Applying Maximum Likelihood Difference Scaling to Media Consumption

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Outline

- Motivation / Rationale
- Description
- Implementation
- Development
- Design MLDS Algorithm
- Design Frontend
- Issues / Challenges
- Demo
- Results / Lessons Learned
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Motivation / Rationale

Scope

- Rewrite algorithm in javascript
  - Original R code is not approachable
- Final media consumption test will be a web interface for ease of use by users

Goals

- Demonstrate that MLDS algorithm can be extended to other fields beyond visual perception
- Explore how individuals from various political backgrounds can discern between media sources

Description

- Project is about computational psychometrics of media consumption
- Final goal was to receive IRB approval and implement widely on internet

Development

MLDS Algorithm

- Implement algorithm in javascript
- Written first in python
- Makes MLDS more approachable

Frontend

- Build interactive user interface using p5
- MLDS class that organizes and analyzes algorithm
- Several arrays with important functions