

HOME

Consists of group project research proposal

BUSINESS MODELS

Comparison of two companies in their business models and what effect that has on their news that they report

NEWS CONTENT

Comparison of two companies in their business models and what effect that has on their news that they report

BIAS IN DATA

Shows the bias in the the news reported

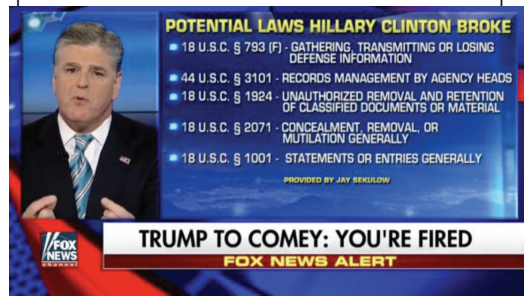
USER INTERVIEWS

Specifics on how the news programs effect users and their actions

OUR PROCESS

Consists of our process as a group from beginning to end

- Research / Media Scan
- Interview
- Survey
- Analysis



But Comey's firing marked a turning point. The previous night, MSNBC had posted a rare win over Fox News in prime-time ratings among viewers age 25-54, the key demographic for advertisers. The night he was sacked, Fox News plummeted to third in that metric, behind both MSNBC and CNN. Its fortunes have continued to flag since then. Last week, for the first time since Bill Clinton was president, Fox News came in last of the big three cable news networks in weekly prime-time ratings for the 25-54 demographic. MSNBC beat it in total prime-time viewership, too.

