

Reliable Sources?

Correcting Misinformation in Polarized Media Environments

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University of Wisconsin-Milwaukee

ISPP 2020 Virtual Meeting, July 15th

Why misinformation corrections (often) fail

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- ...taking into account **endogenous** media exposure
- ...differentiating between factual **beliefs** and subsequent **opinions**

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Models of Complete and Incomplete Updating*

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Empirical Questions:

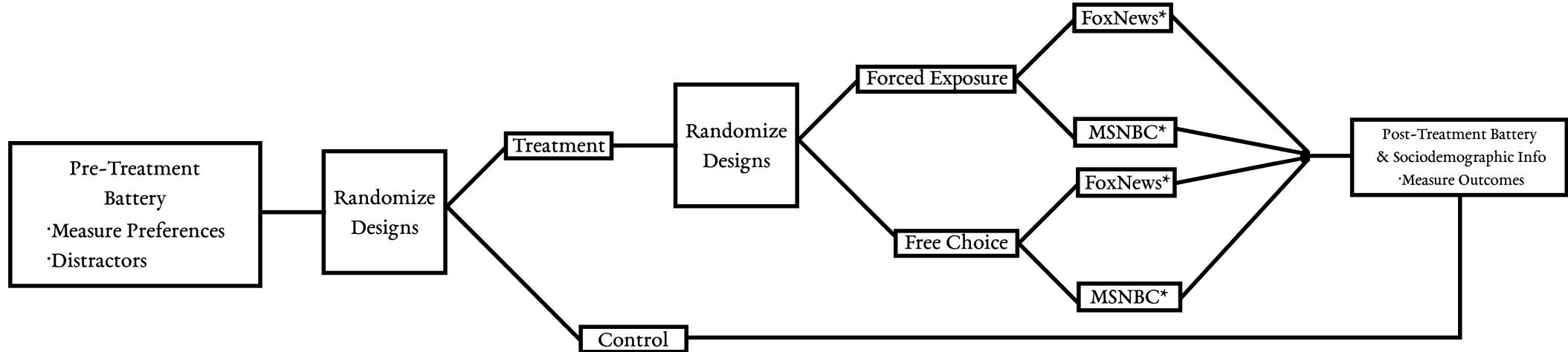
- Does the ability to **choose** always imply **consistent** exposure?
- If choice \neq consistency, how do their effects differ?

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A Preference-Incorporating Choice and Assignment Design

- Knox, D.; Yamamoto, T.; Baum, M. A. & Berinsky, A. J. 2019. "Design, identification, and sensitivity analysis for patient preference trials." *Journal of the American Statistical Association*.
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- Leeper, T. J. 2020. "Raising the Floor or Closing the Gap? How Media Choice and Media Content Impact Political Knowledge." *Political Communication*.

A Preference-Incorporating Choice and Assignment Design



- MTurk Sample, N = 600

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Information treatment

- In the following section, we are going to show you a random tweet drawn from the accounts of [two/several] large news organizations. **You can choose from which Twitter account the random tweet will be drawn.** Afterwards, we are going to ask you some questions about the content of the news story.

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 **Fox News Alert**  @foxnewsalert · 5h

BREAKING NEWS: Immigrant-owned businesses employed almost 8 million American workers and generated \$1.3 trillion in total sales in 2019, up from 2018 totals - New report based on US Census Bureau data


Fox News: Live Breaking News
Real News. Real Honest Opinion.
4.5/5.0 stars – 401,130 ratings

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Measuring Belief, Interpretation, and Opinion

- **Belief:**
 - Across the United States, how many workers – immigrant and US-born – do you think are employed by immigrant-owned businesses?

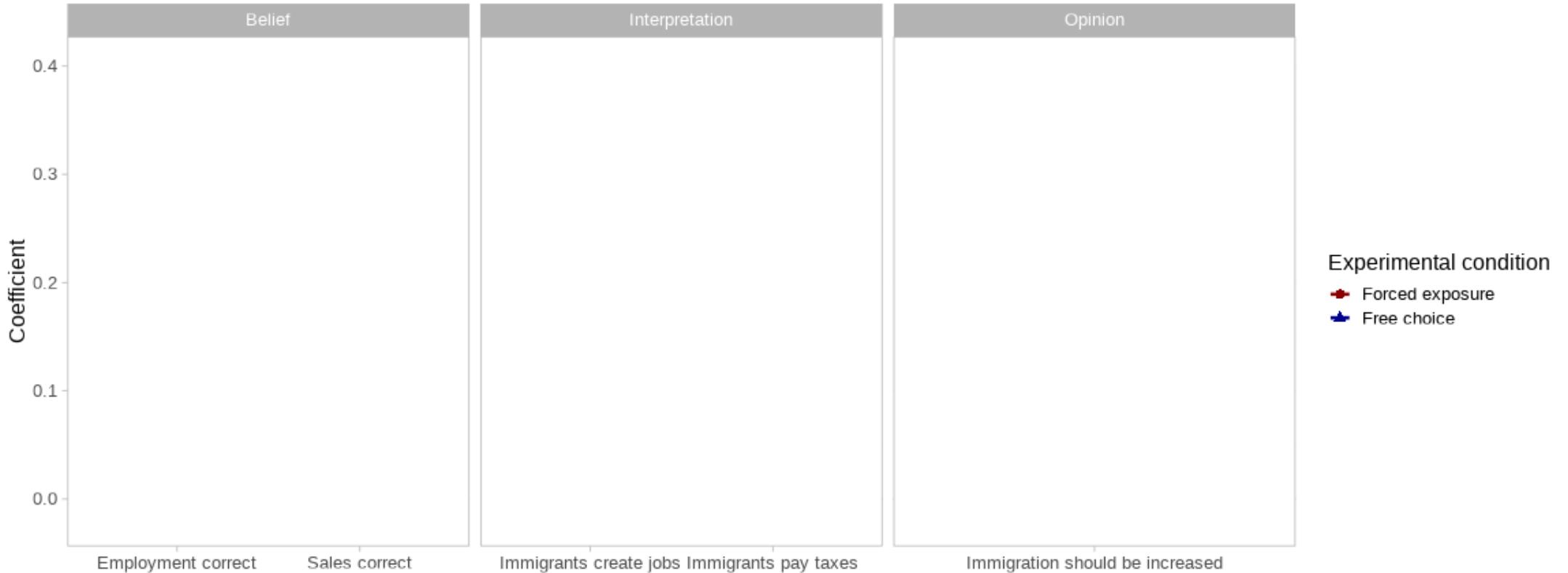
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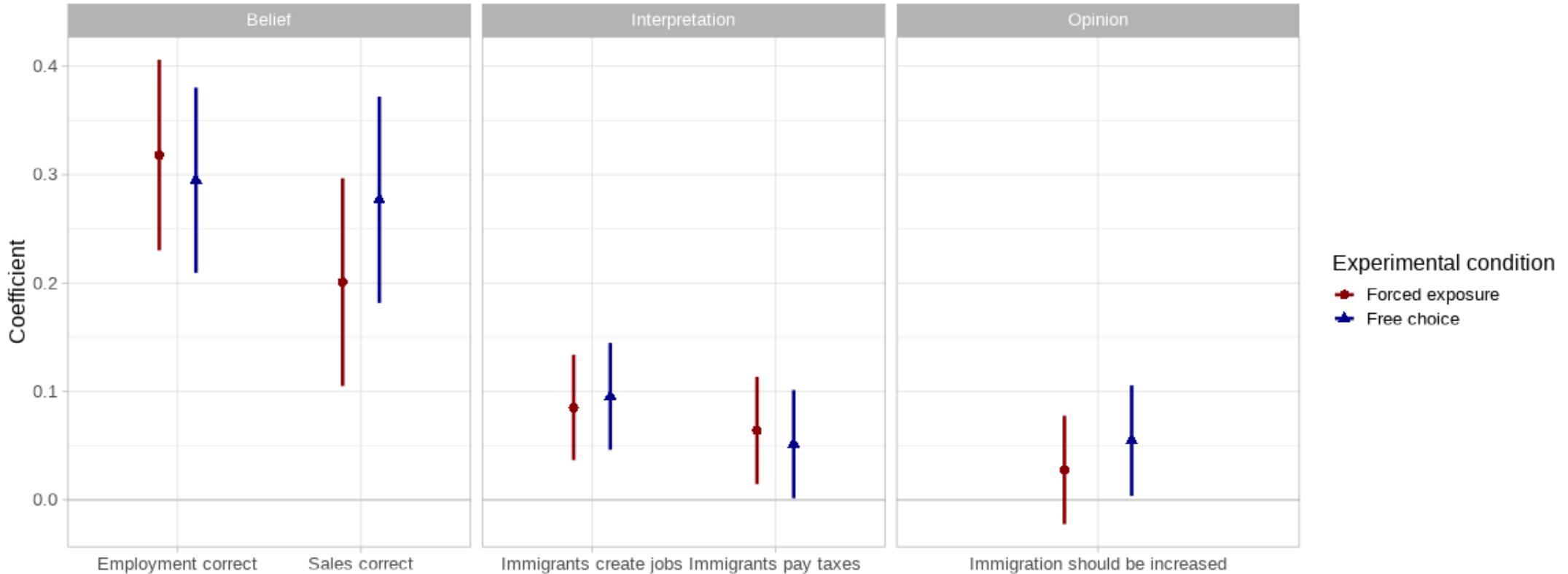
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- **Opinion:**
 - Do you think the number of immigrants from foreign countries who are permitted to come to the United States to live should be [increased/left the same/decreased]?

Main treatment effects



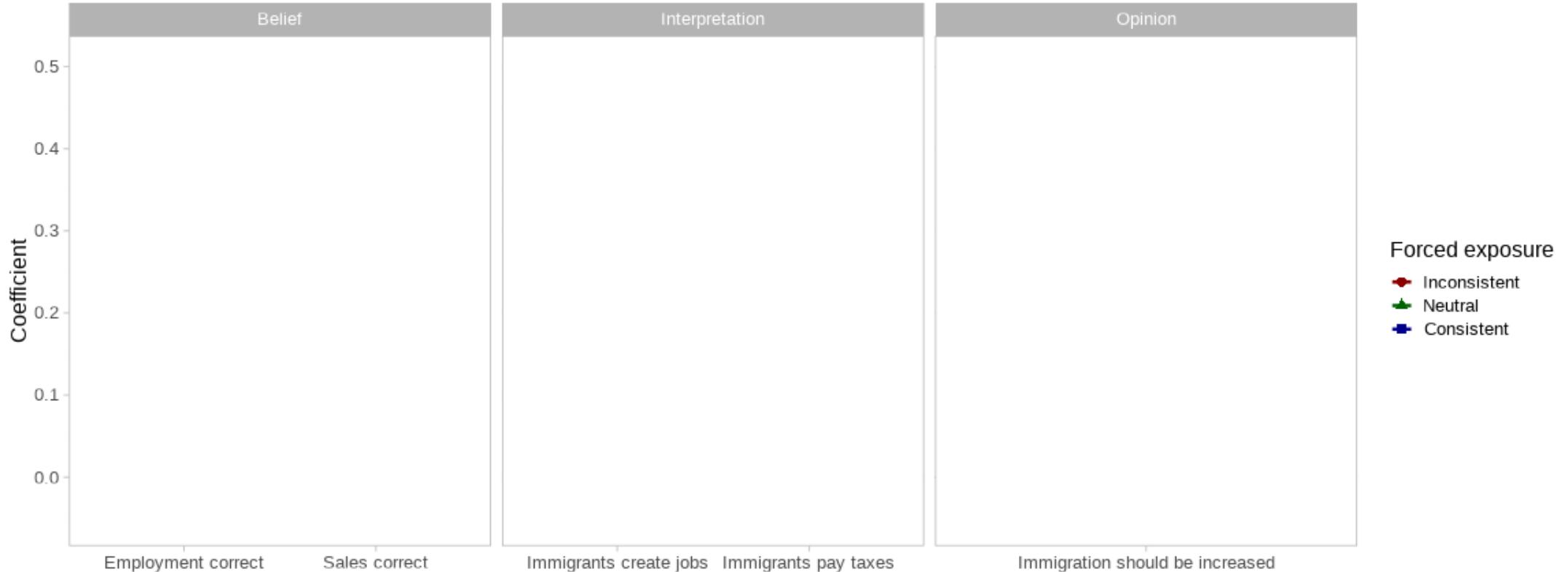
OLS coefficients with 95% confidence intervals using robust standard errors; each model controls for pre-treatment immigration attitudes, ideology, pid, and sociodemographics.

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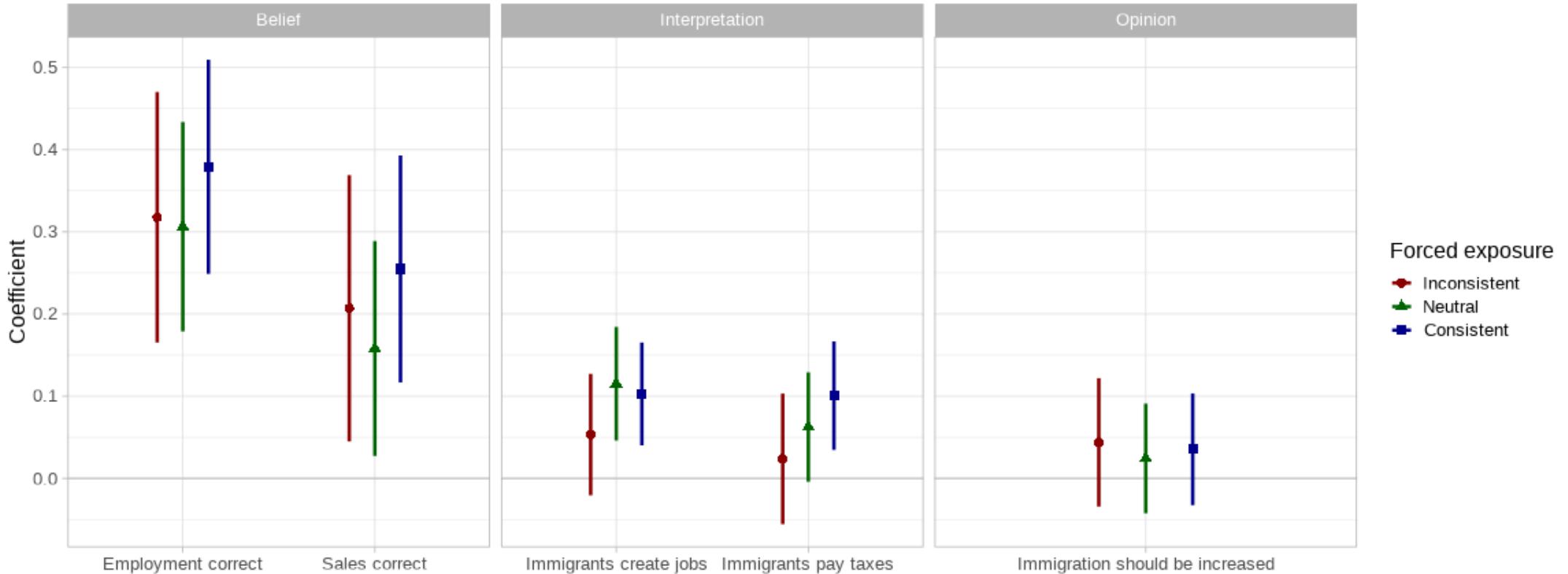
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Consistency in forced exposure condition



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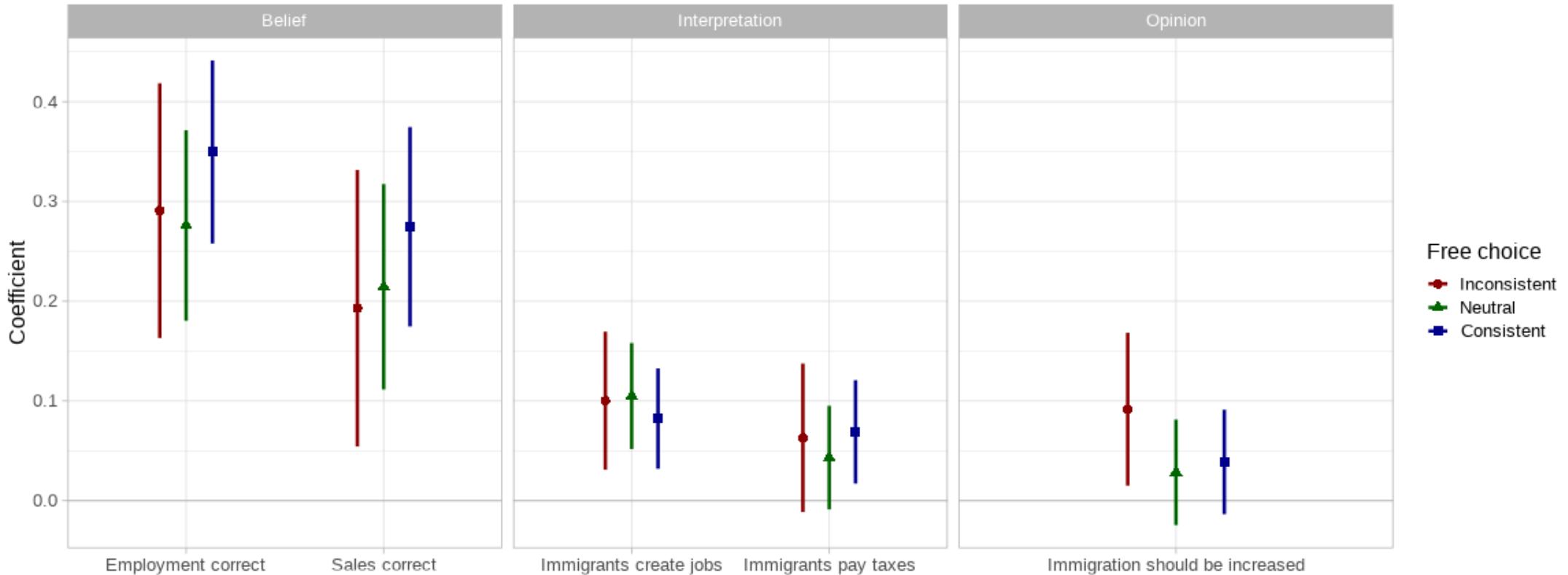
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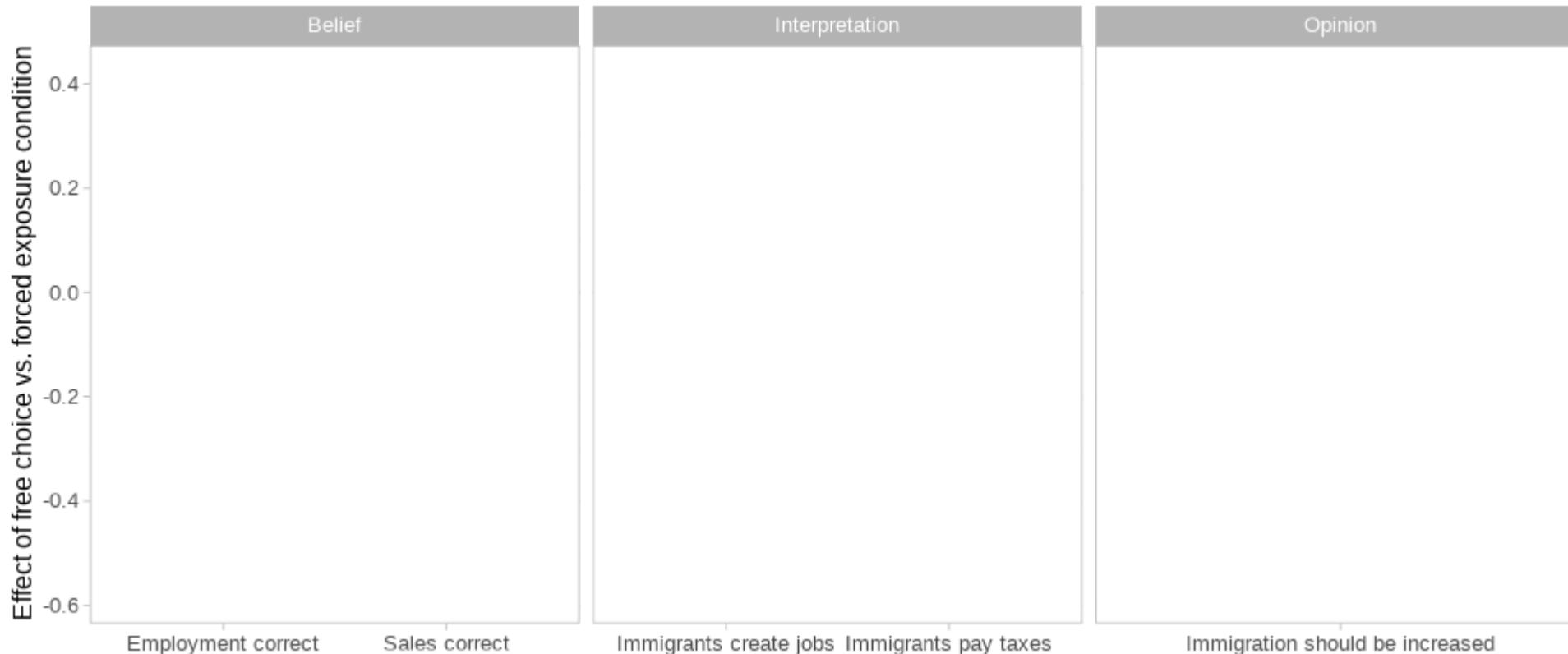
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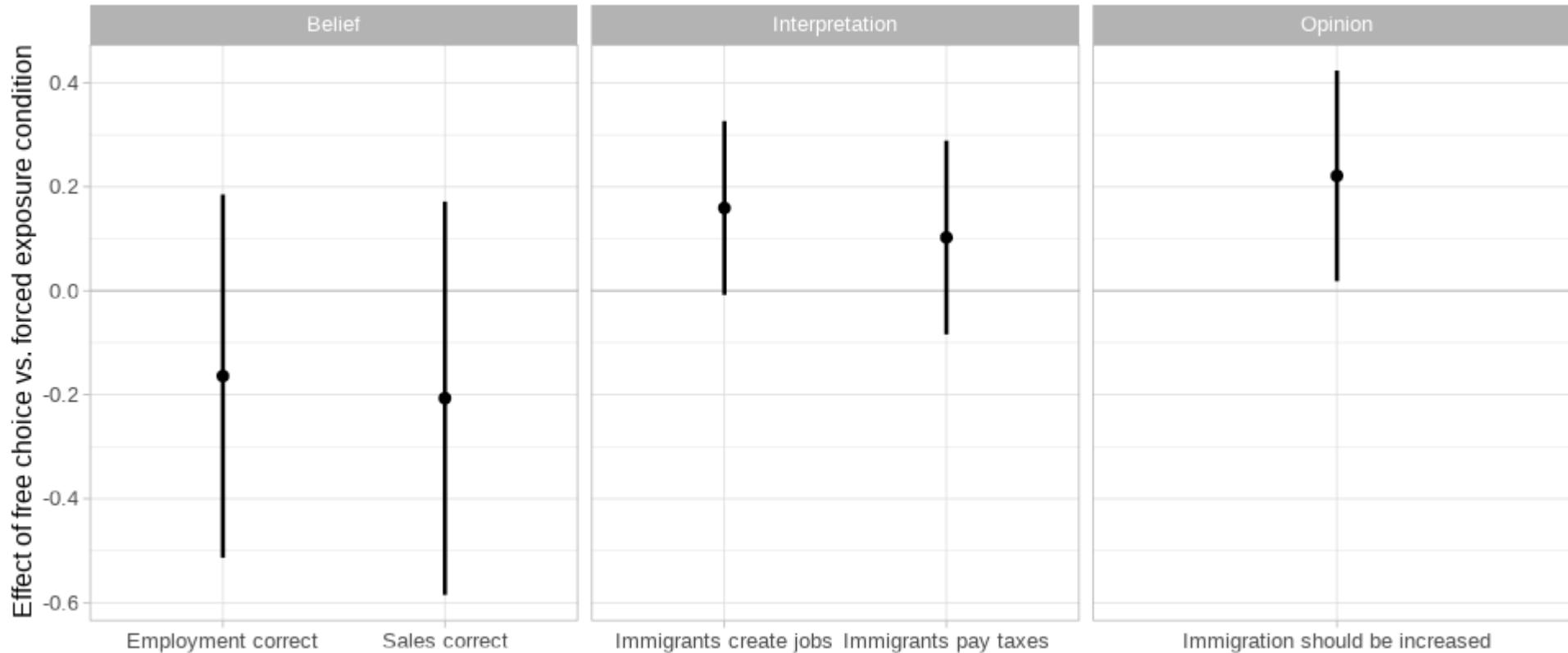
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Voluntary vs. involuntary exposure to inconsistent sources



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Future directions

- Preregistered replication, increased sample size.
- Different issue/policy areas (e.g., climate change, police reform, ...).
- ...

Thanks for watching!

Questions, comments?



-  Project repository on Github
<https://experimentalpolitics.github.io>
-  <https://pwkraft.github.io>
-  @pwkraft
-  @patrickwkraft
-  kraftp@uwm.edu