either red or blue (73 red, 234 blue)



### Labeling Users

- 220 Users with
  - >15 comments;
  - >5 diggs
  - >½ of recent comments on political stories
- 2 undergrad coders
  - One code for each user
  - Code as red (conservative), blue (liberal), gray (unclear or signs of both)
- Kappa score: 0.69
  - .89 excluding users coded by either as gray
  - 6 pre-labeled users included for quality control
    - all coded correctly
- 131 users where coders agreed on pure red or blue
  - (69 red, 62 blue)

### Accuracy

Cross-validation	94.90%
on training data	
On test data	<b>94.5%</b> overall,
	92.8% for stories,
	98.5% for users

#### Conclusion

- Can propagate political leanings from a few labeled items and people
- Much room for tuning
  - Algorithm: definition of "disproportionately liked"
  - Data to include
    - ✓ Diggs as votes
    - ✓ Source blog → item label
    - x Blog references as votes
    - x Friend links
    - √ Source links

