

Online Profiles

Opinions, Inference, Perception

Elena Agapie

Qualifying Exam, Dec 2011

How to disseminate relevant
information to relevant people

The online world today

Profiles Online



Krzysztof Gajos

@kgajos

<http://www.eecs.harvard.edu/~kgajos/>

David C. Parkes



Gordon McKay Professor of Computer Science
[School of Engineering and Applied Science,](#)
[Harvard University](#)

Research Interests:

Multi-agent systems, Game theory, Mechanism design, Electronic commerce, Stochastic optimization, Preference elicitation, Bounded rationality, Social computing.



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People in common (10)



Margo Seltzer

Worked at Oracle Studied at Harvard University

Work and Education

Employers



Oracle

College



Harvard University

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Mount Morris High School

Class of 1979



York Central School

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Stuart Shieber

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Occupation Professor, Harvard University

Places lived



University City, MO
Brookline, MA
Palo Alto, CA
Cambridge, MA

Other profiles

Personal home p...
pmpht

Gender Male

News Aggregators

[Why green graduates deliver business benefits](#)

The Guardian (blog) - 2 days ago

It led me to think about the value that **environment** and sustainability graduates bring to ... **green** economy and in delivering long-term growth for business. ...



The Guardian
(blog)

[Exelon deal: O'Malley is going for the wrong kind of 'green'](#)

Baltimore Sun (blog) - 23 hours ago

In reality, the **green** most important to most families is the **green** they get at ... the lead on state government, transportation issues and the **environment**. ...

[Surprise, California leads the way in electric vehicles](#)

Autoblog (blog) - 19 hours ago

... the **environment**, and quality of life issues for all Californians. ... Valley Network and has broken new ground in the study of the emerging **green** economy.

[Ford's environment and safety chief Sue Cischke retiring](#)

Autoblog (blog) - 4 days ago

... Plug-in Hybrid test program and the overall state of the **green** car industry. ... Brown is currently vice president, Sustainability, **Environment** and ...



Environmental
Leader

[No. 21 Michigan State beats Bowling Green 74-60](#)

Boston.com - 5 hours ago

The Bowling **Green** coach knew it would take another 20 to pull off a major upset in a tough **environment**. Michigan State went on 20-3 run early in the second ...



Toledo Blade

[River revival](#)

Boston.com - 5 hours ago

A gate adjustment near **Green** Harbor Marina is creating a better **environment** for native plants and fish in the river, seen from Route 139. ...



Boston.com

[San Francisco Interior Designer Ian Stallings Says Green Design ...](#)

San Francisco Chronicle (press release) - 1 day ago

On the heels of last week's Gorgeous and **Green** Gala hosted by Global **Green**, ... "The materials used to make LED bulbs are also easier on the **environment**. ...



PR Web

[The Green Shield](#)

Patch.com - 8 hours ago

About this column: A weekly look at the **environmental** and transportation issues in and around Shoreline and Lake Forest Park. Related Topics: **Green** Shield ...

[GREEN CHRISTMAS Cutting back on holiday trash can save money](#)

Finger Lakes Times - 12 hours ago

With a little effort and mindfulness, it's possible to have a **green** and white Christmas at the same time. According to the **Environmental** Protection Agency, ...

[Green House Data Doubles Its Renewable Energy Purchases for Data ...](#)

PR.com (press release) - 9 hours ago

Earlier in 2011, the company was recognized by being named to the US **Environmental** Protection Agency's (EPA's) **Green** Power Leadership Club, an honor given ...

Individual Profiles are Important for News Delivery

Online Profiles in the News Space

Muted ceremony marks end of Iraq war - CNN.com

Original Source: www.cnn.com

(CNN) – America's contentious and costly war in Iraq officially ended Thursday with an understated ceremony in Baghdad that contrasted sharply with its thundering start almost nine years ago.

U.S. troops lowered the flag of command that flew over the Iraqi capital, carefully rolled it and cased it in camouflage in accordance with Army tradition.

The quiet ceremony, under a bright Iraqi sun, was the opposite of the nighttime "shock and awe" bombardment of Baghdad that launched the war against Saddam Hussein in March 2003.

Justified by President [George W. Bush](#) on the grounds that Hussein was seeking weapons of mass destruction that he could share with terrorists such as al Qaeda, the invasion caused deep divisions in America and around the world.

CNN Photos: Looking back at 8 years of war in Iraq

After that, men and women from Maine to Hawaii began crossing the border into Iraq – and began dying or coming home with lifelong injuries.

Hussein's regime proved easy to topple, but no weapons of mass destruction were found, and the United States and its allies were left occupying a country where they were not greeted as liberators, despite the prediction of Bush's vice president, [Dick Cheney](#).

Iraq erupted into sectarian violence, leaving U.S. troops to try to contain what threatened to become a civil war. Improvised explosive device became a household term, traumatic brain injuries a signature wound of the war.

Defense Secretary [Leon Panetta](#), who flew into Baghdad for Thursday's flag-lowering ceremony, recalled that when he visited in 2006 as a member of Bush's Iraq Study Group, "sectarian violence was skyrocketing, and it seemed as if nothing was working."

But, he said, "After a lot of blood spilled by Iraqis and Americans, the mission of an Iraq that could govern and secure itself has become real."

On Thursday, the Iraq war officially ended as President [Barack Obama](#) described it: not with a final battle but with a final march home for U.S. troops.

In all, the United States spent more than \$800 billion in Iraq.

Panetta reflected on a greater cost.

He said the United States was "deeply indebted" to all Americans in uniform. Nearly 4,500 of them were killed in this war, more than 30,000 wounded.

The Report

Aggregated Contributions

Represents total campaign contributions from an organization's employees and/or its PAC.

[New York State Education Department](#) has aggregated \$500 to [George W. Bush \(R\)](#)

[New York State Education Department](#) has aggregated \$1,400 to [Hillary Clinton \(D\)](#)

Points of Influence

Graphs for politicians represent received campaign contributions, while graphs for organizations represent aggregate campaign contributions made.

[George W. Bush \(R\)](#)



Top Contributing Industries
Finance/Insurance/Real Estate,
Misc. Business, Lawyers/Lobbyists

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[Leon F. Panetta \(D\)](#)



Top Contributing Industries
Labor, Agribusiness,
Finance/Insurance/Real Estate

Dennis C Carlson

Democrat Latest Office Sought: State Lower Chamber, MT

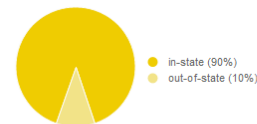
Current View: 1993 – 2012

[View Other Years](#)

▼ CAMPAIGN FINANCE, 1993 – 1994 \$2,660 RECEIVED [i](#)

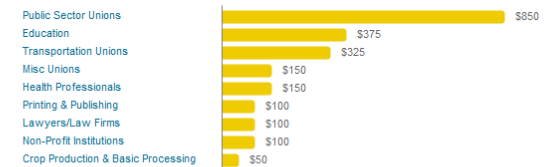
IN STATE VS. OUT OF STATE

contributions from individuals, in dollars



TOP INDUSTRIES

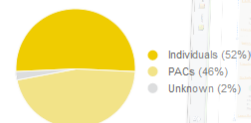
[opensecrets.org](#) and [followthemoney.org](#) classify contribution data into about 100 industries.



83% of the total amount raised came from an identifiable industry.

INDIVIDUALS VS. PACS

in dollars



TOP CONTRIBUTORS

includes contributions from an organization's employees, their family members, and its political action committee.



www.poligraft.com

Author Profiles

www.newstransparency.com
(journalist profile wiki)

Articles about the work of Mike Allen



[Politico's Mike Allen, the Man the White House Wakes Up To - NYTimes.com](#)
nytimes.com

The daily e-mail from Mike Allen, Politico's star reporter, has become a morning ritual for Washington's elite.

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[Speaking of Elite Contempt](#)
futureofcapitalism.com

Check out how NPR, Bloomberg News, and Mike Allen's Politico Playbook handle coverage of this weekend's upcoming 8/28 "Restoring Honor" Glenn Beck rally in Washington. Each piece is almost a parody of press hostility and derision toward Mr. Beck and his listeners and viewers. Compare the tone of the coverage of Mr. Beck with the tone of the mainstream press coverage of the imam of the ground zero mosque. The imam and his followers generally get the benefit of the doubt, while Mr. Beck and his followers get scrutinized and caricatured.

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[Revolving Door](#)
futureofcapitalism.com

Via Mike Allen's Politico Playbook comes news of the latest spin through the revolving door: Evan Liddiard, for 20 years a top tax aide to Senator Hatch of Utah, a Republican on the Senate Finance Committee, is leaving to become a partner at Urban Swirski & Associates, LLC, a tax and finance-oriented lobbying firm whose client list is here.

[Read More...](#)

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[Wikileaks](#)
futureofcapitalism.com

What to make of Wikileaks, the organization that exposed more than 90,000 classified U.S. government documents about Afghanistan that are the subject of a front-page news article in today's New York Times?

NYU's Jay Rosen: "the world's first *stateless news organization*... Wikileaks is organized so that if the crackdown comes in one country, the servers can be switched on in another. This is meant to put it beyond the reach of any government or legal system."

An Obama "administration official," via Mike Allen's Politico Playbook: "It's worth noting that WikiLeaks is not an

Mike Allen



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Gamasutra

GameStop now selling game-packed Android tablets from Samsung, Acer, and ASUS

SlashGear · 1 hour ago



Starting today it appears that GameStop is taking their mobile initiative through a whole new door, not just offering one single tablet (the iPad), but four, the other three being special edition Android tablets from Acer, ASUS, and Samsung.

Written by



Chris Burns

in 2,962 circles

Add to circles

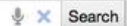
GameStop Now Selling Android Tablets In Select Stores Gamasutra

Gamestop takes a stab at selling Android tablets Geek.com

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Vic Gundotra, Senior Vice President of Social for Google The image was discovered by Google VP of product management Bradley Horowitz when he opened Google ...

Wired News (blog) · 286 related articles

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[www.wired.com/epicenter/2011/06/inside-google-plus-social/](#)



Steven Levy

[Inside Google+: how the search giant plans to go social](#)

Jun 28, 2011 – Google formally makes its pitch to become a major force in social networking with the unveiling of Google+ to a limited public beta.
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Tomorrow's World

[HDR Photography – All about HDR](#)

Jan 4, 2009 – Want to know about HDR Photography? This page by Trey Ratcliff has the essential info, links to a tutorial, and lots of examples of HDR ...
[www.stuckincustoms.com/hdr-photography/](#) - [Cached](#) - [Similar](#)



Trey Ratcliff

[Is Nanosys' awesome new screen technology gonna be in iPad 3? I...](#)

Jun 23, 2011 – When Nanosys starts shipping its screen technology later this year our lives will change forever. Every screen in your life will look dull ...
[scobleizer.com/.../is-this-awesome-new-screen-technology-gonna-be-in-ipad-3-i-hope-so-wow/](#) - [Cached](#)



Robert Scoble

[Prototype dual-screened 2-in-1 Android smartpad from Imerj preview...](#)

Jun 23, 2011 – From the front it looks like yet another plain smartphone – dark, nondescript, and maybe a little like an iPhone 4 that's had its ...
[www.engadget.com/.../prototype-dual-screened-2-in-1-android-smartpad-from-imerj-previ/](#) - [Cached](#)



Tim Stevens

[iOS 5 Beta 2 is Here. With Wireless Syncing](#)

Jun 24, 2011 – iOS 5 Beta 2 is here. Of course there's lots of bugfixes—and wireless syncing!—but we should know what else is inside shortly. [Apple]
[gizmodo.com/5815413/ios-5-beta-2-is-out](#) - [Cached](#)



Matt Buchanan

[Swifty: Google Launches New Tool to Convert Flash Into HTML5...](#)

Jun 28, 2011 – Google just launched a new tool that makes it easy to convert basic Flash animations into HTML5. Swifty, as this new tool is called, ...
[siliconfilter.com/swifty-google-launches-new-tool-to-convert-flash-into-html5/](#)



Frederic Lardinois

[Inside Google+ — How the Search Giant Plans to Go Social...](#)

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[www.wired.com/epicenter/2011/06/inside-google-plus-social/](#)



Steven Levy

[My Multimonitor Setup: Three Screens For One Computer](#)

Feb 23, 2006 – Honestly, if you've never used a multi monitor setup in Windows, it really does feel like magic. Using the Settings tab of your Display ...
[dabble.com/my-multimonitor-setup-three-screens-for-one-computer-76](#) - [Cached](#) - [Similar](#)



Danny Sullivan

[louisgray.com: Youtify Turns YouTube Into Your Music Video Jukebox](#)

May 26, 2011 – A cool site called Youtify (YouTube + Spotify, get it?) launched this month to tap this resource, letting you build your own playlists, ...
[blog.louisgray.com/.../youtify-turns-youtube-into-your-music.html](#) - [Cached](#)



Louis Gray

[Jawbone Era Bluetooth Headset Is Best in Class for ... - Mashable](#)

Jun 16, 2011 – The Jawbone Era, the newest headset in the company's arsenal, lives up to the high standards set by its predecessors.
[mashable.com/2011/06/16/jawbone-era-review/](#) - [Cached](#)



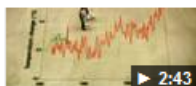
Ben Parr

[Google Chrome user agent](#)

Sep 3, 2008 – It's easy to find out what Google Chrome's user-agent is. Using the same trick as I did with the iPhone, I searched for phpinfo ...
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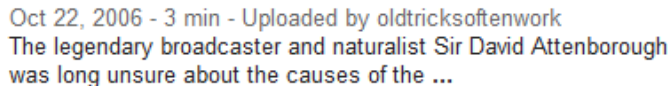
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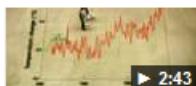
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of Author**

Domain Specific

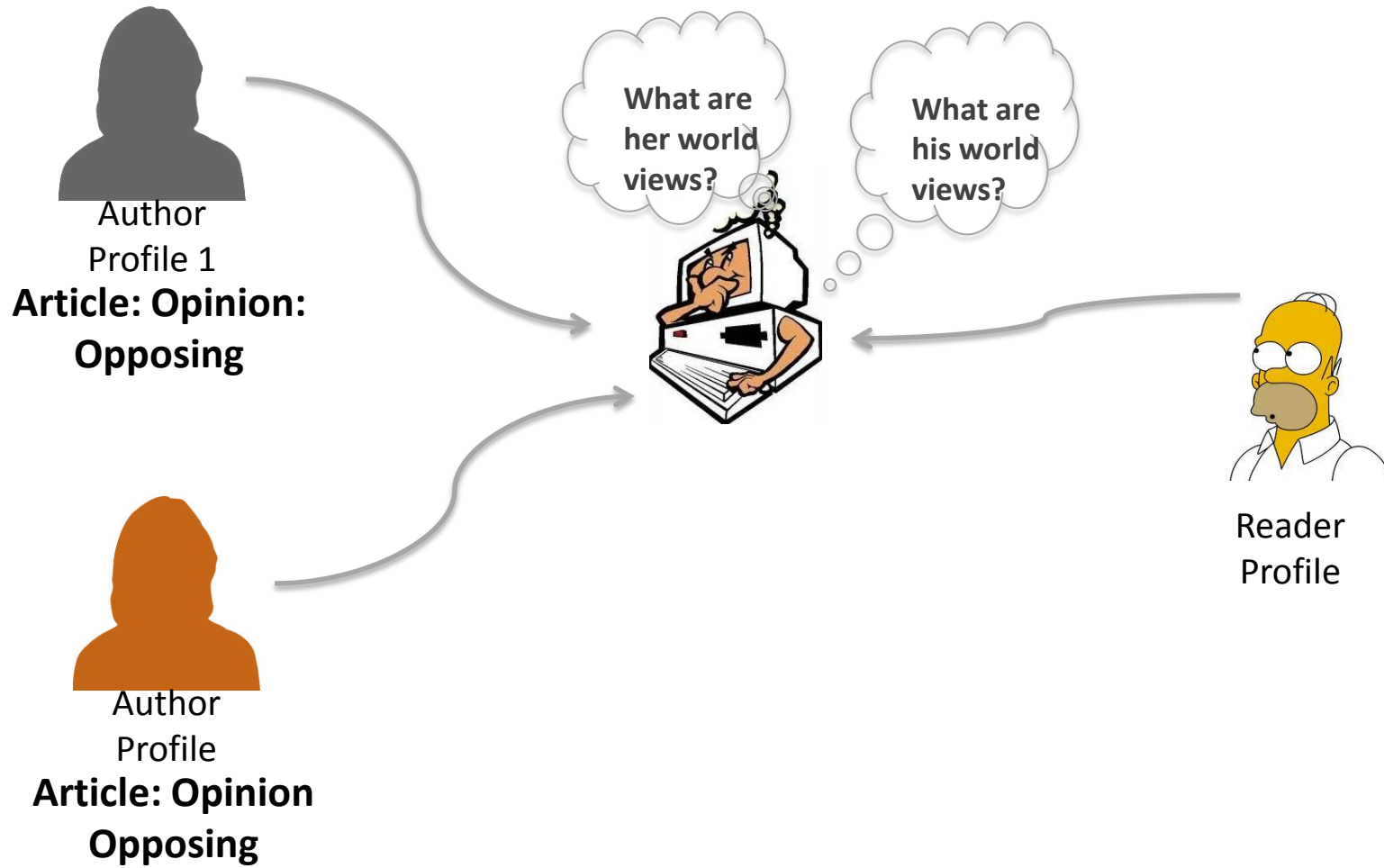
Why News?

To Provide Diverse Content from
Sources that Readers Will Listen To

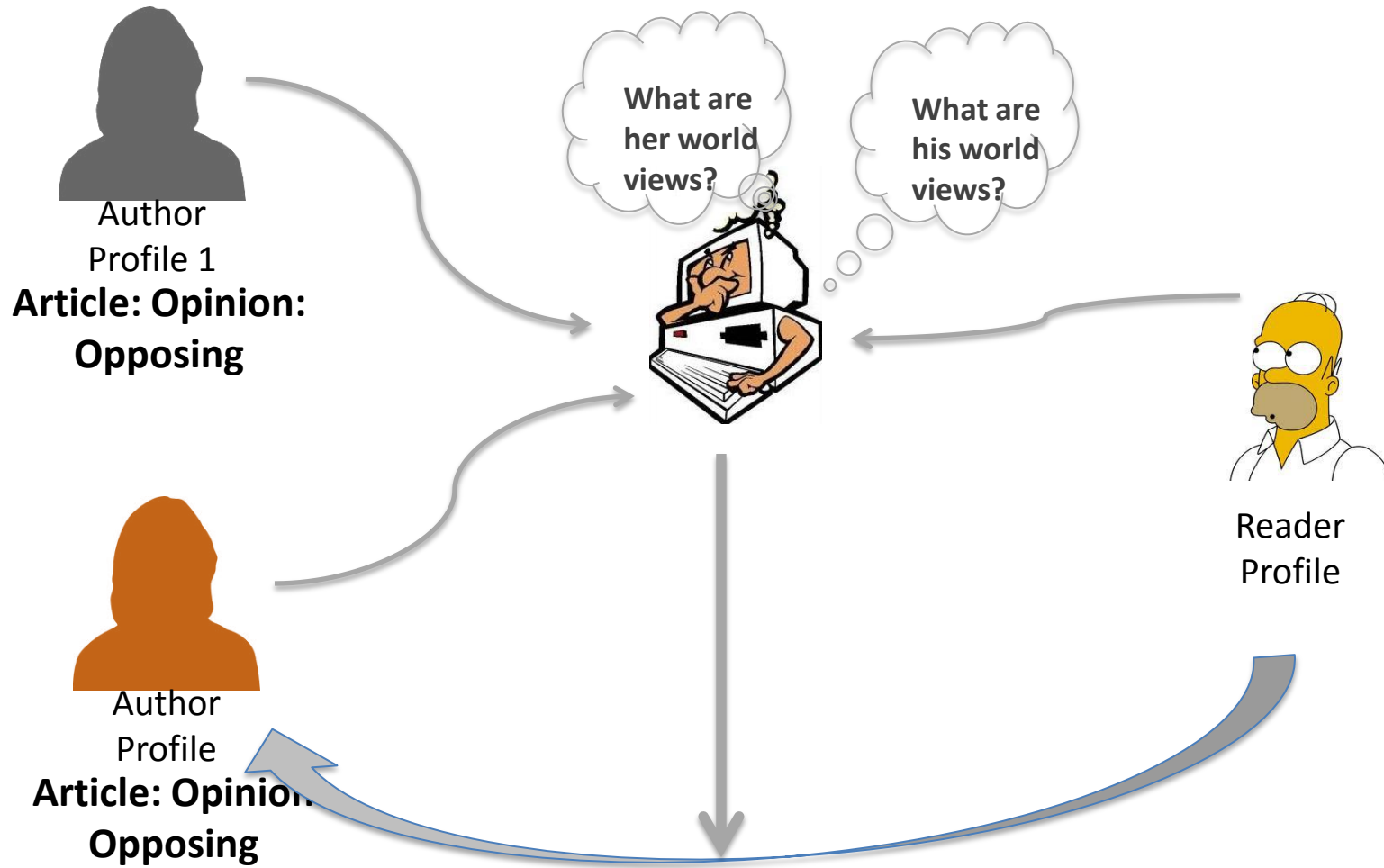
Outline

- Goal
- Related work
- Experiments
- Future work

Provide a Flow Between Profiles, Machines, Reader and Author

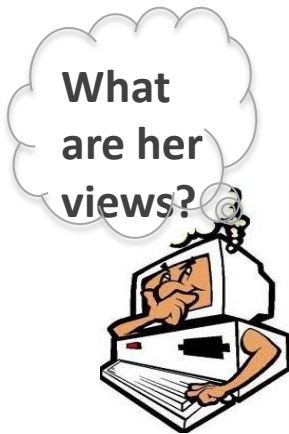


Provide a Flow Between Profiles, Machines, Reader and Author



Research Question (part 1 of 3)

A way to reveal and infer opinions through online profiles



Experiment 1



**What Goes in
This Profile?**

Research Question (part 2 of 3)

How do readers perceive information from these profiles?



Experiment 2

Research Question (part 3 of 3)

Do profiles we relate to affect how we perceive opinions we agree/don't agree with?



gun control is necessary



guns protect us

Research Question (part 3 of 3)

Do profiles we relate to affect how we perceive opinions we agree/don't agree with?



gun control is necessary

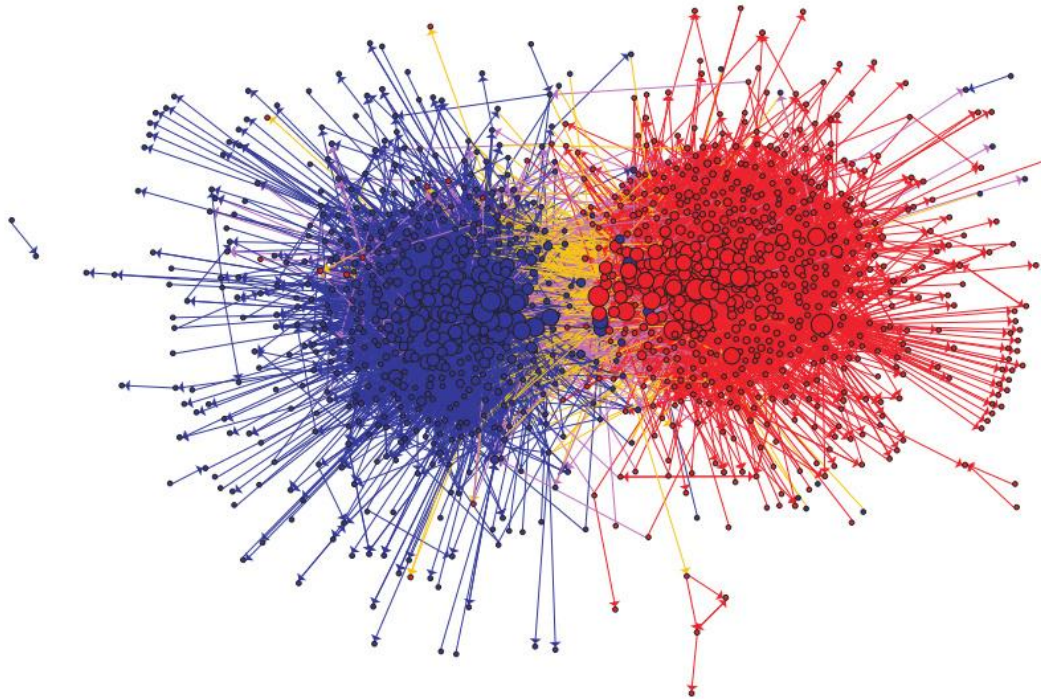


guns protect us

Outline

- Goal
- **Related work**
- Experiments
- Future work

Polarization of Political Blogosphere



Diverse Opinions through Engagement

1. What's your current opinion of Initiative 1125?

Support Oppose

Neutral

2. What are the most important factors in your decision?

1 – 4 of 8 pros

by Katherine Jackson

+ seems we all ways need rules etc. we should not destroy the 18th ammendment or any other ammendment for anyones self supporting rules OUR FORE

[details / discuss](#)

by Dwayne Mattson

+ Once a project is paid for, the toll should end. Period.

[details / discuss](#)

by Mike Raudsep

+ ensures that tolls would end when the target project is paid for

[details / discuss \(3\)](#)

by Dennis Molder

+ Don't let the county or state have this freedom to use purposed funds for their pet projects.

[details / discuss](#)

1 – 4 of 8 pros

Pros

+ drag and drop pros you agree with here.

+ Write a new pro

Cons

— drag and drop cons you agree with here.

— Write a new con

1 – 4 of 16 cons

by Emily Bender

— This is the latest Eyman initiative, and shares with the others the goal of cutting off sources of revenue to the state government.

[details / discuss](#)

by Craig Pinnos

— Would prevent variable rate tolling, so tolls cannot be different for peak vs. off-peak travel.

[details / discuss \(3\)](#)

by BookPitcher

— WA 1125 unreasonably politicizes highway/transport funding, will make traffic issues worse, not better.

[details / discuss](#)

by anonymous

— This bill would eliminate the funding of projects by bonding, making the only option taxation for funding future projects.

[details / discuss \(3\)](#)

<http://www.livingvotersguide.org/>

Diverse Opinions Through Argumentation

The screenshot displays the MIT Collaboratorium web interface. The browser address bar shows `http://franc2.mit.edu:8000/ci/check-ci-login`. The page title is "Topic: SoCS Example". Navigation links include "Deliberation", "About", "My Profile", "Survey", "Help", and "Logout".

On the left, a hierarchical argumentation tree is shown, starting with the question "How can we respond to climate change?". The tree branches into various sub-topics, including "change what consumers demand", "reduce the energy intensity of services", "reduce the GHG intensity from energy production", "reduce the GHG intensity from manufacturing", "reduce how much GHG is released to the atmosphere", "GHG capture/sequestration", "capture which greenhouse gases?", "Methane capture", "CO2 sequestration", "sequester CO2 how?", "increase carbon-capturing biota", "increase biota how?", "protect earth's remaining vegetation", "no-till farming", "plant trees", "ocean fertilization", "causes ocean 'dead zones'", "fertilize ocean how?", "iron fertilization of ocean", "giant ocean-based pipes", "inject into geological formations", "engineered silicate weathering", and "create biochar".

On the right, the detailed view of the "iron fertilization of ocean" topic is shown. It includes a title "iron fertilization of ocean" with icons for "Article", "Edit", "Comments", and "History". Below the title, a paragraph states: "We can implement iron fertilization of our oceans to create artificial algae blooms that will sequester carbon dioxide." Below this, there is a section for "Average Rating" (with 2 ratings) and a "Rating Distribution" bar chart. A "Your rating: is this idea promising?" section shows five radio buttons for "strongly disagree", "disagree", "undecided", "agree", and "strongly agree".

<http://deliberatorium.mit.edu/>

Identified Solutions to Make Diversity of Opinions Accessible

Profiles Influence Message Perception

Books:

- The Immigrant Invasion: Threatening the American Way of Life
- The War on American Manhood
- Selfishness Is Not a Vice: Individual Freedom and the Public Good
- Why Big Government Doesn't Work



For HPV vaccination program. Studies show that nearly 50% of sexually active Americans now contract HPV, which is the leading cause of cervical cancer. Girls administered the vaccine will be protected from a variety of forms of HPV, which account for 70% of the cancers attributed to the virus. It is critical for vaccinations to be administered before the age at which girls are likely to become sexually active, because once they are exposed to HPV through sexual activity the vaccine won't be effective. The Food and Drug Administration has certified the vaccine as safe for use. Because so few girls even know what HPV is, it is illogical to suggest that the vaccination will cause them to become more sexually active or to engage in unsafe sex. It is therefore clear that universal vaccination of girls against HPV will make a major positive contribution to public health in America.



Books:

- The Crisis of Authority: The Assault on Traditional Values in America
- How "Women's Liberation" Hurts Women - and Men and Children, too!
- Community First: Fighting Selfishness in American Society
- The Limits of Individual Rights

Against HPV vaccination program. The rate of cervical cancer, a disease caused by HPV, is in fact extremely low: it accounts for less than 1% of all the cancer cases in the U.S. every year. Moreover, the vaccine offers no protection against types of HPV responsible for 30% of the cancers caused by the virus. Nevertheless, those who receive the vaccination are likely to assume it gives them complete protection. They are therefore more likely to engage in sexual activity, and to engage in sex without a condom, increasing their risk of contracting HPV and other sexually transmitted diseases, like HIV-AIDS, and of becoming pregnant. Finally, the HPV vaccine might well turn out to have unanticipated and dangerous side effects – just like many other medicines approved by the Food and Drug Administration. In sum, a universal HPV vaccine is likely to harm girls and women more than it helps.

Profiles Influence Message Perception

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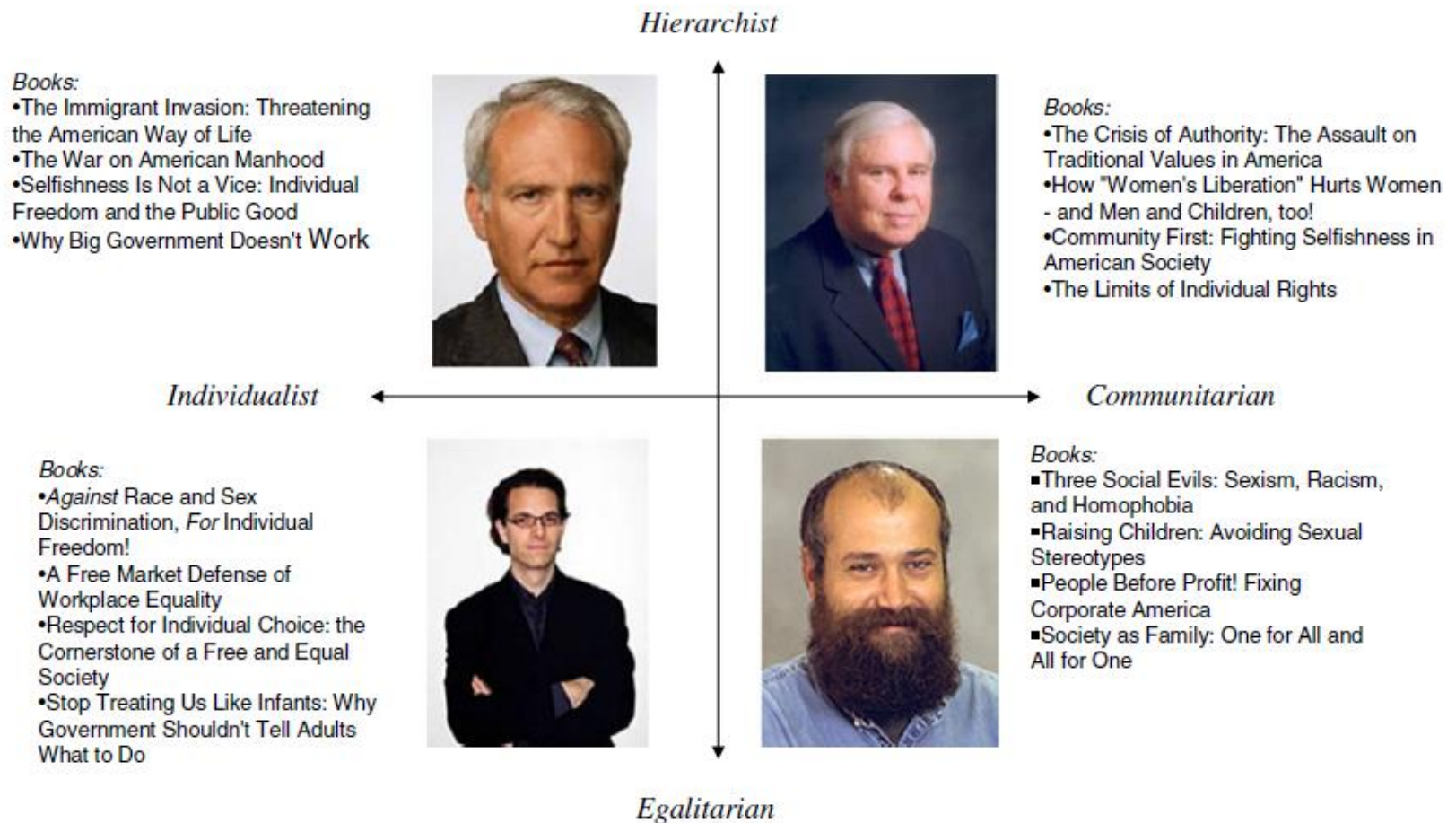
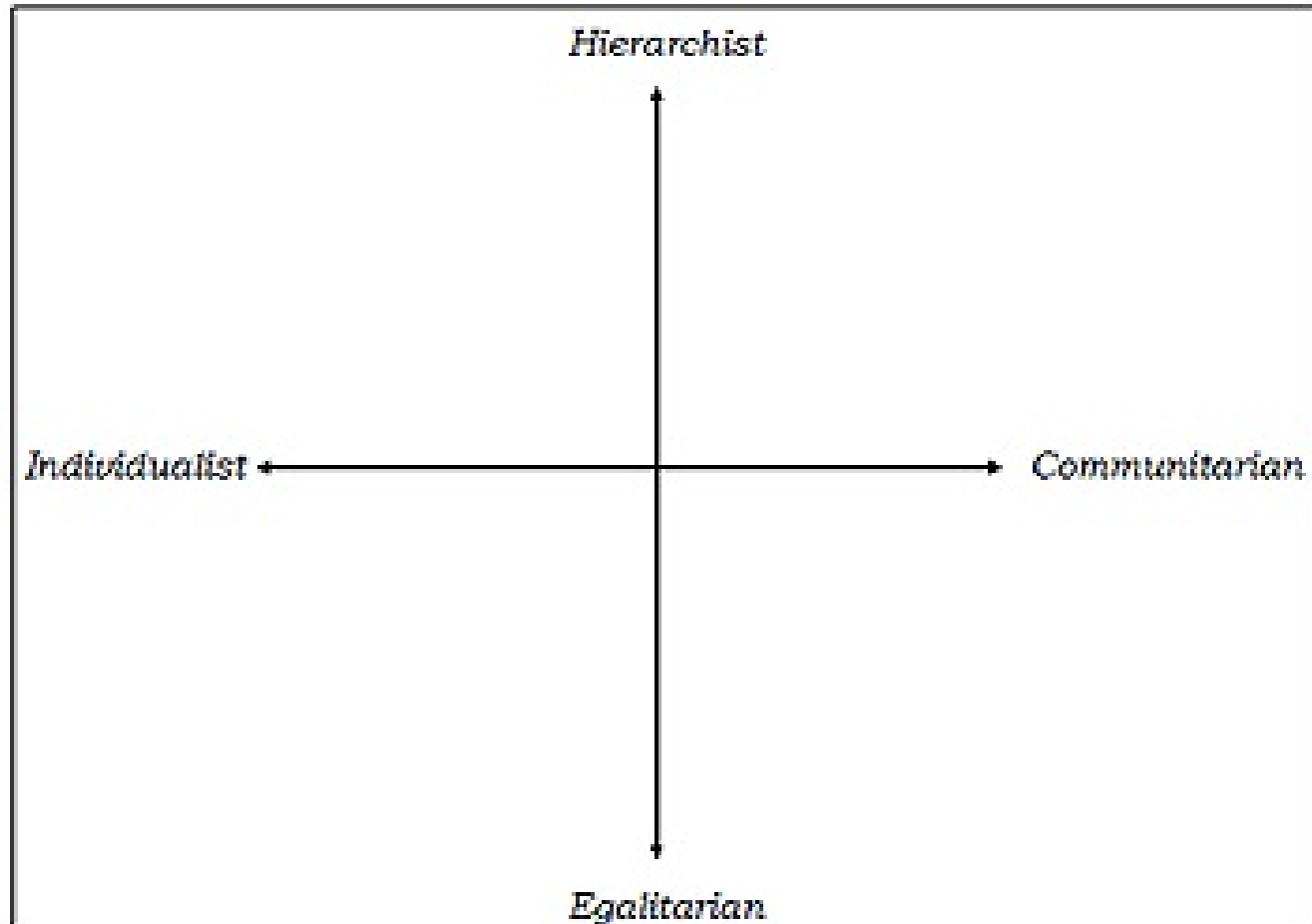


Fig. 2 Culturally identifiable advocates

Kahan, Dan M., Braman, Donald, Cohen, Geoffrey L., Slovic, Paul and Gastil, John, Who Fears the HPV Vaccine, Who Doesn't, and Why? An Experimental Study of the Mechanisms of Cultural Cognition (July 15, 2008). *Law and Human Behavior*, Vol. 34, pp. 501-16, 201

Cultural Theory (Mary Douglas)



Cultural Theory

- Individualist – Communitarian
 - Preference towards individualistic vs social ordering
 - Individual responsible for their own flourishing as opposed to collective provisioning

Cultural Theory

- Hierarchical – Egalitarian
 - Preference for stratified social ordering
 - Entitlements to goods correspond to forms of social differentiation, as opposed to the egalitarian, where the distribution of goods is equal

Cultural Theory of Risk

People perceive risks related to society from the perspective of the cultural dimensions

Hierarchist



Individualist



Communitarian



Egalitarian

Who the Author Is Impacts How We Perceive the Message

Outline

- Problem Statement
- Related work
- **Experiments**
- Future work

What are
her world
views?



Experiment 1

Inference



What is her
profile?

Opinion

What are
her world
views?



Experiment 2

Perception

Experiment 1

Infer world views from profiles

Profile Information = Features



Learning Algorithm



World Views = Labels

Profile Information



Classifier

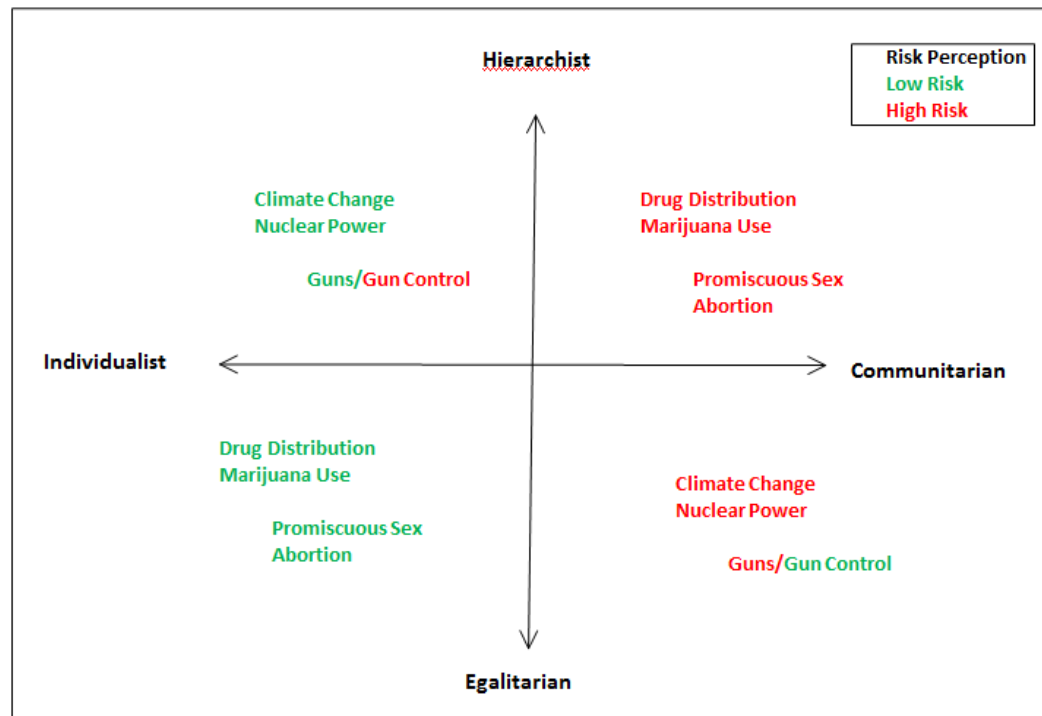


World Views



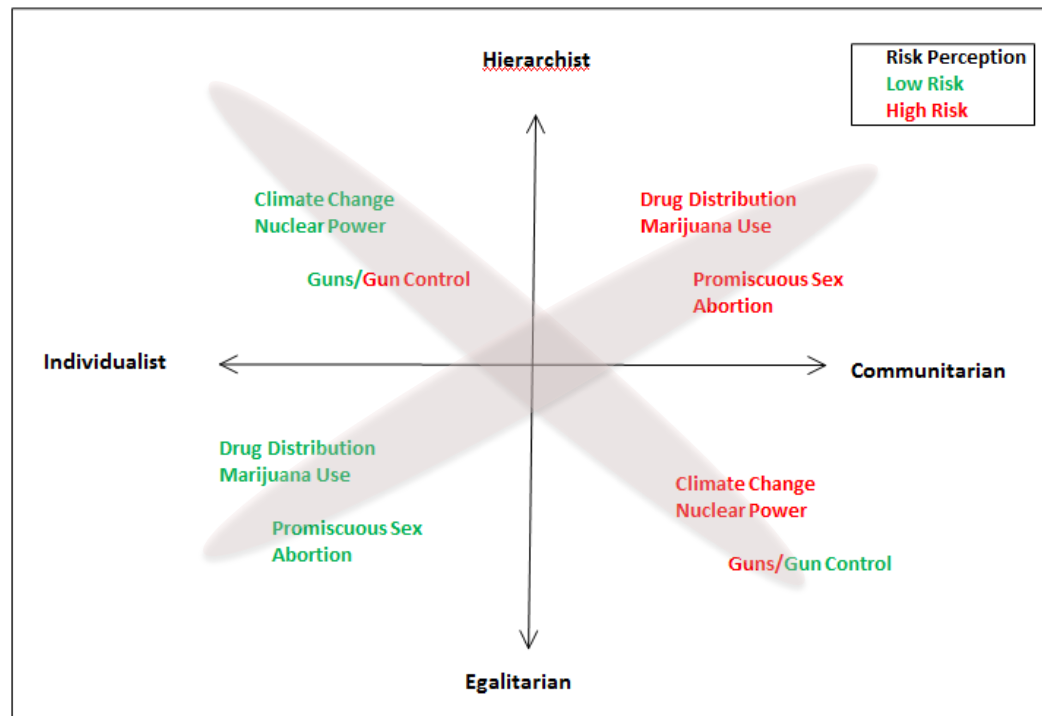
Selecting Features

- How can online profiles of authors reveal their opinions?



Selecting Features

- How can online profiles of authors reveal their opinions?



Constructing a Profile



=

Charity Donations

Topics – Feature Selection

- GUNCONTROL/ GUNOWNER
- NUCLEAR
- CLIMATE
- PROCHOICE (pro life)
- MARIJUANA / MARIJUANAMEDICAL/DRUGDISTRIBUTION
- GENTICALLY (modified foods)
- INTERNET
- GAYMARRIAGE

Question Types

- I would donate to the following drugs related charity:
 - Towards Reforming Marijuana Laws
 - Speaking Out Against the Legalization
- Similar:
 - Pro Choice Action Group / Pro Life Charity
 - Organization for the Supervision of Gun Ownership / Organization Against the Control of Guns by Governments

Experiment 1

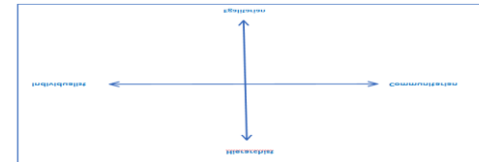
Participant



Charity Donations
Survey



Survey World Views



Experiment 1

- Amazon Mechanical Turk (AMC) experiment

What kind of Charities Would You Donate to? What's your opinion on various social topics?

We would like you to tell us what you think about some of your preferences. We want to know what would be your favorite charities. We would also like to know your opinion on social topics of current interest. You will have to answer 25 questions.

For each of the questions please choose the charity you would be most likely to donate to. Explain your choices.

I would donate to the following Internet charity:

- ☐ Towards an Internet for All
- ☐ Awareness of the Hidden Internet

Experiment 1

I would donate to the following Internet charity:

- ☐ Towards an Internet for All
- ☐ Awareness of the Hidden Internet

I would donate to the following energy related charity:

- ☐ Renewable Energy Foundation
- ☐ The Age of Nuclear Energy

I would donate to the following drugs related charity:

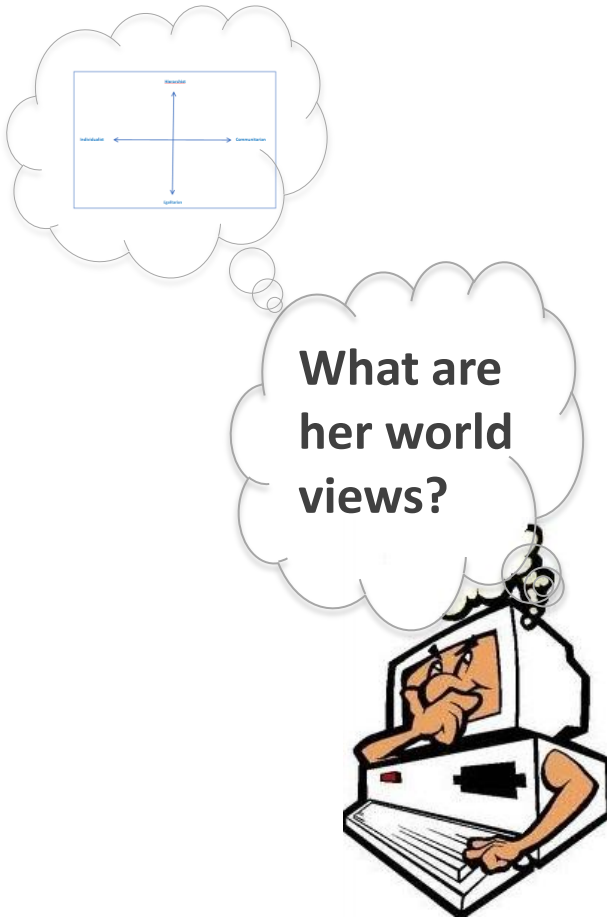
- ☐ Towards Reforming Marijuana Laws
- ☐ Speaking Out Against the Legalization

What determined your answer to the questions above?

Challenges

- Filtering spammers
- Filtering participants who didn't pay attention
- Make task “AMC” appropriate
 - Broke down in smaller steps

Results

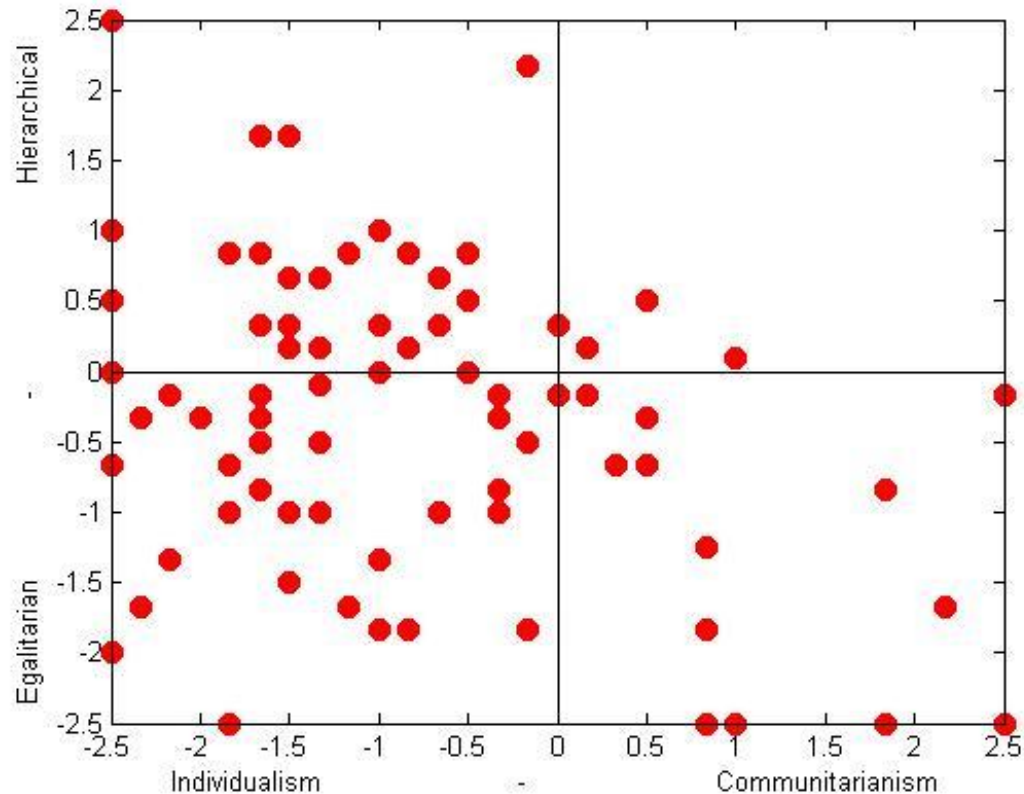


Charity Profile

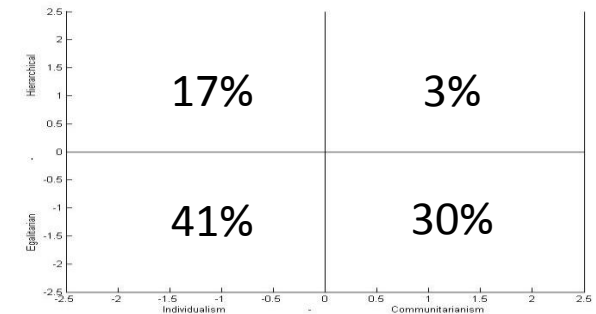
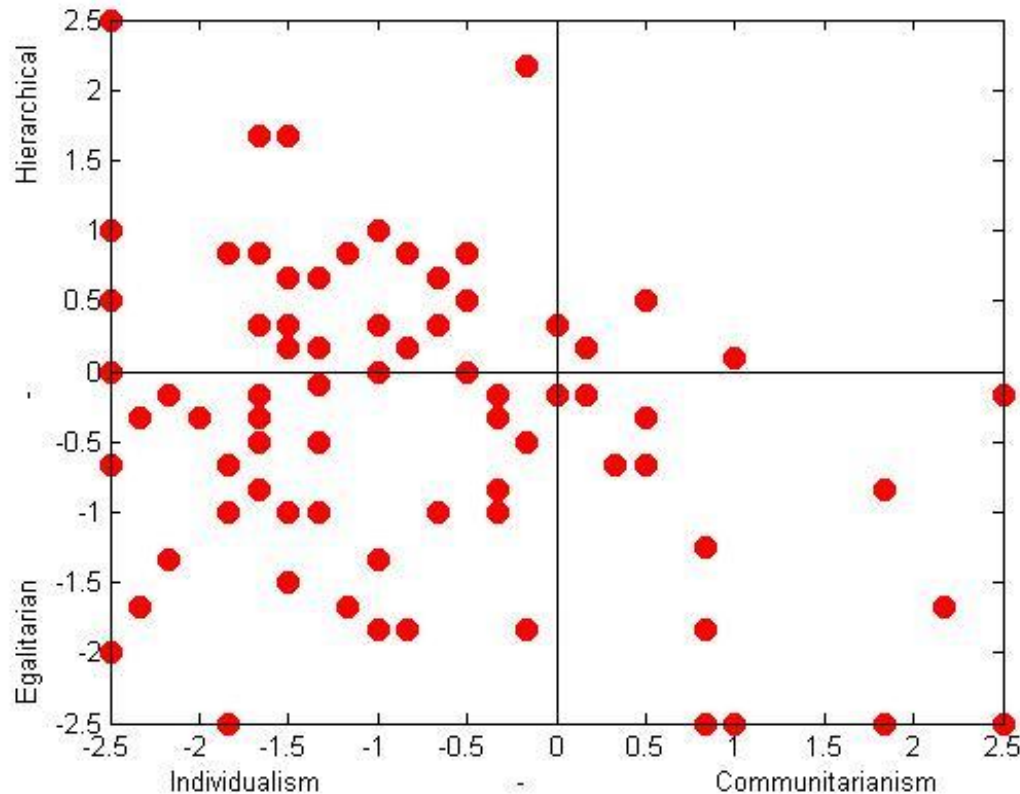
Results

- 100 participant
- 22 discarded – lack of valid answers
- AMC constraints:
 - US population only
 - 95% approval rate

Cultural World View Survey



Cultural World View Survey



Results

Variable	Classifier	Success Rate	Precision		Recall
Correct Quadrant	Naïve Bayes	62%	IE	.65	.52
			IH	.58	.71
			EC	.63	.72
			HC	0	0
Correct EH	Naïve Bayes	87%	E	.89	.95
			H	.76	.58
Correct IC	Naïve Bayes	71%	I	.71	.74
			C	.57	.51

Computers Can Infer World Views from Profiles

EXPERIMENT 2

**What are
her world
views?**



Experiment 1



Charity Profile

**What are
her world
views?**



Experiment 2

Experiment 2

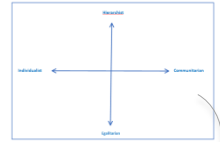
Do people perceive world view from profiles?

Experiment 2

Personal Profile - Charity Donations:

- Association for a Proper Use of Your Gun
- The Foundation for Green Food
- Foundation Against the Distribution of Drugs
- Pro Choice Action Group
- The Lies about Climate Change
- Awareness of the Hidden Internet
- Renewable Energy Foundation
- Towards Reforming Marijuana Laws
- Organization for the Supervision of Gun Ownership
- Association for Defense of Tradition and Family
- Organization for the Legalization of Medical Marijuana

What are
her world
views?



Experiment 2

What does a person donating to certain charities think?

Please answer the following questions the way the person that donates to the charities on the right would. This person has listed all the charities they ever donated to. Try to guess how they would respond. The list of charities will remain the same throughout all of the survey.

We would like you to tell us what you think about the person that donates to the charities on the right thinks. Please answer the questions below by trying to assess what the person with the charity donation profile on the right thinks.

People in our society often disagree about how far to let individuals go in making decisions for themselves. How strongly do you think **the person donating to the charities on the right** agrees or disagrees with each of these statements?

Personal Profile - Charity Donations:

- Association for a Proper Use of Your Gun
- The Foundation for Green Food
- Foundation Against the Distribution of Drugs
- Pro Choice Action Group
- The Lies about Climate Change
- Awareness of the Hidden Internet
- Renewable Energy Foundation
- Towards Reforming Marijuana Laws
- Organization for the Supervision of Gun Ownership
- Association for Defense of Tradition and Family
- Organization for the Legalization of Medical Marijuana

Experiment 2

Sometimes government needs to make laws that keep people from hurting themselves.

Strongly Disagree Moderately Disagree Slightly Disagree Slightly Agree Moderately Agree Strongly Agree

It's not the government's business to try to protect people from themselves.

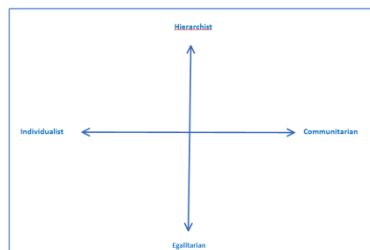
Strongly Disagree Moderately Disagree Slightly Disagree Slightly Agree Moderately Agree Strongly Agree

What determined your answer to the questions above?

[1 of 5 Next>](#)

Personal Profile - Charity Donations:

- Association for a Proper Use of Your Gun
- The Foundation for Green Food
- Foundation Against the Distribution of Drugs
- Pro Choice Action Group
- The Lies about Climate Change
- Awareness of the Hidden Internet
- Renewable Energy Foundation
- Towards Reforming Marijuana Laws
- Organization for the Supervision of Gun Ownership
- Association for Defense of Tradition and Family
- Organization for the Legalization of Medical Marijuana



Survey World Views



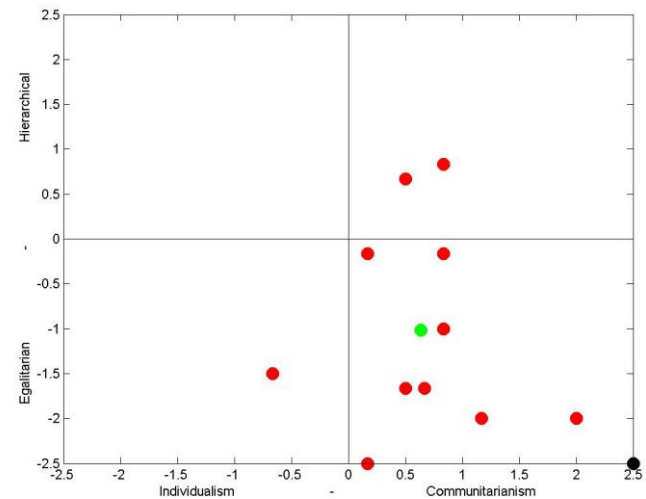
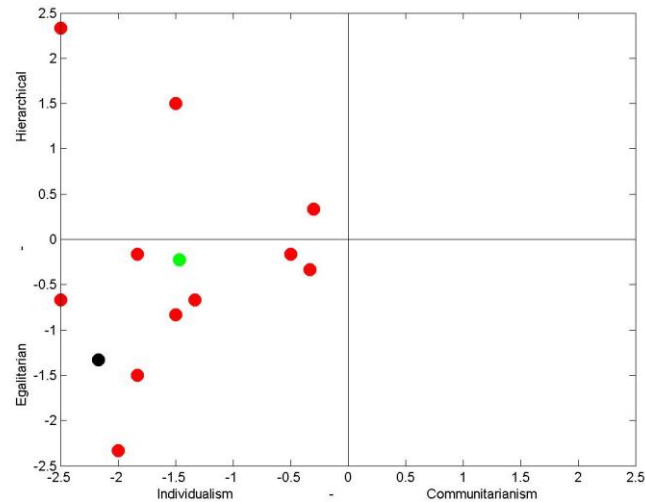
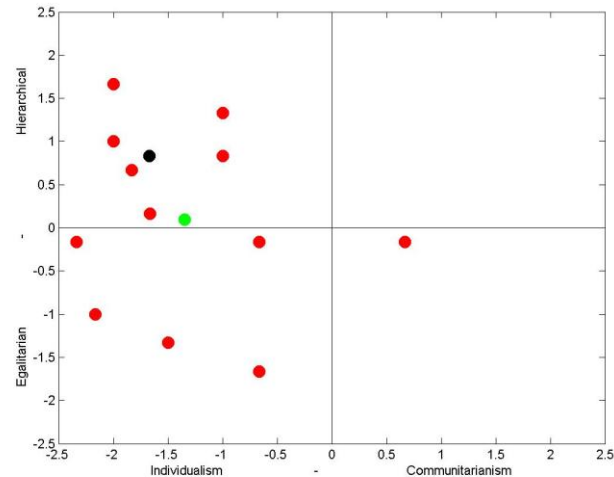
Charity
Profile

World Views Estimates by AMT workers

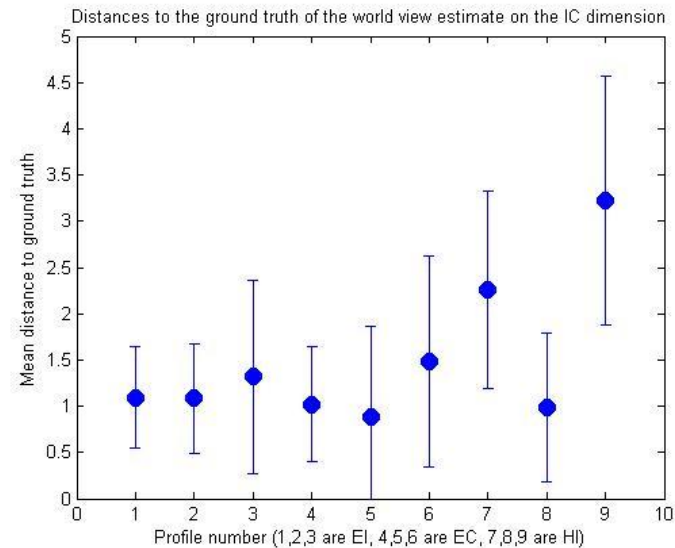
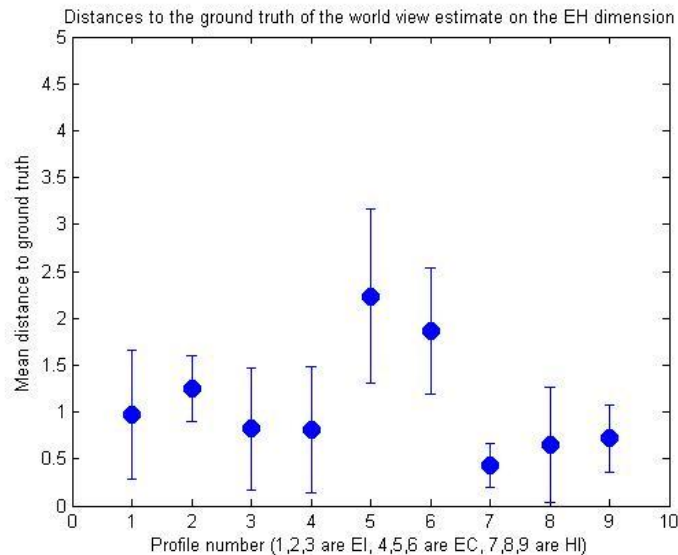
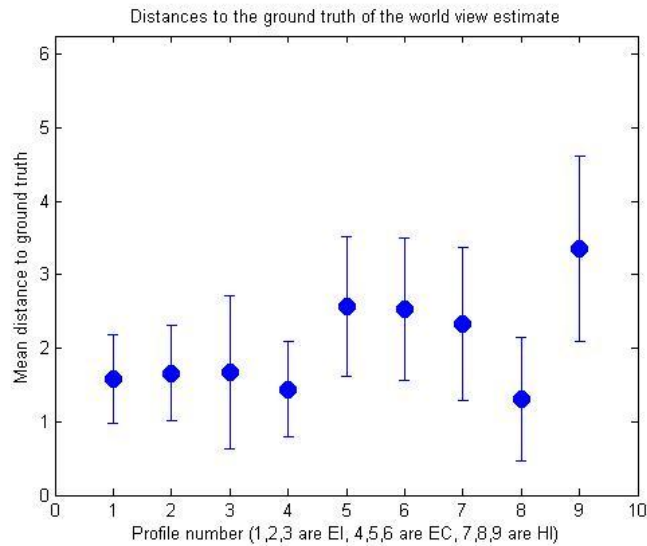
Black – original world view
from Experiment 1

Red – estimates

Green – mean of estimates

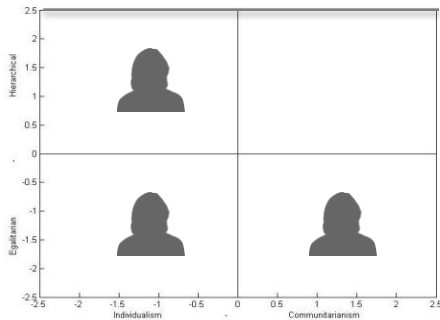


Distance between AMT estimates of world views and original views from Experiment 1



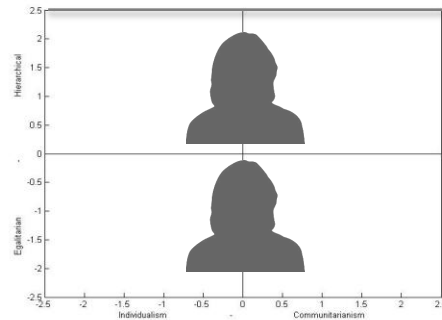
Correctly estimated profile category

Classify Quadrant



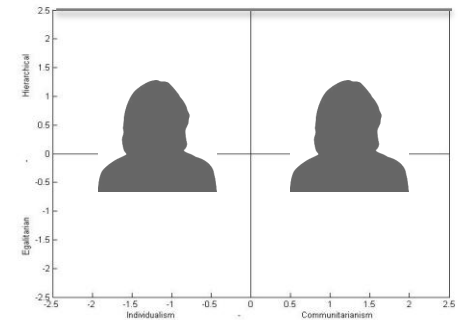
47%

Classify EH category



78%

Classify IC category



64%



62%

87%

71%

Computers and Humans Performed Similar in Identifying World Views

WORK IN PROGRESS

Does Attaching Charity Profiles to
Opinions Affect the Perception of
the Opinions?

Research Question (part 3 of 3)

Do profiles we relate to affect how we perceive opinions we agree/don't agree with?



gun control is necessary



guns protect us

Design

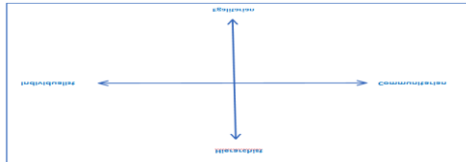
- 2x2x2 design
 - Reader agrees with opinion presented (or not)
 - Reader relates to the profile of the author – they are in the same quadrant (or not)
 - Profiles – have charity information, or explicit opinions

Experiment 1

Participant



Survey World Views



Give Opinion about guns



Read Opinion Piece with
Author Profile



Answer Questions

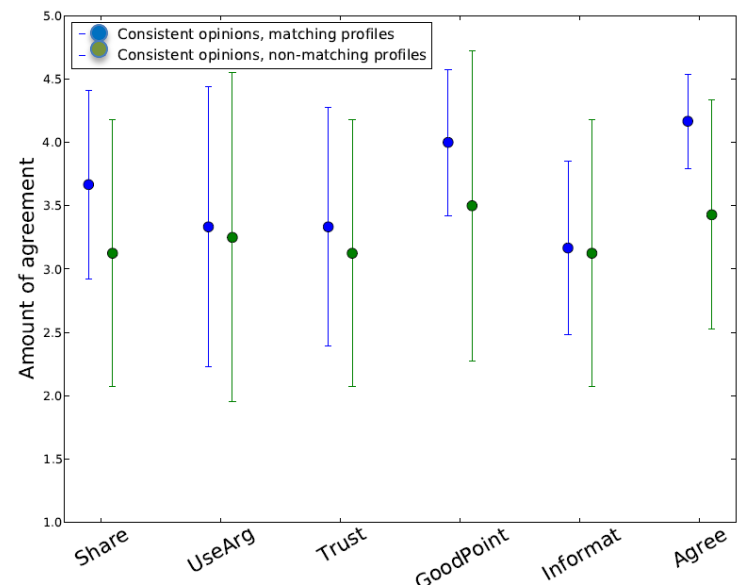
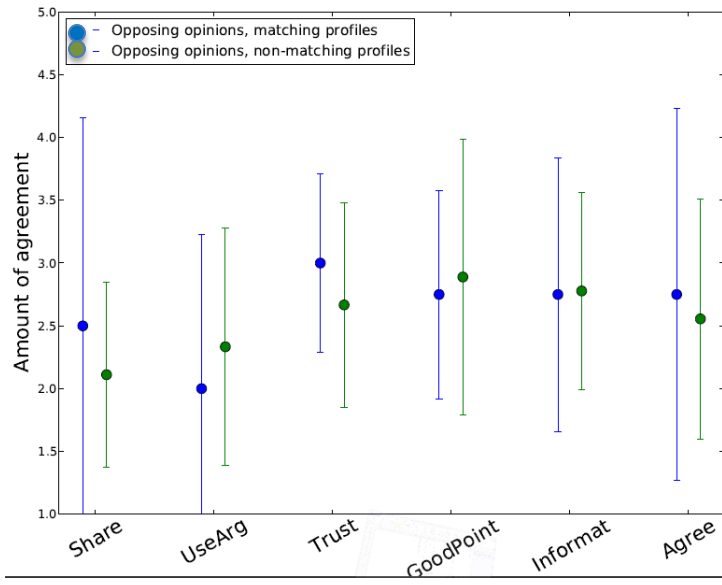
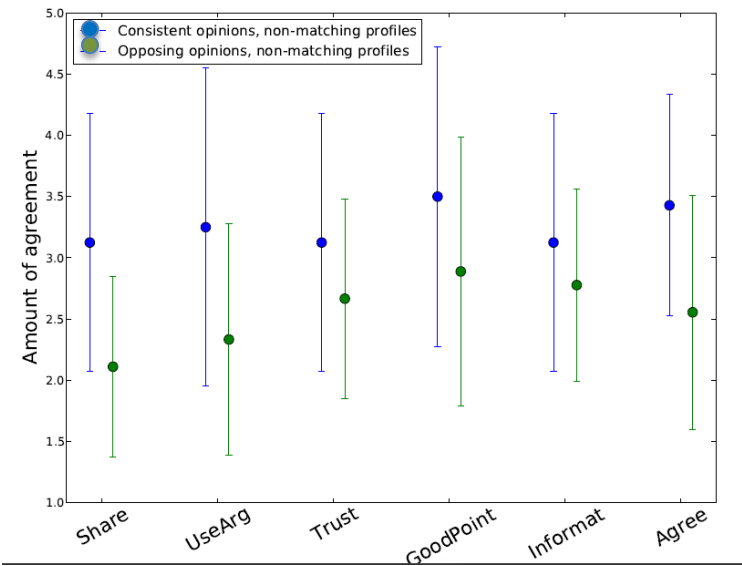
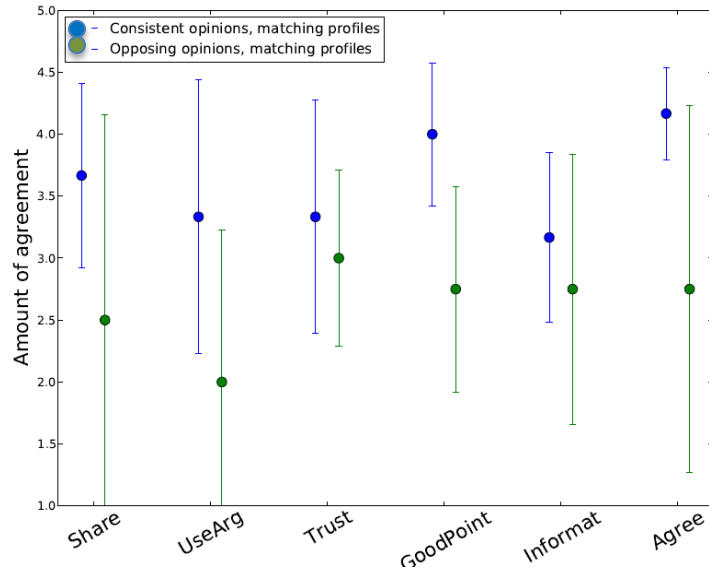
-
- Opinion piece:
 - We have 306million people in the US. Millions of lives are saved everyday by the private possession of guns, especially pistols. Few die. Once the crook breaks the pane of glass that separates you from him, your gun is the only thing that protects you from him.

- Profile:

- The government needs to not get involved in making laws to keep people from hurting themselves.
- The government interferes far too much in our everyday lives.
- Our society would be worse off if the distribution of wealth was more equal.
- We have gone too far in pushing equal rights in this country.

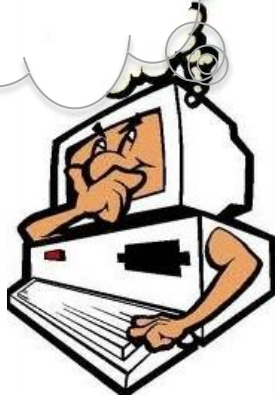
-
- Profile
 - Organization for the Supervision of Gun Ownership
 - Global Foundation for a Green Lifestyle
 - Towards an Internet for All
 - Foundation for Support of Drug Users
 - Association for Protecting the Citizens Against Guns
 - Renewable Energy Foundation

Preliminary Trends



MORE WORK IN PROGRESS

What are
her world
views?



Facebook Profile

Infer World Views from
Facebook Profiles

What are
her world
views?

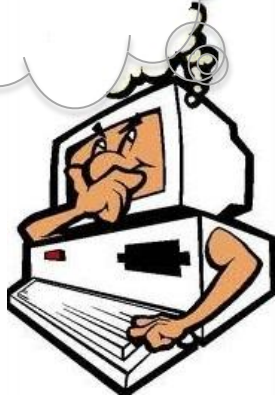


Photo Profile

Infer if There is An Effect In
How Different Photos are
Perceived

LONGER TERM FUTURE WORK

-
- Forums Opinion Discussion
 - Match people by common profiles to discuss something they don't agree with

-
- Identify what questions one needs to ask in a survey to identify opinions on a certain topic
 - What type of information to identify for an individual to assess their social views

-
- What profile information is useful to see about authors
 - For a domain specific question
 - How do we identify what this information should be?

fin



Awesome People

Krzysztof Gajos

Margo Seltzer

David Parkes

Stuart Shieber

IIS: Anna, Dimitrios, Pao, Katharina, Ken, Hsiao, Steve

UID: Katrina Panovic, Juho Kim, Eirik Bakke, Max Goldman
Greg Little

CS people: Elaine Angelino, Phillip Guo, Alice Gao,
Varun Kanade, Gregory Malecha

Engineers: Justin Song

Psych&Political Sciences: Jen Skeffington

Sociologists: Mazen Elfakari, Anshul Kumar