

Exploring the Impact of News Events on Motivations of Partisan Media Outlets

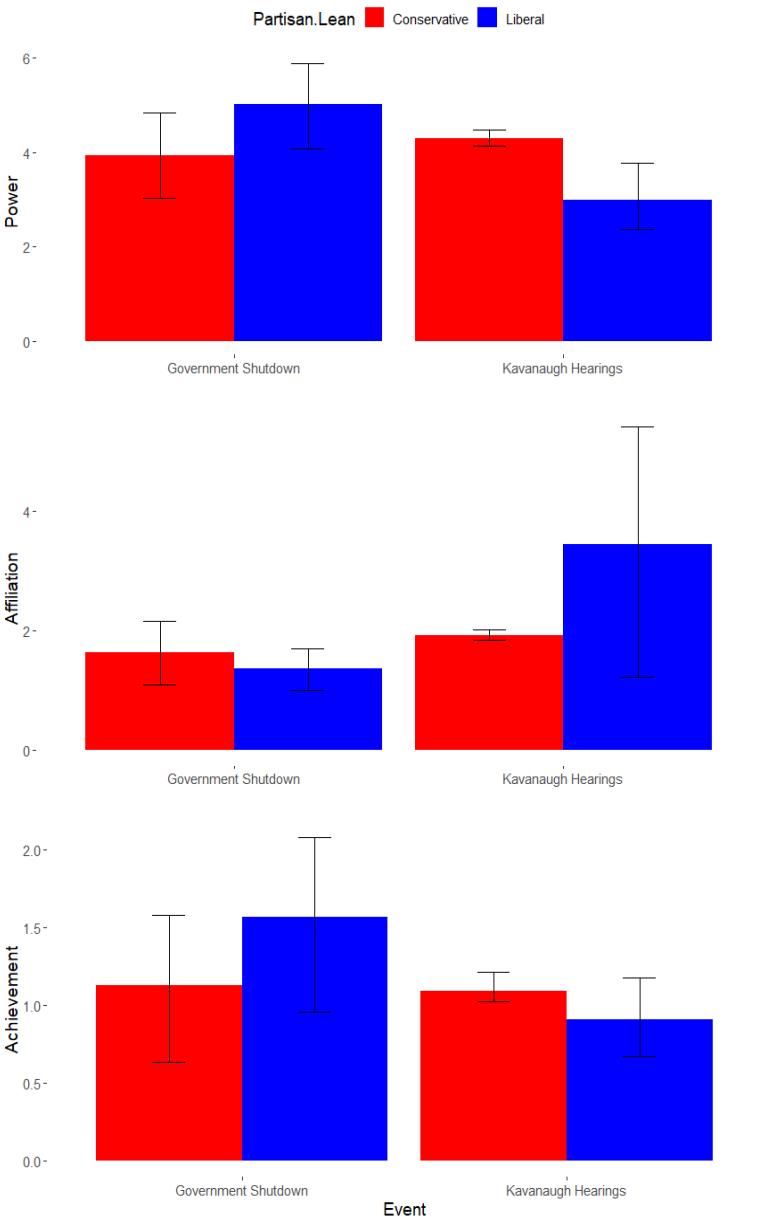
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METHODS

- 3629 Conservative News Stories (Fox, Breitbart, etc.) and 4770 Liberal News Stories (HuffPo, NPR, etc.)
- Brett Kavanaugh's Confirmation Hearing versus the 2019 Government Shutdown
- McClelland's motivations of power, affiliation, and achievement using LIWC2015 and Contrast Word Clouds

TAKEAWAYS

- Context matters to partisan motivation
- The same event can elicit not only different content but different motivations



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Government Shutdown News

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High Power-Motivation Stories

High Affiliation-Motivation Stories

High Achievement-Motivation Stories

Kavanaugh Hearings News

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