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HCDE Human Centered Design & Engineering

dub

1 In online political spaces, better understand:

- **preferences for opinion diversity**
- ways to **encourage people to access diverse viewpoints.**

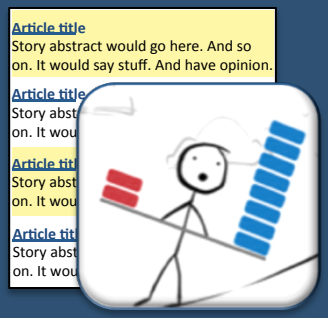
2 Look into whether there are **other online spaces** where access to diverse viewpoints might occur despite people's preferences.

political news sites and aggregators

non political sites

Preferences for content diversity

Selecting diverse content



Presenting diverse content

Spaces where diverse exposure already occurs

political news sites and aggregators

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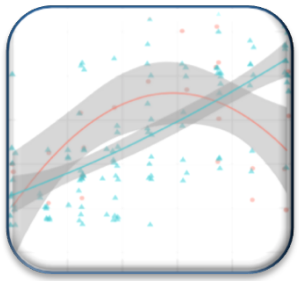

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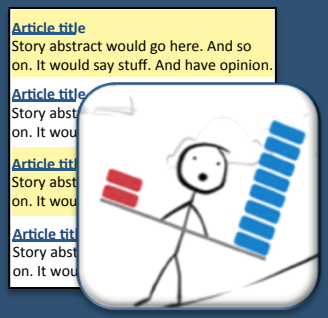

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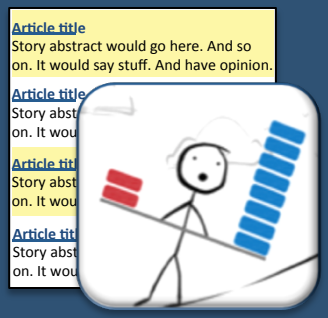

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Spaces where diverse exposure already occurs

- **Select diverse collections without a priori knowledge of groups**
  Sidelines (Munson & Resnick 2009); Maximum Marginal Relevance (Carbonell & Goldstein 1998); divRank (Mei, Guo, Radev 2010)
- **Classify articles according to lean**
  (Deghani 2011, Oh et al 2009, Zhou et al 2011)
- **Identify and cluster aspects of stories in coverage**
  (Baumer et al 2013, Park et al 2009)

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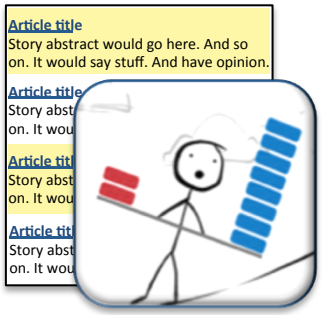

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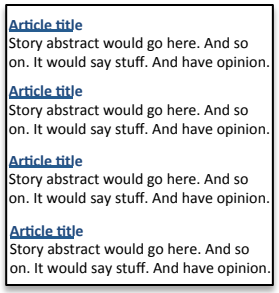
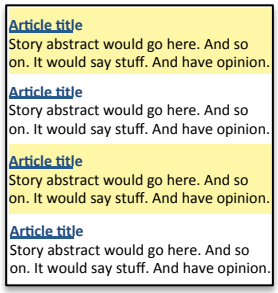
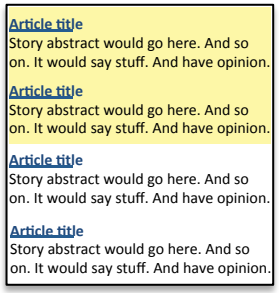
Highlighting & Ordering?

BASELINE ★ HIGHLIGHT ★ HIGHLIGHT + ORDER







Munson SA, Resnick P. (2010). "Presenting Diverse Political Opinions: How and How Much," *CHI* 2010.

- **Why the public option matters (Paul Krugman - NYTimes.com)**
  Most arguments against the public option are based either on deliberate misrepresentation of what that option would mean, or on remarkably thorough misunderstanding of the concept, which persists to a frustrating degree. Aside from the essentially circular political arguments — centrist Democrats insisting that the public option must be dropped to get the votes of centrist Democrats — the argument against the public option boils down to the fact that it's bad because it is, horrors, a government program. And sooner or later Democrats have to take a stand against Reaganism — against the presumption that if the government does it, it's bad.

- **It's come to this August wasn't a setback for us at all, says Gibbs (Hot Air)**
  In which Beltway Bob channels Baghdad Bob. Despite a month of near-daily "Obama's approval rating at new low" headlines and deteriorating numbers for ObamaCare itself, the spin oozes unceasingly forth, with Gibbs mindlessly asserting that the left is closer than ever to fulfilling its dream of the boondoggle to end all boondoggles. Er, closer than they were last month? Wasn't the whole point of trying to ram a bill through Congress before the recess to avoid precisely the sort of inevitable grassroots backlash that stirred in August? I realize it's Gibbs's job to lie for his boss, but providing comic fodder for righty blogs with transparent garbage like this can't be helping much. At another point during the briefing, Tapper asked him what the big deal is about tomorrow night's speech given that Obama's been recycling the same rote talking points for months. Gibbs's answer: Well, it's a big forum. The correct answer, via Jay Cost: They're out of moves. It's Hail Mary time.

- **Kingston Claims Health System Worked "Very Well" For Bankrupt Cancer Survivor Without Insurance (Think Progress)**
  At a recent town hall held by Rep. Jack Kingston (R-GA), an elderly gentleman named Jim Parker stood up and told the congressman that he was recently treated for colon cancer. "I did not have insurance," he said, because "things didn't quite work out" after he started his own business. Parker informed Kingston that "a friend of mine was in the same position, and we buried him last January." Kingston responded by telling the man that "you did do very well" because he was able to get treated when he arrived at the hospital. Parker responded, "I am functionally bankrupt!" Kingston cut him off and reiterated his point. Kingston has been telling the media that the August town halls have helped to defeat Obama's health care plan. And he recently told Politico that the GOP is "going to keep the nightmare going through the fall." A nightmare all too real for people like Jim Parker.

- **Gay Marriage Rage (Maggie Gallagher - Townhall.com)**
  I was in Maine on the day that marriage qualified for the ballot this November. I went to Maine as president and founder of the National Organization for Marriage, which helped local groups organize the signature drive in Maine, as we did in California for Proposition 8. Most of the people in Maine were enthusiastic, but one clergyman asked me, "Shouldn't we live with our neighbors in peace?" His question haunts me for its debased presumptions: Is using democracy to fight for shared values somehow an act of war against our neighbors? "Agree with me or you're a hater" is not the authentic voice of peace and tolerance. But the question underscored an increasingly obvious truth: Gay marriage advocates now rage against Americans who disagree with them, no matter how civilly we conduct the debate. They believe only one side has the moral right to be heard.

- **Perry making use of stimulus boost (Houston Chronicle)**
  Gov. Rick Perry rallied opposition to federal stimulus spending, but he now is the manager of one of the biggest pots of federal gold in Texas: crime grants to local law enforcement agencies. And those grants have become an integral part of Perry's political machine. Perry in the past has decided what law enforcement agencies receive about $23 million a year in Edward Byrne Memorial Justice Assistance grants. Now, because of the American Recovery and Reinvestment Act, Perry will have an additional $90 million to hand out. While Perry's office is the conduit for the federal money, the governor chooses which agencies receive the money and how it is spent. The political payoff has been great. About $6 million in Byrne grants helped Perry win the endorsement of border sheriffs in 2006. Every time Perry doles out the federal Byrne grants, he sounds like the money is his.

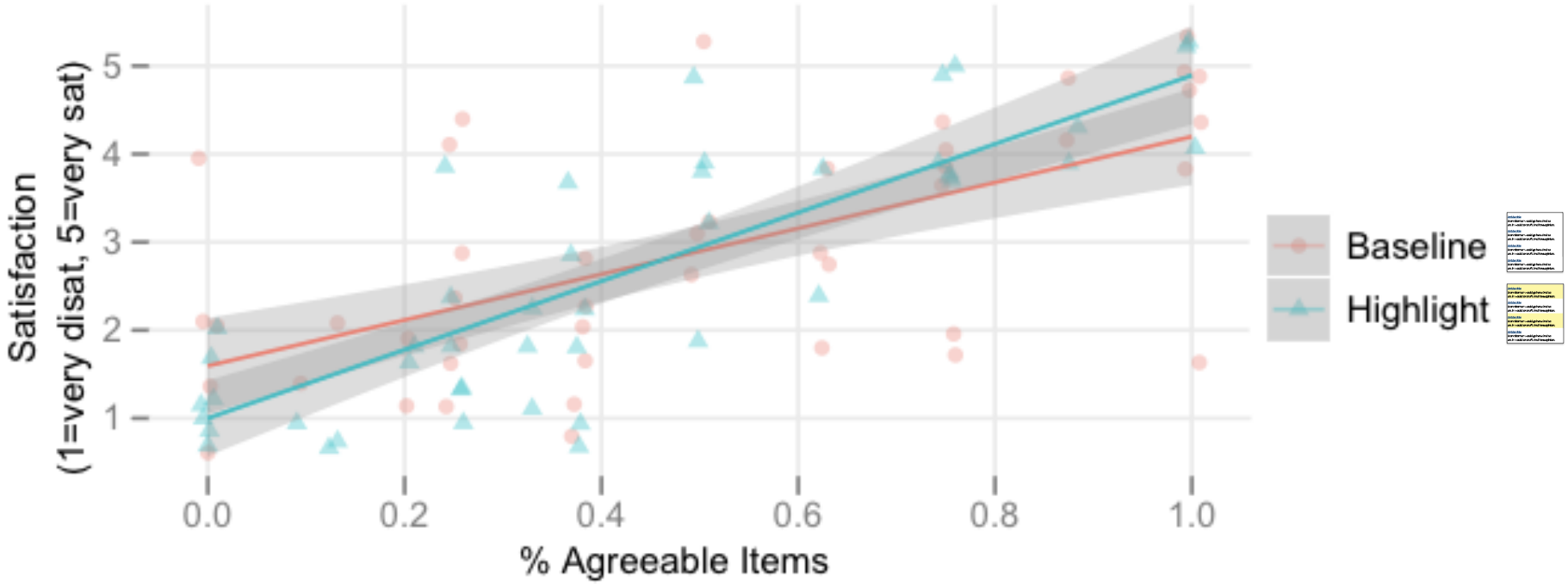
Suppose this was the front page of a political opinion aggregator. How would you feel about the viewpoints represented in it?

- ◯ Very dissatisfied
- ◯ Somewhat dissatisfied
- ◯ Neither satisfied nor dissatisfied
- ◯ Somewhat satisfied
- ◯ Very satisfied

Please say a bit about why you responded the way you did:

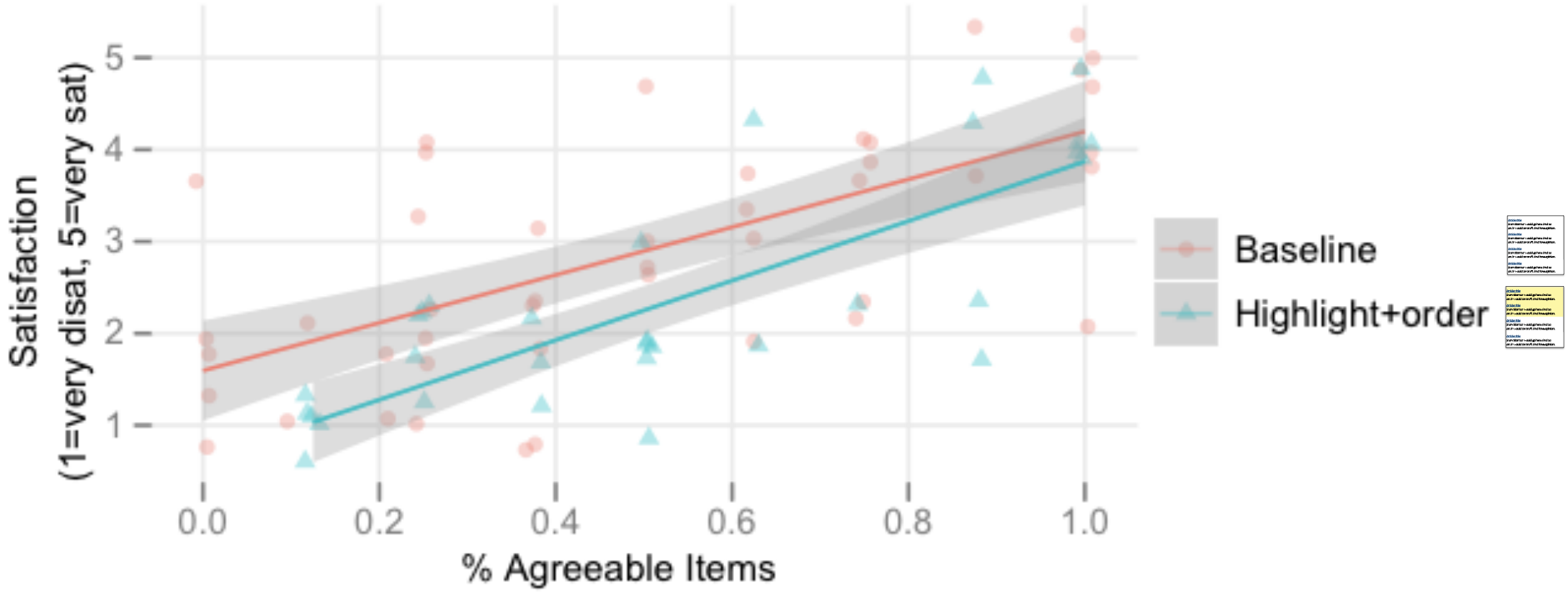
Submit

Highlighting: Strong reactions



OLS model for a challenge-averse reader's satisfaction (1-5).
n = 121 from 30 subjects, clustered standard errors, $F(5,29) = 67.42$, $p < 0.001$, adjusted $R^2 = 0.564$.

Highlighting + Agreeable First: Decreased satisfaction?



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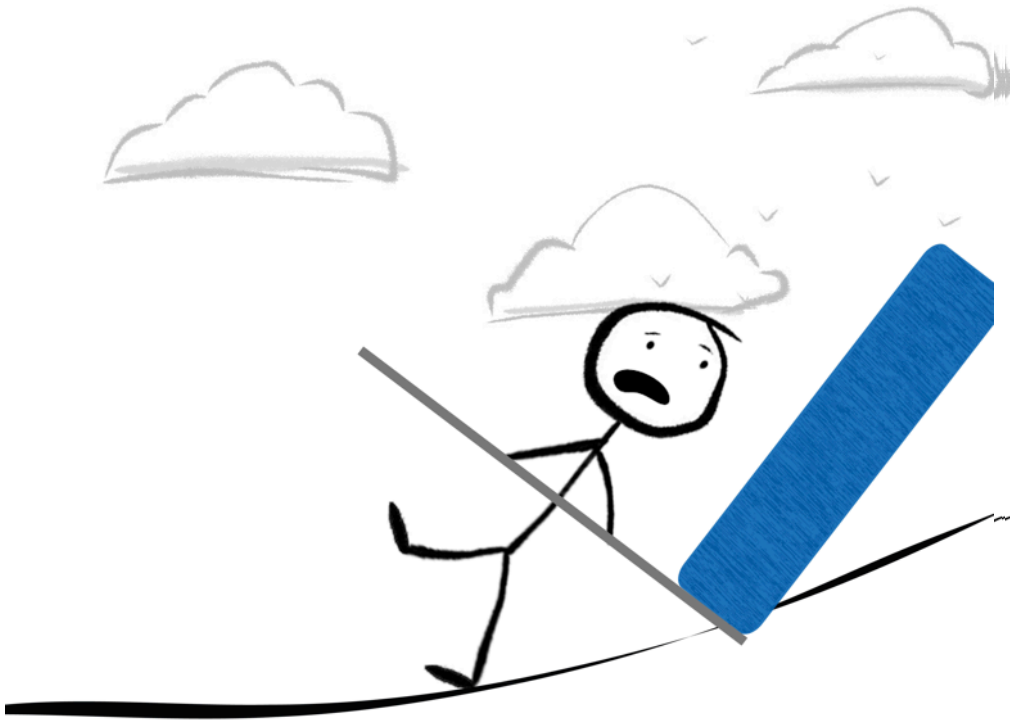
Tactics that work

- Piquing **curiosity**
- Reminding of **norms of fairness and balance**
- **Reducing individuals' confidence** in their knowledge

NewsCube (Park et al 2009)

Balancer balancestudy.org/balancer



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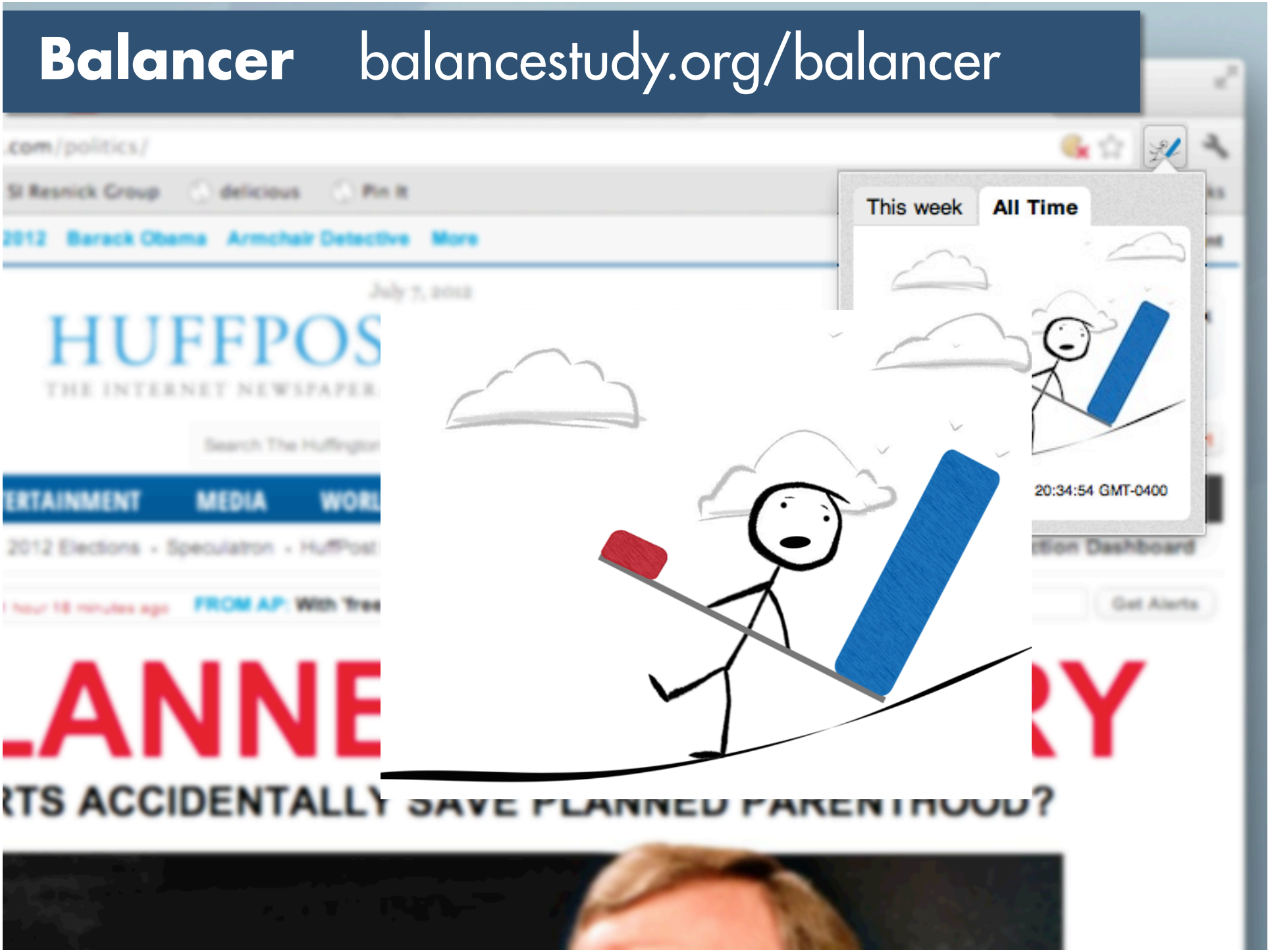

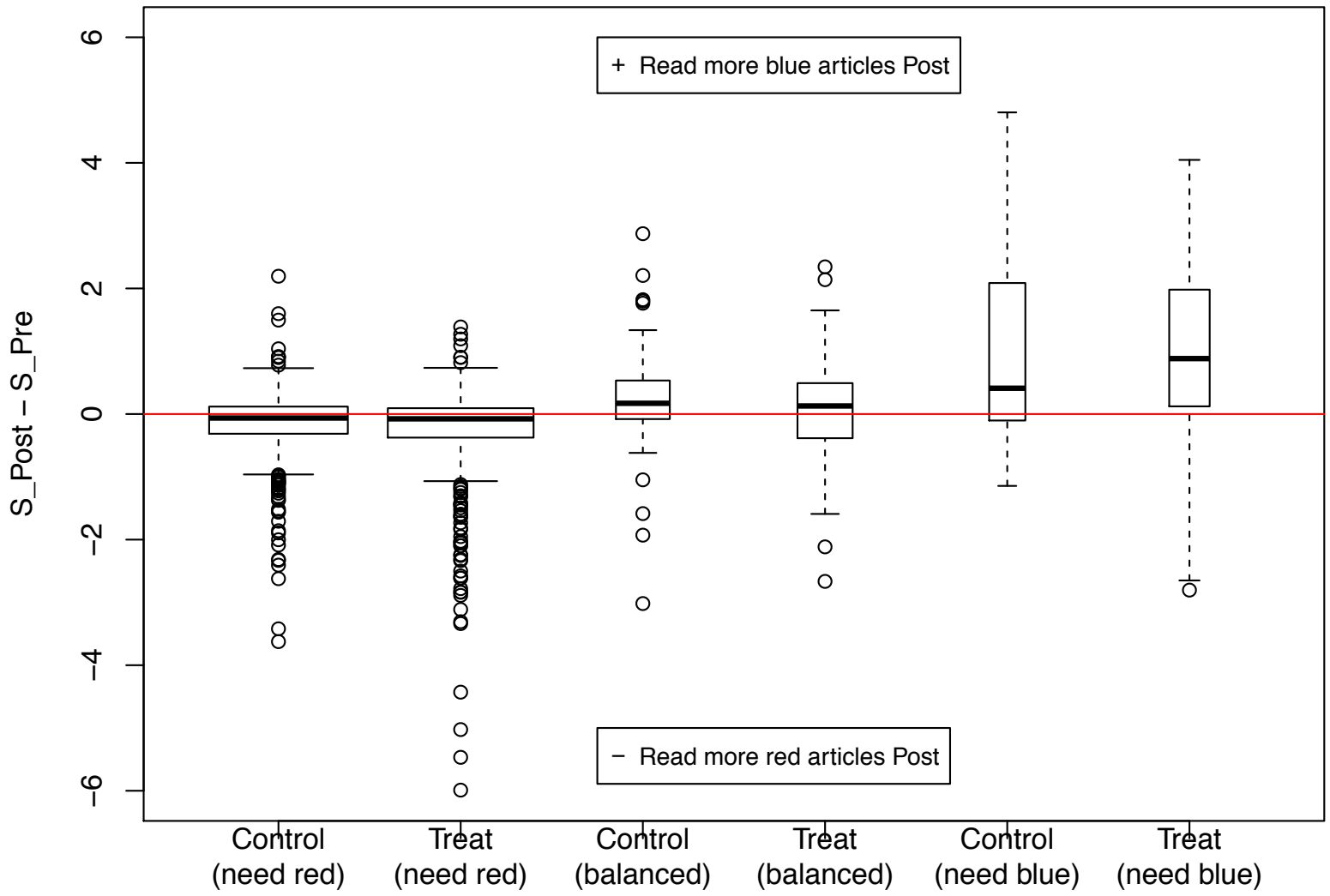
Postscore – Prescore (28 days)
S_Post – S_Pre
6
4
2
0
−2
−4
−6
+ Read more blue articles Post
− Read more red articles Post
Control (need red)
Treat (need red)
Control (balanced)
Treat (balanced)
Control (need blue)
Treat (need blue)

political news sites and aggregators → ← non political sites

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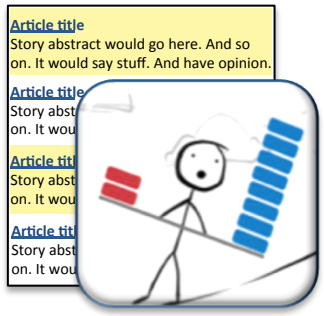

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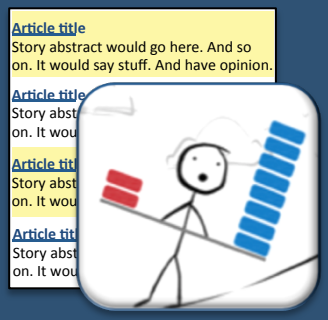


Presenting diverse content

Spaces where diverse exposure already occurs

ight

the White House

jmtimages

Mr. Wright

Akron Kiwanis

ladybugbkt

El Caganer

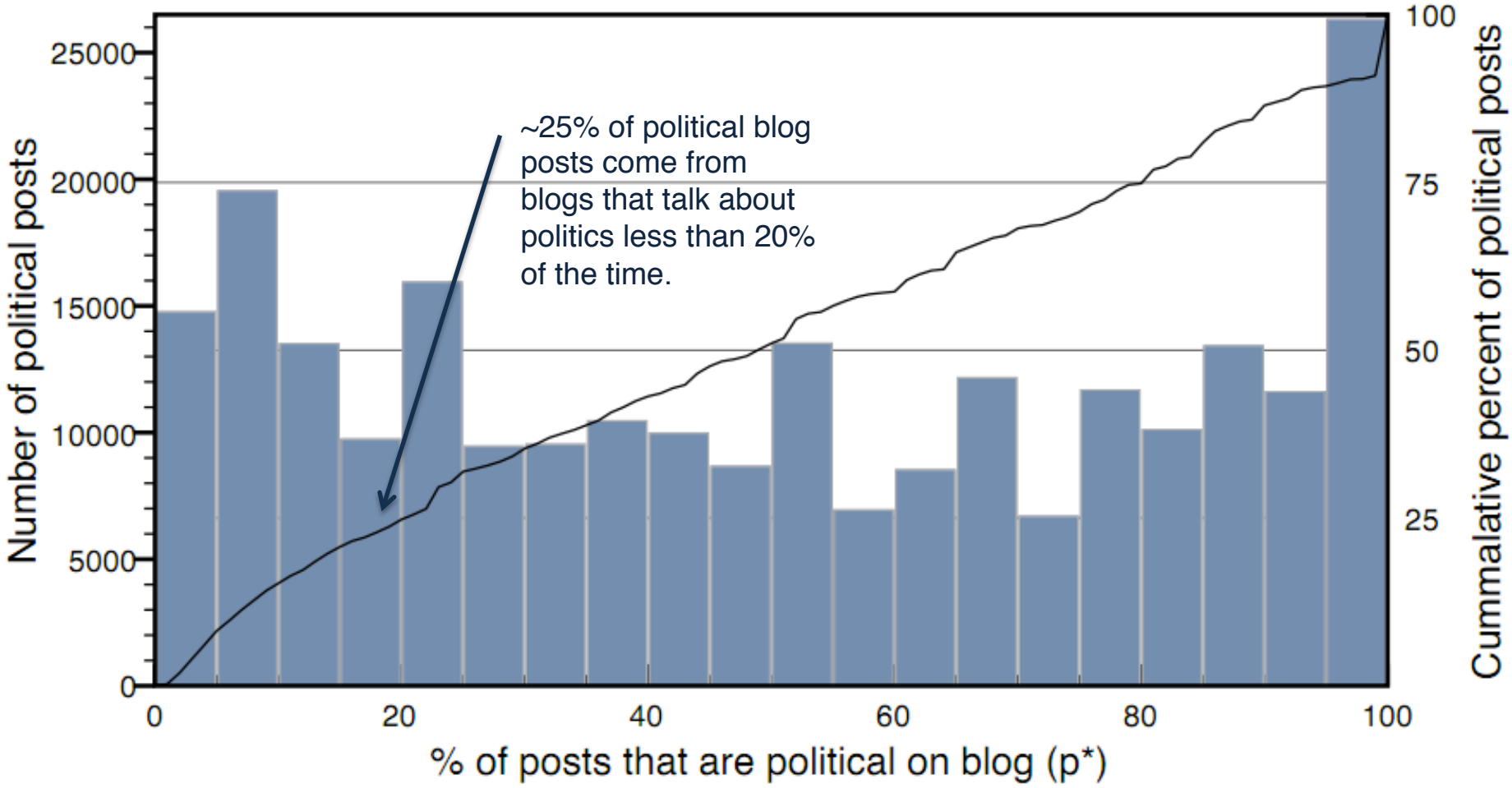
RobinJP

People who come together for other reasons

- may be more politically diverse
- listen and frame arguments to protect their relationships

… but they may also avoid political discussion or disagreement, also to protect relationships.

on Blogger...


~25% of political blog posts come from blogs that talk about politics less than 20% of the time.
Number of political posts
Cummalative percent of political posts
% of posts that are political on blog (p*)
0
5000
10000
15000
20000
25000
0
20
40
60
80
100
25
50
75
100

On non-political blogs, political posts:

- get at least as many comments,
  negative binomial regression, random effects by blog
- have at least as many or slightly more commenters than non-political posts on the same blog, and
  negative binomial regression, random effects by blog, $p<0.001$
- have a slightly higher amount of anonymous comments
  negative binomial regression, random effects by blog, $p<0.001$

compared to non-political posts.

engagement & agreement

Among 990 comments on 244 political posts, on non-political blogs:

	n	%
Engaged political content of post	823	83%

Among comments engaging with political content

Expressed	agreement	334	41%
	neither / balanced	370	45%
	disagreement	119	14%

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[redacted]

Do I really have FB friends that "like" Mitt Romney?

Like · Comment · 2 hours ago ·

Politics blocked. undo

Like This Page

Diana Try, Mark Moll a
Elisa Tan like G-Star Ra

G-Star Raw
Like

Suny Gao likes Alamed

Alameda
Like

Bonobos

Click Like
some love
Ninjas. Fis
complex h
Boom!

Like · Jason Kligler likes thi

Gentleman Jack NYC

NYC. Art, I
Lyrics: Yo

Jason

Tweets Top / All / People you follow

Politics blocked @undo — Sat, 27 Oct 2012
Check out some animals instead:
http://www.buzzfeed.com/animals

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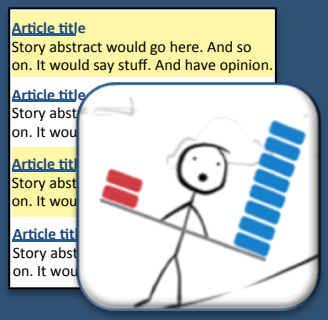

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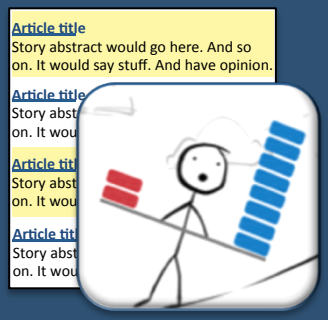

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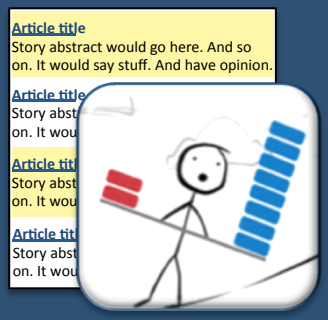

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Collaborators

Paul Resnick
Daniel Zhou
Cat Hong Le
Emily Rosengren
Stephanie Lee
Erica Willar
Jeremy Canfield
Brian Ford
Peter Andrews

Funding

NSF Awards IIS-0916099 & IIS-0812042
Intel PhD Fellowship
Yahoo! Key Technical Challenge Grant

More

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