

Decoding the dynamics of Local News Consumption



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Local News Analysis

- Topic of importance for our democracies
 - Historical and strong link with local communities
 - Factor of engagement with the public institutions
 - An ecosystem in difficulties
- Find what is *Local* in *Local News*

A complex study

- A construction in opposition of the national news
- “The medium is the message”- Marshall McLuhan
- Trend on Biases study in Research
- However simplistic large-scale analysis compared to journalism studies

Self-Description and content analysis

- Dataset of news articles from ESH médias (Le Nouvelliste, La Cote, Arc Info)
- Different analysis to find proxies for local (Quotations, Lexical Richness, Readability, etc)
- Topic Modeling to select topics a priori specific to local news for content analysis (Work accidents, Local Politics, Local sports, etc)

Hierarchical Clustering

