

MEASURING OPINIONATED COMMUNICATION

Opinion diversity in the media and how to measure it: the case of immigration policy

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I. Research problem

- Do opinion leading media exhibit political bias when covering Trump's immigration policy?
- Can gen LLMs be leveraged to assess this?

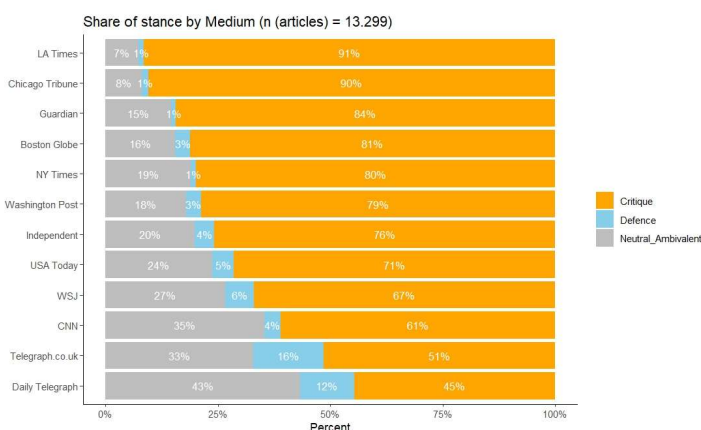
III. Context and Sample

- Tightening of immigration & deportation policy during Trump's 2nd term (ICE operations)
- Reporting by US American (e.g., NYT, WP, BG, CT, LAT, WSJ, USA Today) and British opinion leading newspapers (full articles)
- Search terms: ICE", "deportation*", "immigration" (N = 13.400)
- Time frame: 9th Jan 2025 – 31 March 2026

VI. Model performance

- Accuracy (multiclass) = .72
- Precision = .77
- Recall = .72
- Macro F1 = .71

VII. Findings



II. Confronting hypotheses:

- Indexing: Alignment of media stance and elite (government, congress) stance vs.
- Media manipulation and media bias

IV. Method

- Text classification with gen LLM
- Model: GPT 4.o mini
- Zero-shot learning: Prompt explaining 3 stances (supportive – critical – neutral)
- Human coded gold standard (n = 150 articles, 2 coders, K-Alpha = .85)

V. Validity checks

- External validity check through comparison with gold standard +
- Concurrent validity through comparison with 1) Topic model and 2) Sentiment analysis (successful)

VIII. Conclusions

- Biased coverage (predominantly critical stance), even more pronounced in left-leaning papers
- Contradicts indexing hypothesis, supports media bias and media advocacy theories
- To what extent are results explained by the ICE context?
- The gen LLM performs well for a complex task in zero-shot learning condition. One paragraph prompts sufficed
- High potential for opinion measurement and media bias research at scale

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