

# The Influence of Internet Media Monetization □ On The Radicalization of Conservative Media Outlets

## Overview:

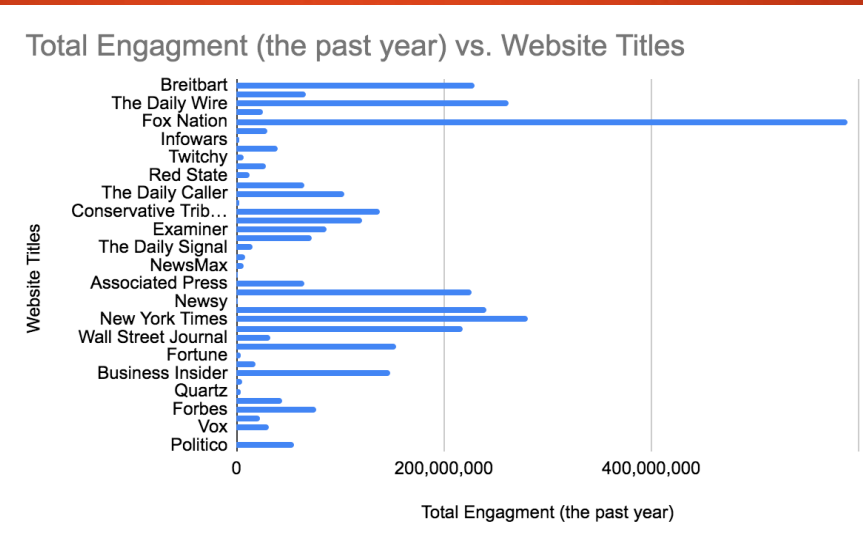
This project examines how the monetary value of attention may influence content creators- specifically conservative media personalities- to use outrageous, misleading, offensive, or radical headlines and content for the purpose of attracting viewers in order to increase their profits.

## Objective:

The data in this project was sought out to test three specific theories:

1. Conservative political influencers may display certain beliefs in their content that do not actually reflect what they would normally agree with.
2. Extreme and radical content tends to attract more views and clicks than unbiased, reliable reporting.
3. Large amounts of attention drawn to media websites will turn significant profits regardless of if it is negative attention.

**Methods:** The method in which I went about to gather data for my hypothesis involves two media analyzing platforms: Buzzsumo and Adfontesmedia.com. Adfontesmedia.com supplied a range of news websites with classifications on how reliable they were for fact reporting as well as where they landed on the political spectrum. Buzzsumo is a platform that shows the amount of visits to a unique URL and shows specific headlines and their engagement, including the top-performing headline on the website.



Ultimately, the total amount of engagement received from the right-leaning websites with low reliability scores was greater than the total amount of engagement received from the centered websites with high reliability scores. However, the amount of right-wing websites outnumbers the amount of centered websites in the dataset provided by Adfontesmedia.com. This could indicate that right-wing biased media websites dominate the pool of prominent political news sites, therefore attracting the most engagement.

**Findings:** This project has yet to be completed, and therefore no definitive conclusions have been drawn. So far, I have observed the heavy presence of right-leaning media websites in the extremist, low reliability section of the data set, as well as a lack of right-leaning websites in the sections with higher scores on fact-reporting and reliability. I have also observed the larger amount of engagement over the past year with the right-wing, low reliability websites compared to the centered, high reliability websites, which could indicate higher revenues for the right-wing websites if revenues are estimated based on website traffic.