Redefining the Content Sharing Experience with Electionaries

Dominique Huang
Wellesley College
dhuang2@wellesley.edu

Shirley Lei
Wellesley College
slei@wellesley.edu

Hala Lotfy
Wellesley College
hlotfy@wellesley.edu

Abstract

Modern social networking sites have led to an explosion of information sharing across various populations and networks. Nowadays, it is easier than ever to share news articles and start conversations through the different popular social networking sites. Though these sites make it easy to share articles, the current systems also lead to hostile conversations and the echo chamber effect. We designed a new social network site called Electionaries to promote civil and diversified conversations on popular topics for the upcoming 2020 presidential election.

Introduction

With the 2020 presidential election coming up, we wanted to prototype a new social networking site that diversifies news sources and promotes civil discussions on controversial topics like criminal justice, immigration, healthcare, etc.

In our prototype, there are three key design decisions we made to encourage discourse and broad exposure of news. The first is that we showcase news articles from a wide range of sources on both ends of the political spectrum to prevent the echo chamber effect. The second is that when users share articles, they must annotate a specific part of the article. This way, users are encouraged to read the entire article and form an opinion, rather than draw a conclusion based on the title. And third, users will receive a civility score based on their posts, which the system calculates using machine learning models.

Redesigning for Deliberative Discourse

- Bursting Your (Filter) Bubble: https://drive.google.com/file/d/1o9Cy--ODVdafGyLFjCpwuBa9VNAlZF0M/view

- Lurking:
  https://www.dhi.ac.uk/san/waysofbeing/data/communities-murphy-preece-2004b.pdf
- Weak ties:
  https://drive.google.com/file/d/1ArtnFM8GTI61perN-dMYbnkUUIOsqhA2/view
- Translucence:
  https://drive.google.com/file/d/10GblPoNMGU5riBtJrRoebxPH5r5innrc/view
- Political blogosphere:
  https://drive.google.com/file/d/1Ze0dBPtbNodUGzQ-Gp-Sc-gMrhqEQMuh/view

Social media platforms like Facebook and Twitter allow users to share and discuss articles. On Facebook, users can share their thoughts on an article and link the article. Then Facebook will automatically display a large picture pulled from the article website, as well as the article title and subtitle. Other Facebook users then comment below the post. As with all Facebook posts, the original poster can set the privacy settings of the post to be only within their friends list, the friends of their friends, or to the general public. If there are a lot of users engaging with the post, Facebook may also organize the comments into "Most Relevant," "Newest," and "All comments." text.

On Twitter, users can post a tweet of their thoughts on an article, and similar to Facebook's design, the tweet will include a large image pulled from the article, as well as show the title and the beginning lines of the article and it's source. Comments on the tweet are displayed below, in smaller text than the original tweet, and in chronological order.
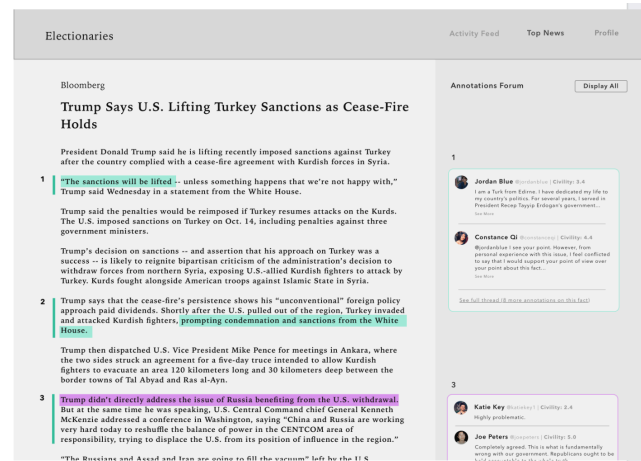
When designing electionaries, we wanted to create a more effective way to discuss topics related to the election. With Facebook and Twitter's current designs, since most of the article content is not displayed, it is easy for other users to simply read the article title and draw a conclusion, without discerning if the author's points are credible and reasonable. In this time, when the discussion of "fake news" is on the rise, we wanted to re-design article-sharing so that users of a platform are encouraged to read an entire article and make judgments, rather than draw a conclusion from a title. text.

In addition, platforms like Facebook will use algorithms to choose what content is displayed on a user's newsfeed. This leads to an echo chamber effect, where users of a platform start to see only content that resonates with their beliefs and preferences. For example, a user with very liberal views may have a newsfeed that shows only liberal content from likeminded friends, and hide content from conservative friends. Or, if a conservative user on Facebook only has connections with other conservative users, the newsfeed may not show content from liberal sources at all, because there are no liberal friends within the network. As a result, newsfeeds become highly tailored to only show beliefs and viewpoints that resonate, and hide content that may be opposing.

With electionaries, we wanted to create a new way to expose users to content from all different sources and from all different topics. Since news sources can be biased on a topic, we intentionally chose to display content from various different news sources to balance the biases. We also wanted to design the platform to show more content than just what the users' networks are sharing, to further promote diversifying thoughts and having deliberate discourse on issues.

The third major design decision we chose was related to civility. When we create a platform designed to promote conversation on both ends of the political spectrum, it is possible that tension will arise between users with differing political views. Since our goal is to promote deliberative discourse, we wanted to design a way that algorithmically promotes civil discourse, while at the same time not censoring content on either end of the spectrum.
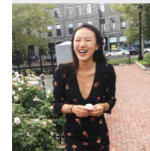
Methods

Users are only allowed to annotate specific sections of the paper, which will promote users to read the full article to make comments.

My Profile

Name: Shirley Lei

Civility Score: 5

Users I Follow

All Annotations I've Made

Another legit comment

Users profiles include their name, civility score, network and recent annotations.

Text Formatting
Please use an 8.5-point Verdana font, or other sans serifs font as close as possible in appearance to Verdana in which these guidelines have been set. (The "Normal" style for this document automatically gives you this font setting.) Arial 9-point font is a reasonable substitute for Verdana as it has a similar x-height. Please use serif or non-proportional fonts only for special purposes, such as distinguishing source code text.

Text styles

The template uses MS Word text styles to facilitate text formatting, and we highly recommend you use these Styles instead of manually applying formatting. The applicable text styles are:

- Normal—for body text. Don't use "Default Paragraph Font".
- Heading 1, Heading 2, Heading 3
- Bullet list
- Numbered list
- Caption
- References—for bibliographic entries

Additionally, here is an example of footnotedThe text.[1] (The footnote is created with the "footnote…" command under the "Insert" menu in MS Word). As stated in the footnote, footnotes should rarely be used.

Language, style, and content

The written and spoken language of SIGCHI is English. Spelling and punctuation may use any dialect of English (e.g., British, Canadian, US, etc.) provided this is done consistently. Hyphenation is optional. To ensure suitability for an international audience, please pay attention to the following:

- Write in a straightforward style. Try to avoid long sentences and complex sentence structures. Use semicolons carefully.
- Use common and basic vocabulary (e.g., use the word "unusual" rather than the word "arcane").

---

1 Use footnotes sparingly, if at all.

- Briefly define or explain all technical terms. The terminology common to your practice/discipline may be different in other design practices/disciplines.
- Explain all acronyms the first time they are used in your text—e.g., "Digital Signal Processing (DSP)".
- Explain local references (e.g., not everyone knows all city names in a particular country).
- Explain "insider" comments. Ensure that your whole audience understands any reference whose meaning you do not describe (e.g., do not assume that everyone has used an Android phone or a particular application).
- Explain colloquial language and puns. Understanding phrases like "red herring" requires a cultural knowledge of English. Humor and irony are difficult to translate.
- Use unambiguous forms for culturally localized concepts, such as times, dates, currencies, and numbers (e.g., "1-5- 97" or "5/1/97" may mean 5 January or 1 May, and "seven o'clock" may mean 7:00 am or 19:00). For currencies, indicate equivalences: "Participants were paid ₩22, or roughly US$29."
- Be careful with the use of gender-specific pronouns (*he*, *she*) and other gendered words (*chairman*, *manpower*, *man-months*). Use inclusive language that is gender-neutral (e.g., *she or he*, *they*, *s/he*, *chair*, *staff*, *staff-hours*, *person-years*). See the *Guidelines for Bias-Free Writing* for further advice and examples regarding gender and other personal attributes [[9]]. Be particularly aware of considerations around writing about people with disabilities.
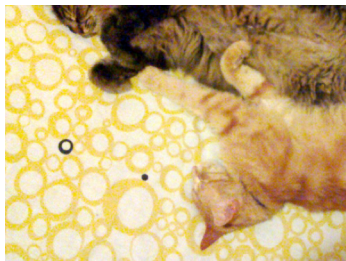
Figure 2: In this image, the cats are tesselated to save space. You, too, can save space by placing images in the sidebar. Images should have captions and be within the boundaries of the text box on Page 2. Photo CC-BY jofish on Flickr.

- If possible, use the full (extended) alphabetic character set for names of persons, institutions, and places (e.g., Grønbæk, Lafreniére, Sánchez, Nguyễn, Universität, Weißenbach, Züllighoven, Århus, etc.). These characters are already included in most versions and variants of Times, Helvetica, and Arial fonts.

Figures and Tables

The examples on this and following pages should help you get a feel for how screen-shots and other figures should be placed in the template. *Be sure to make images large enough so the important details are legible and clear.* Your document may use color figures, which are included in the page limit; the figures must be usable when printed in black and white.

Figure 1: Insert a caption below each figure. We suggest selecting the image and then using Insert, Caption. Then if you use Insert, Cross-Reference then your Figure numbering

referencing will be consistent. Make sure you use the Caption style for text formatting.

If you aren't familiar with Word's handling of pictures, we offer one tip: the "format picture" dialog is the key to controlling position of pictures and the flow of text around them. You access these controls by selecting your picture, then choosing "Picture…" from the "Format" menu. As for the "picture" tab in that dialog, we recommend using Photoshop, Preview, or other graphics software to scale images, rather than scaling them after you have placed them in Word.

Objects	Caption – pre-2002	Caption – 2003 and beyond
Tables	Above	Below
Captions	Below	Below

Table 1: Tables should have the caption below. Use Table – SIGCHI style. Use 0.75 rules/borders at 75% grey for your tables, align decimals or center text in the cells. For improved accessibility, header rows of tables should be marked. In Word, right click a header row, and select Table Properties | Row | Repeat as header at the top of each page. Avoid spurious decimal points.

	First	Second
child	22	44
adult	22	16
Gene	22	11
Cliff	34	22

Table 2: A narrow table in the margin

So long as you don't type outside the right margin, it's okay to put annotations over here on the right, too. Remember to use the annotation text style.
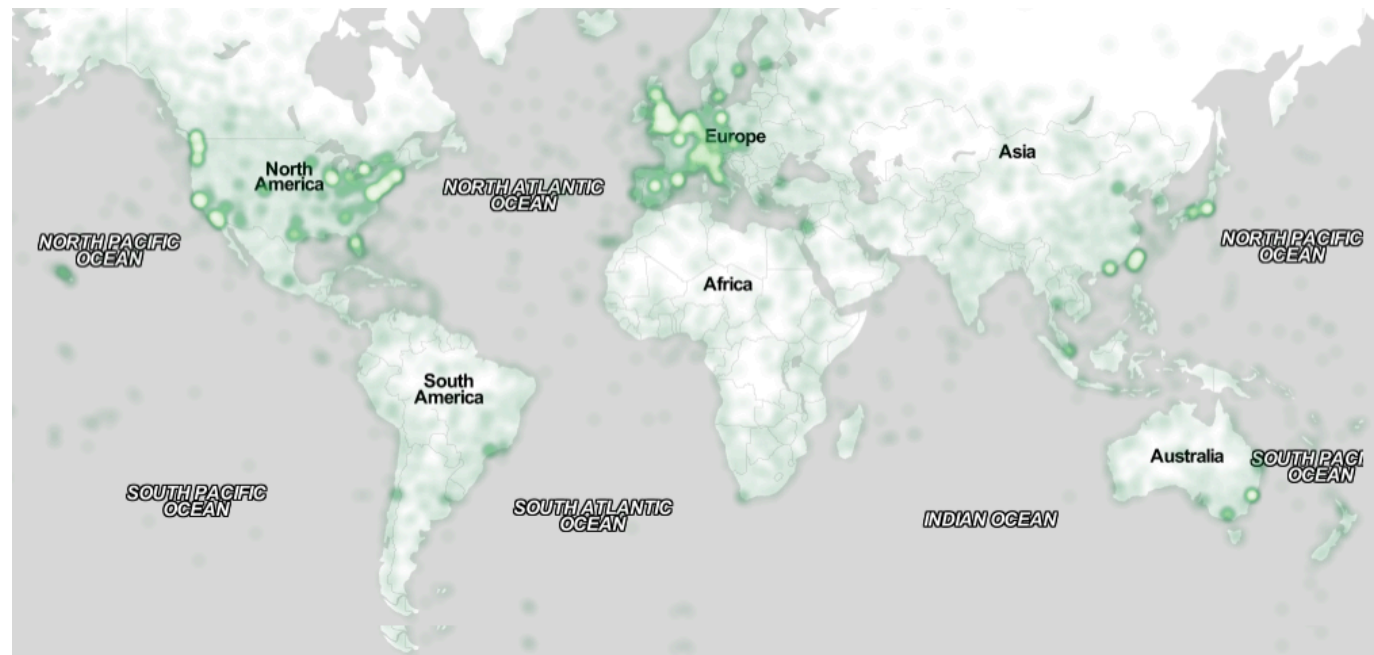

Figure 3: You can make figures as wide as you need, up to a maximum of the full width of both columns. To achieve this, select the figure and the caption, choose "columns" under the "Format" menu, pick the "One" (single column) icon at the top of the dialog, and make sure you are making the change only for "selected text" (at the bottom of the dialog). Image CC-BY-ND ayman on Flickr

Page 5 shows a treatment of large figures, too big to fit inside a single column of text. All figures should include alt text (figure description) for improved accessibility – see next.

Accessibility
The Executive Council of SIGCHI has committed to making SIGCHI conferences more inclusive for researchers, practitioners, and educators with disabilities. As a part of this goal, all authors are expected to work on improving the accessibility of their submissions. Specifically, we encourage authors to carry out the following five steps:

1. Add alternative text (figure description) to all figures
2. Mark table headings
3. Generate a tagged PDF

4. Verify the default language

5. Set the tab order to "Use Document Structure"

For links to detailed instructions and resources, please see:

https://chi2020.acm.org/authors/papers/guide-to-an-accessible-submission/

Producing and Testing PDF Files

We recommend that you produce a PDF version of your submission well before the final deadline. Your PDF file must be ACM DL Compliant. Requirements are at: http://www.sheridanprinting.com/typedept/ACM-distilling-settings.htm

Test your PDF file by viewing or printing it with the same software the publisher will use, Adobe Acrobat Reader Version 10, which is widely available at no cost. Note that most reviewers will use a North American/European version of Acrobat Reader, so please check your PDF accordingly.

Acknowledgements

References format

Your references should be published materials accessible to the public. Internal technical reports may be cited only if they are easily accessible (i.e., you provide the address for obtaining the report within your citation) and may be obtained by any reader for a nominal fee. Proprietary information may not be cited. Private communications should be acknowledged in the main text, not referenced (e.g., "[Golovchinsky, personal communication]").

User a numbered list of references at the end of the article, ordered alphabetically by first last name of first author. References must be the same font size as other body text. References should be in alphabetical order by last name of first author. Format your references like the examples in this document. Example reference formatting for individual journal articles [3], an entire journal special issue [6], websites [1][4], tweets [1], patents [5], articles in conference proceedings [7], videos [8], books [9], theses [10] and book chapters [11] is given here. This formatting is a slightly abbreviated version of the format automatically generated by the ACM Digital Library http://dl.acm.org as "ACM Ref": the easiest method is to look the reference up in the Digital Library, click on the ACM Ref link, and cut and paste the result and edit to match the examples. More details of reference formatting are available at:

http://acm.org/publications/submissions/latex_style

Note that the hyperlink style used throughout this document uses blue links; however, URLs that appear in the references section may appear in black.

References

[1] @_CHINOSAUR. 2014. VENUE IS TOO COLD. #BINGO #CHI2016. Tweet. (1 May, 2014). Retrieved February 2, 2014 from

https://twitter.com/_CHINOSAUR/status/4618643
17415989248

[2] ACM. How to Classify Works Using ACM's
Computing Classification System. 2014. Retrieved
August 22, 2014 from
http://www.acm.org/class/how_to_use.html.

[3] Ronald E. Anderson. 1992. Social impacts of
computing: Codes of professional ethics. *Soc Sci
Comput Rev* 10, 2: 453-469.

[4] Anna Cavender, Shari Trewin, Vicki Hanson. 2014.
Accessible Writing Guide. Retrieved August 22,
2014 from http://www.sigaccess.org/welcome-to-
sigaccess/resources/accessible-writing-guide/

[5] Morton L. Heilig. 1962. Sensorama Simulator, U.S.
Patent 3,050,870, Filed January 10, 1961, issued
August 28, 1962.

[6] Jofish Kaye and Paul Dourish. 2014. Special issue
on science fiction and ubiquitous computing.
Personal Ubiquitous Comput. 18, 4 (April 2014),
765-766. http://dx.doi.org/10.1007/s00779-014-
0773-4

[7] Scott R. Klemmer, Michael Thomsen, Ethan
Phelps-Goodman, Robert Lee, and James A.
Landay. 2002. Where do web sites come from?:
capturing and interacting with design history. In
*Proceedings of the SIGCHI Conference on Human
Factors in Computing Systems* (CHI '02), 1-8.
http://doi.acm.org/10.1145/503376.503378

[8] Psy. 2012. Gangnam Style. Video. (15 July
2012.). Retrieved August 22, 2014 from
https://www.youtube.com/watch?v=9bZkp7q19f0

[9] Marilyn Schwartz. 1995. *Guidelines for Bias-Free
Writing.* Indiana University Press, Bloomington,
IN.

[10] Ivan E. Sutherland. 1963. *Sketchpad, a Man-
Machine Graphical Communication System*. Ph.D
Dissertation. Massachusetts Institute of
Technology (MIT), Cambridge, MA.

[11] Langdon Winner. 1999. Do artifacts have politics?
In The Social Shaping of Technology (2nd. ed.),
Donald MacKenzie and Judy Wajcman (Eds.).
Open University Press, Buckingham, UK, 28-40.