

Digital Newspaper Detection System for Interest Groups Strategies in the European Union
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Interest groups play a crucial role in shaping policy and influencing public discourse across the European Union (EU) and the United Kingdom. While traditional lobbying strategies rely on direct interactions with policymakers, interest groups increasingly deploy outside-lobbying tactics to engage the public and sway policy decisions indirectly through media influence. This paper introduces a novel detection system designed to monitor, in real time, the presence of registered interest groups in media outlets across all 27 EU member states and the UK. By leveraging data from the European Transparency Register, the system systematically tracks the semantic alignment between registered organizations goals and mission and their legislative targets and front-page news in the ten most-read newspapers of each country. Based on a cosine similarity approach, the system generates vector representations for goals and legislative targets from the Transparency Register and compares them to news content, aiming to detect articles that are semantically aligned with those purposes and agendas. The system automates data collection and incorporates advanced multilingual processing using pretrained FastText models to ensure accurate and efficient detection.