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## Tell me what you read, and I will tell you who you are: a novel method for measuring ideology using web browsing data

Understanding the ideological positions of individuals and media outlets is crucial for analysing political dynamics and media influence in today's polarized environment. Traditional methods often rely on survey self-reports for individuals and content analysis for media outlets, yet these approaches have notable limitations. Consequently, researchers have explored the simultaneous measurement of ideology using digital trace data, with one prominent method analysing the structure of Twitter users' networks. This study presents a novel approach for measuring the ideological leanings of both individuals and media outlets by leveraging web tracking data and computational techniques. Specifically, it examines the feasibility of inferring ideological positions through individual-level web tracking data on online media consumption, employing correspondence analysis. The methodology was tested using data from a three-wave online survey conducted in Spain, which was matched at the individual level with web tracking data detailing participants' media diets. First, the study infers participants' ideologies based on their media consumption patterns using correspondence analysis. Second, the validity of this method is assessed by comparing its estimates with those obtained through established methods, such as survey self-reports and content analysis. The results demonstrate that it is feasible to simultaneously infer the ideologies of individuals and media outlets using web tracking data and correspondence analysis, achieving results comparable to those of traditional methods.