Analysis of News Headlines Using Artificial Intelligence

A Master’s Degree Project Proposal

Chinmay Pai

Interactive Media and Game Development

Worcester Polytechnic Institute

Worcester, MA

Committee

Advisor - Brian Moriarty

Reader –

Reader -

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# Abstract

This document intends to propose the analysis of news headlines using the sentimental analysis modules of artificial intelligence systems such as Watson, Google Cloud and Amazon Comprehend. This is part of the creation of the design of a serious game which aims to utilize this research to demonstrate the spread and power of fake news. The game will utilize research carried out in the field of the spread of fake news, as well as inform players as to its spread and means to control and arrest its spread.

# Introduction

The spread of fake news has been a highly topical subject today, which has had a significant impact on the events in society today all over the world. This outreach of propaganda, whether motivated by state actors or other groups, has resulted in highly significant world events in the West over the last three years, such as the vote for Great Britain to leave the European Union, the election and popularity of United States President Donald Trump, and the rise of highly autocratic politics. However, it is hardly a new phenomenon unique to the last few years, especially outside the West in more developing countries with powerful groups outside establishment sources and a perception of being far more reliable than the ‘compromised’ mainstream.

While a good portion of the epidemic has been attributed, especially in the United States, to actively motivated work from state actors as a form of information warfare in order to influence government policy, it is undeniable that a significant portion of propaganda spread is due to people agreeing with the implications, if not necessarily the exact false fact, that is being spread. Having seen several friends and acquaintances believe falsehoods due to the news playing into culturally established narratives, I am not sure that the

I am interested in expressing research into this field into video game form, and therefore would like to create a digital game, potentially in HTML5 in order to better integrate the Node elements of importing the real-life headlines from a variety of real-life news outlets with differing levels of bias. I believe and hope that players experiencing the game will be able to see how fake news spreads across all media and how it may be inhibited.

# Prior Research

Most of the work in the field of the analysis of fake news has been either technical – understanding the spread of fake news through new mass media such as Twitter – or sociological – understanding the nature of fake news and how it influences the people it targets to achieve its ideological aims. Sobieraj and Berry have spoken about how the spread of outrage across all forms of media in the United States, such as television, talk radio, newspaper editorial columns, and political blogs, has been a significant measure of the success of these media in the form of viewership and clicks, which seems to correlate with the generally accepted idea that ‘outrage sells’, and have also measured so-called incivility from both sides of the political spectrum, concluding that while both the left and the right use similar tactics, the right have been shown to use it in greater quantities. Langin has found that fake news spread is not, contrary to popular belief, primarily spread by bots, but by actual humans, whether for malicious or ignorant reasons.

There have also been several ideas regarding the methods by which fake news might be contained. These include the idea of “guardians”, proposed by Vo and Lee, users who can recommend verified facts to users in response to popular misconceptions/fake news about popular figures. Websites such as Politifact and Snopes have taken up this role with mixed success, with allegations of bias from both sides of the political spectrum. Baum also speaks about the possibility of weeding out fake news using algorithmic methods, which utilize bots to either correct or remove fake news, which would require collaboration between sociological academia and computer science experts, as well as careful balancing to ensure that governments do not subvert these systems to tyrannical ends.

# Research Design

The proposed game, tentatively titled *The Foghorn*, has been designed as a puzzle game where the player controls the head of a media organization whose aim is to rise from a small-town newspaper to a media empire spanning the domains of radio, television, and new media such as the internet using the power of fake news and information warfare to spread their ideology. The game mechanics involve using the forms of media the player has access to and the news articles of the day to profit off prevailing sentiments and propagate the agenda of choice the player

As part of being a serious game, a large part of how the game seeks to tie the game to its real-life context is the mechanic where the game draws its headlines from the actual, real-world headlines of the day from major news organizations. Analyzing these headlines in order to find their nature in accordance with research data available requires carrying out this kind of research in order to avoid valid accusations of personal bias.

The project aims to scrape the headlines similar to the method suggested by Robin and analyses them in terms of their ability to cause outrage as well as their conformity to journalistic standards. To measure these in a manner in any way compliant with ethical standards, this research must be carried out to study such topics in the context of existing research around them and create the required criteria by which the headlines can be gauged.

# Background Preparation

In preparation for the start of the thesis, I have carried out preliminary research in order to display early data results for several artificial intelligence systems which can be used to create guesses for the results that are obtained when analyzing headlines from several sources, such as Google Cloud, IBM Watson and Amazon Comprehend. The headlines were drawn from several news sources such as CNN, Fox News, The New York Times, The Washington Post, Mother Jones and Breitbart. The raw results are available in the appendix provided.

In most cases, the results of the analysis were surprising – even media sources considered highly partisan typically showed high levels of neutrality in the analysis of their headlines as per Amazon Comprehend, Google Cloud, and IBM Watson. Therefore, simple text analysis of headlines and news articles, while informative, is not sufficient to distinguish news sources in terms of “outrage value”, so to speak. Therefore, other factors which affect their reporting may need to be considered.

An observation of the websites of the news organizations, pictures of which are archived in the appendix provided, shows other potential factors which can be seen on their websites. The primary factors observed are positioning and frequency. Positioning certain headlines at the part of the screen which will immediately attract attention affects the perceived importance of the headline in the view of its readership – for the most obvious example, the story placed at the top of the front page is the headline that the organization wishes to show front and center, while stories below may be considered of lesser value no matter what their actual nature is. The same story (for example, the December 8, 2018 announcement that John F. Kelly would step down from his post as White House Chief of Staff at the end of 2018) was positioned at different positions on different news websites – The New York Times and The Washington Post positioned it front and center, the Wall Street Journal placed it at the top but giving equal importance to other headlines, Fox News placed it as a secondary headline which required scrolling to view underneath the main story of James Comey’s testimony to the House Oversight and Judiciary Committee, while Breitbart placed it underneath an article speaking about how Bill and Hillary Clinton had to sell tickets to their speaking engagements through Groupon.

# Evaluation

The essential question which must be answered by this evaluation is:

Is the algorithm created by the research measuring the characteristics of the news headlines provided, and is the conclusion of the algorithm shared by as large and demographically diverse a group of Americans?

Since the analysis of the news headlines is, to a large extent, subjective, I will require human evaluation to be carried out in order to evaluate the data extracted from the analysis of the headlines. I do not believe it will be sufficient to only poll the students of Worcester Polytechnic Institute, as there is highly likely to be significant bias in the results of polling a highly specific demographic (largely 18-30 students in Massachusetts). Therefore, in order to get greater demographic variety, I intend to spread my survey into the internet using the Mechanical Turk system, with filters only allowing for US-based IP addresses to answer the survey. I understand that I will have to consider the possibility of bots interfering with accurate data collection, but I believe that that can be designed around and is the most practical method by which a large sample size of appropriate variation can be built.

Evaluation will be carried out by showing a sample of headlines and news articles from a wide variety of news publications of different ideological bent, and asking the survey-taker to rate the headlines on different parameters, such as:

1. Outrageousness.
2. “Clickbait” (the perception that the headline has been written in such a way so as to entice the user to click on it)
3. Factual accuracy.
4. Bias
5. The level to which it attempts to push its agenda.

The comparison of the perception of the sample group and the analysis of the algorithm on the same headlines and news articles would be part of the observations and inferences on the final report of the thesis.

# Timetable

Before January 10 – Identify readers and send proposal for comment.

17 January – Proposal presented to Steering

End of C term – Show report in progress to readers for comment

Last week of March – Show near-final report to readers for final comments

April 4 – April 18 – Final thesis presentation

April 22nd – Final report signed off by adviser and all readers, submitted to Registar.

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# Resources for Future Researchs

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