

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

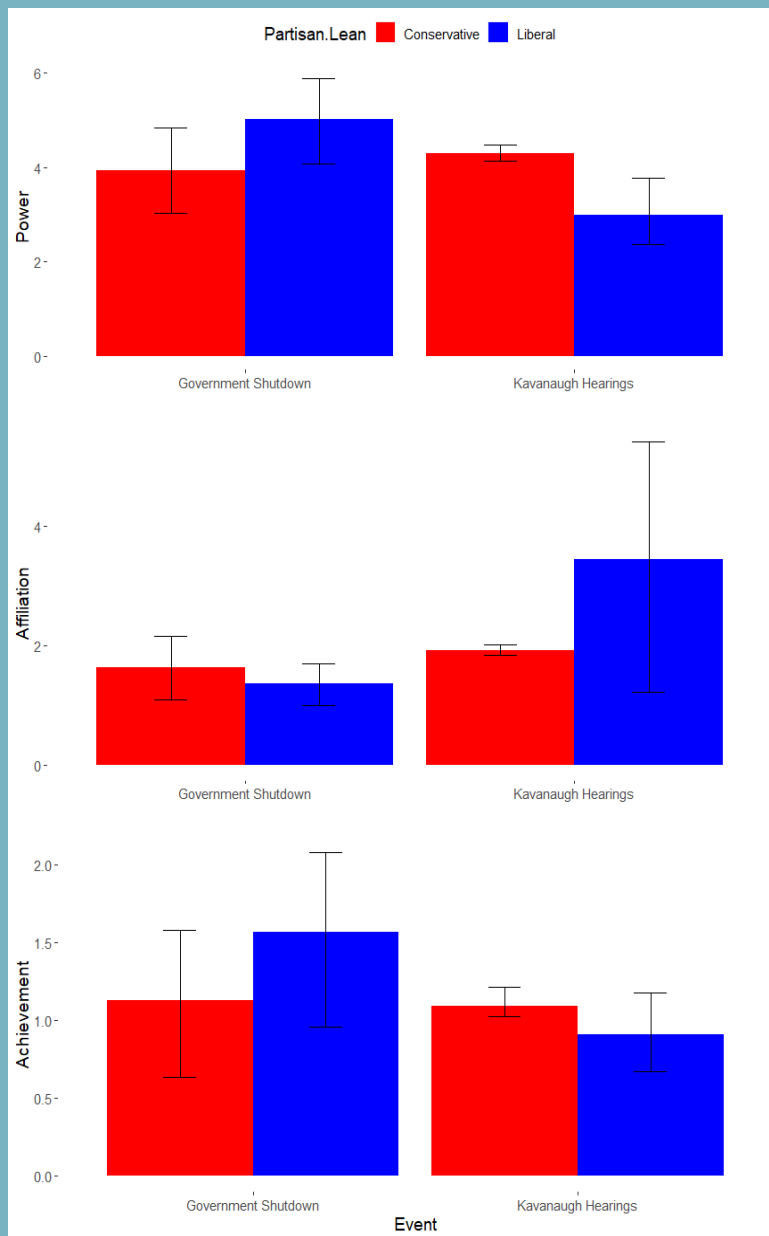
**Kayla N. Jordan** & Erin M. Buchanan  
Harrisburg University of Science and Technology

## 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



## Contact

- [kjordan@harrisburgu.edu](mailto:kjordan@harrisburgu.edu)
- Tweet @KaylaJ91

## Government Shutdown News



## Kavanaugh Hearings News



## High Power-Motivation Stories

## High Affiliation-Motivation Stories

## High Achievement-Motivation Stories