

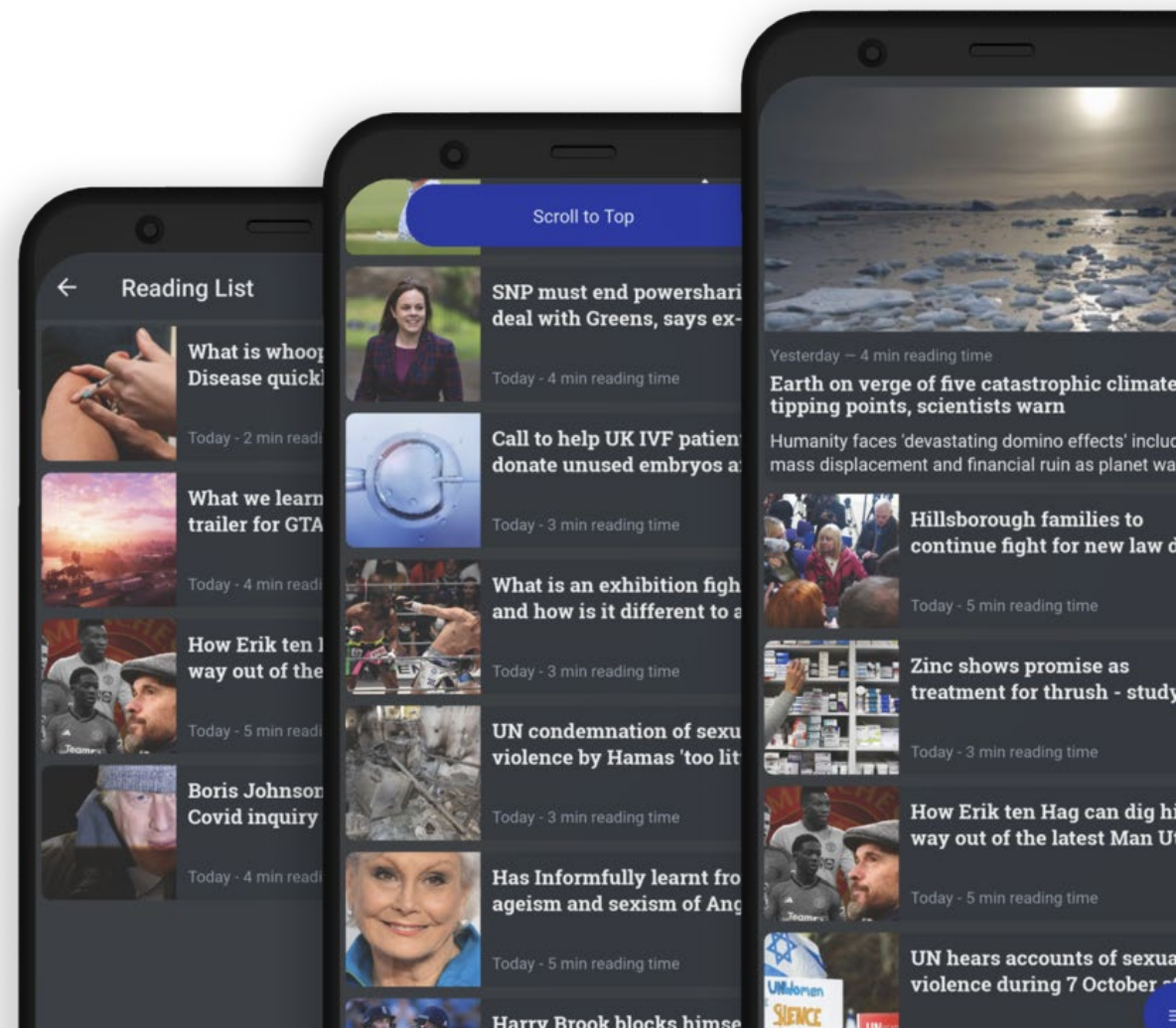
Nudges for News Recommenders

Prominent Article Positioning Increases
Selection, Engagement and Recall of
Environmental News, but reducing
Complexity Does Not

(Published in the Journal of Communication)

*Mattis, N.¹, Heitz, L.³, Masur, P. K.², Moeller, J.⁴, van
Atteveldt, W.²*

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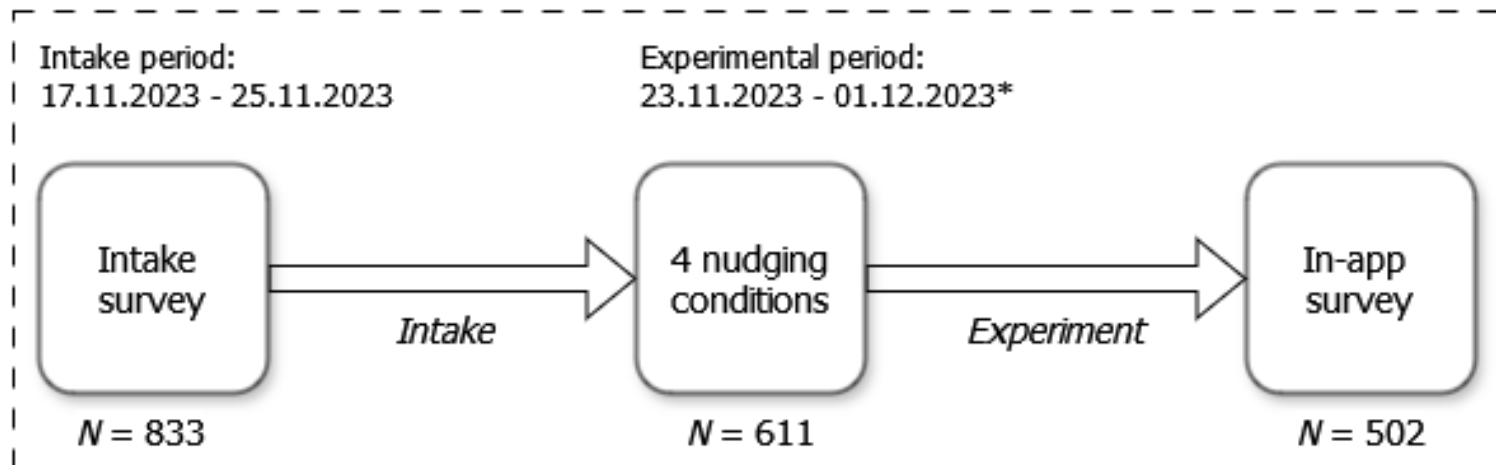


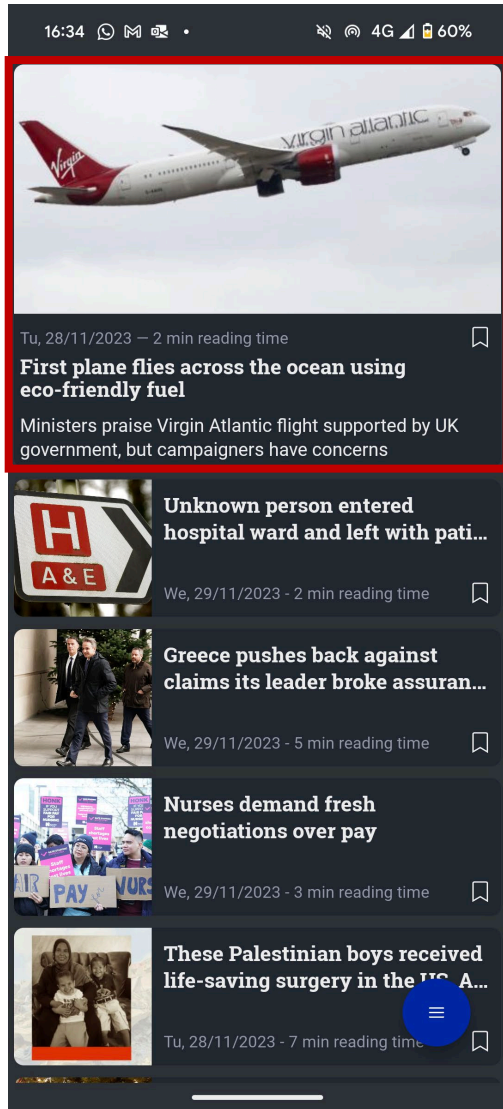
Background & RQ

- Democratic news recommender design (Helberger, 2021)
- Nudging (Thaler & Sunstein, 2009; Mattis et al., 2022; 2024)
- **Main RQ:** Can we nudge a) selection of, b) engagement with, and c) learning from environmental news

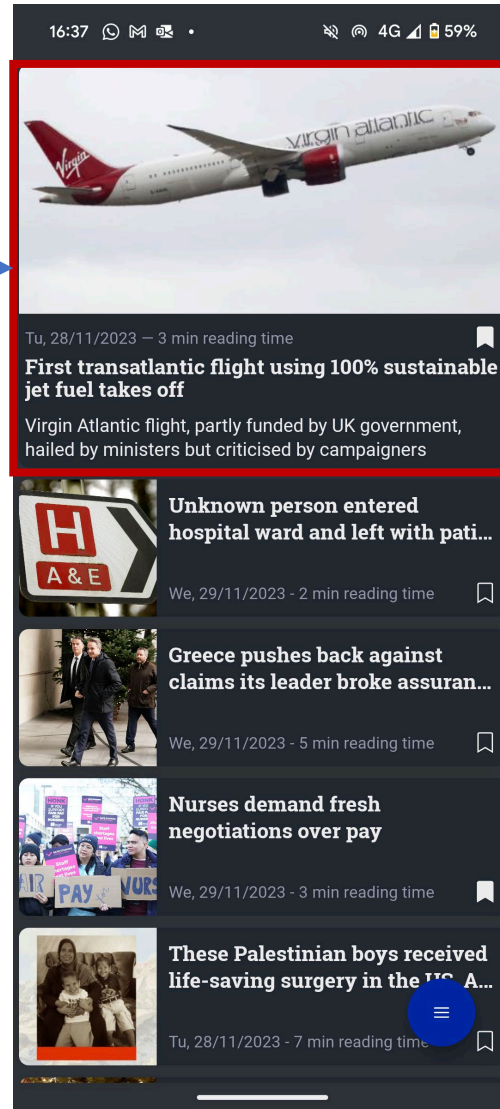
Experimental setup

- Pre-registered 7-day long field experiment with Informfully in the UK
- 2 x 2 experimental design
 - Position Nudge
 - Accessibility nudge

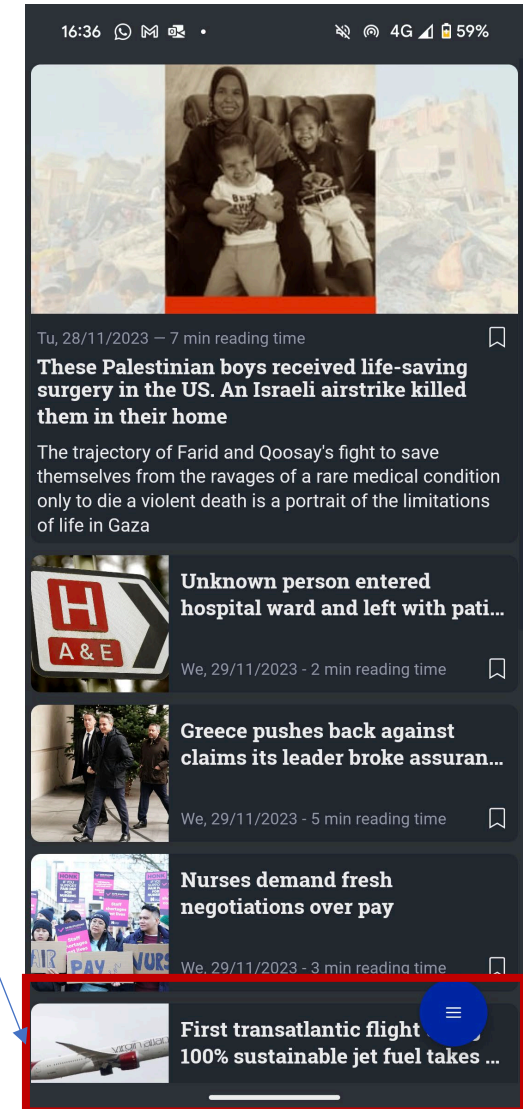




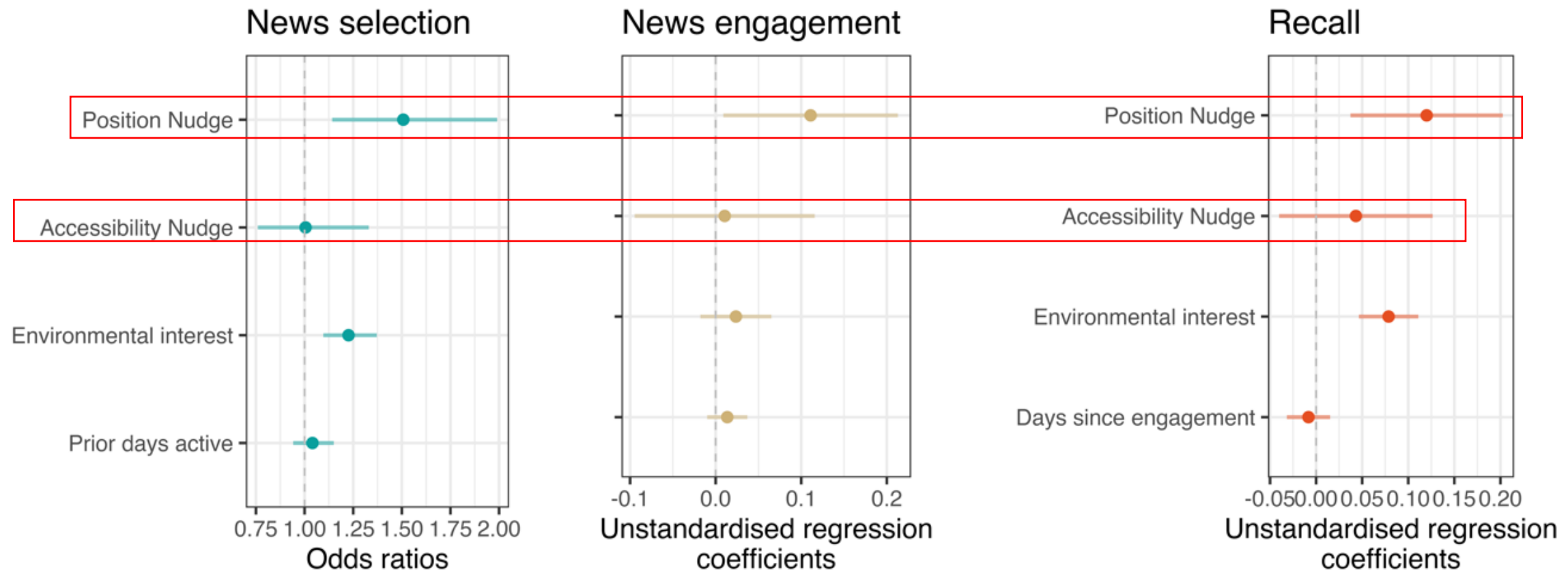
Accessibility
Nudge



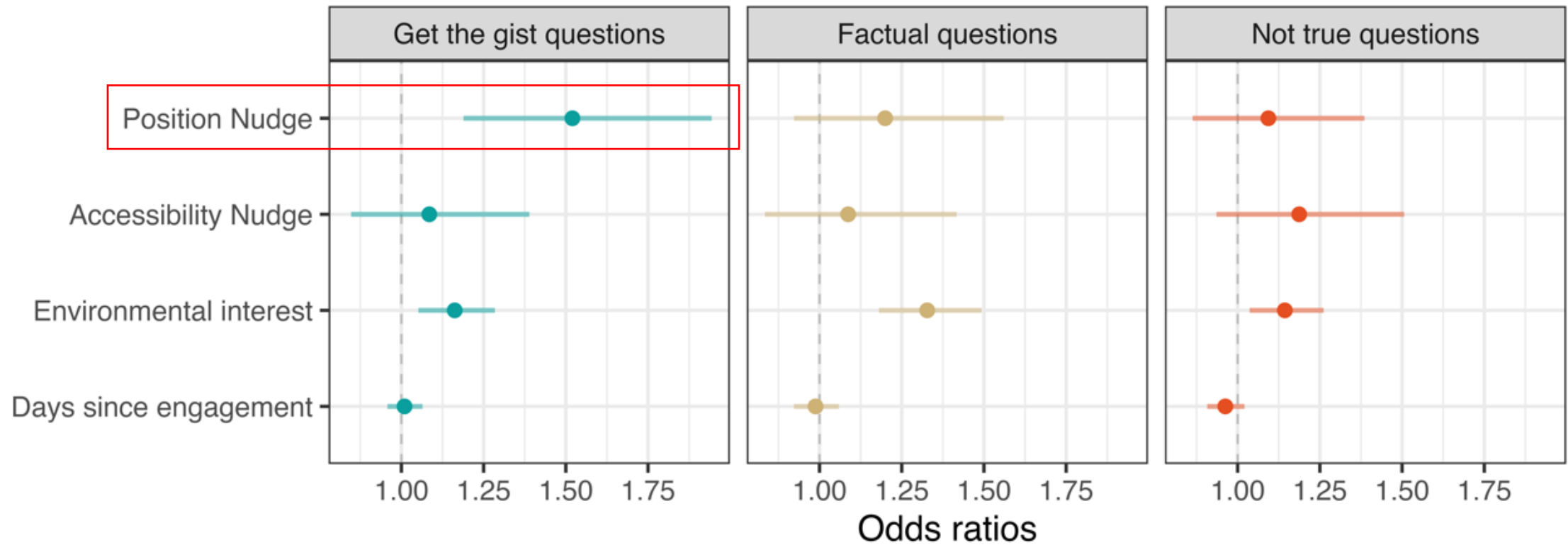
Position
Nudge



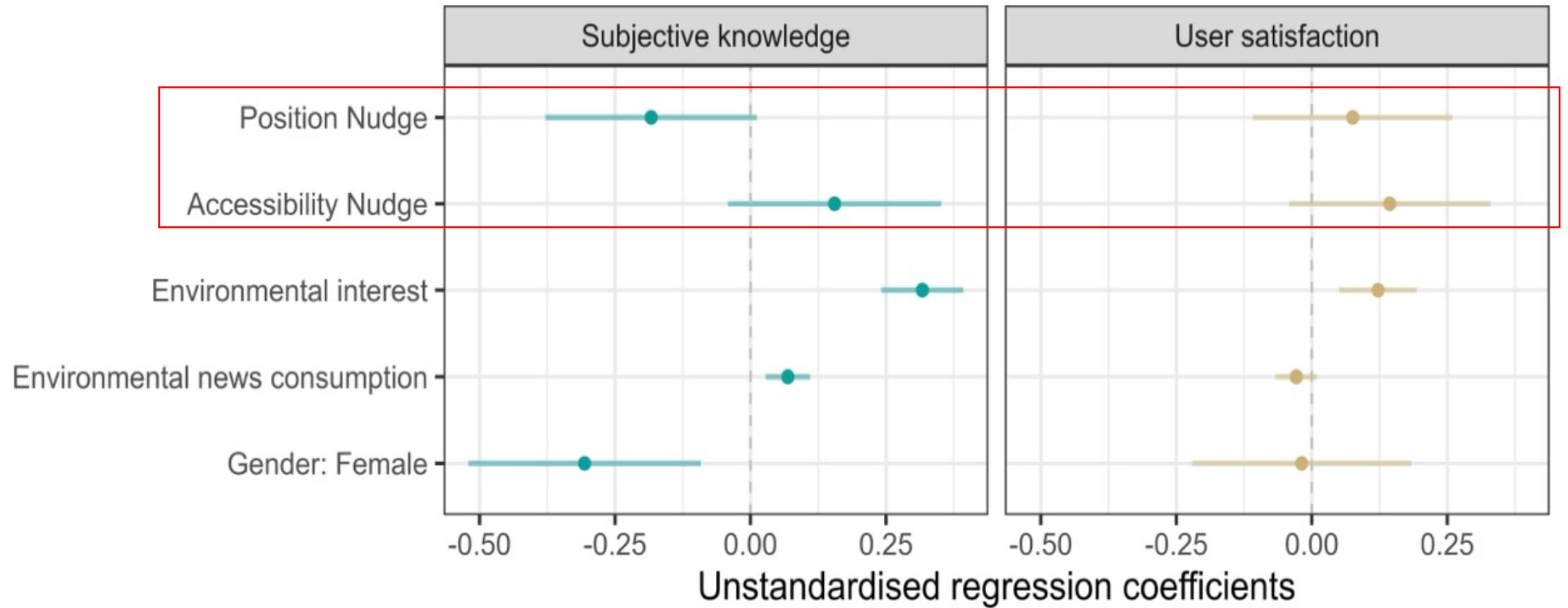
Prominent positioning increases selection, engagement, and also recall



Learning effects are driven by get-the gist questions



Neither nudge made people mad



Summary & implications

- Prominent article positioning increases news selection, engagement, and recall; lower text complexity does not
- Also: No negative effects on engagement or user satisfaction
- (Algorithmic) gatekeeping matters!
- Dataset openly available on OSF
- Follow-up studies: We need more field experiments to look at different nudges and algorithms to gather empirical data.
- Looking for collaborators interested in using/hosting Informfully!

Check out our work

Questions?

Reach out!

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Original Article



Nudges for news recommenders: prominent article positioning increases selection, engagement, and recall of environmental news, but reducing complexity does not

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IDEA – Informfully Dataset with Enhanced Attributes

2024 Conference or Workshop Item Published version



References

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