

# Location of the Lie

Data: The data used in this analysis is the compilation of claims fact checked by PolitiFact made by Republican or Democratic political figures between Jan 1st 2016 and June 30th 2021, excluding all statements made by Donald Trump.

We tagged location and location.extra by the following definitions.

Advertisement, Debate, Interview, Public Event, Social Media, Speech/Remarks, TV Appearance, Written Statement

**Advertisement:** campaign ads including video, television, radio and attack ads

**Debate:** campaign debates, panel/roundtable discussion with legislators/tv anchors/etc, back and forth between legislators, debates over legislation. *Location.extra:* election debate vs unspecified debate

**Interview:** general interview tag not affiliated with a TV station, radio interview, conversation with reporters, and podcasts that are not their own, general “statement to media” tags by PolitiFact

**Public event:** town hall, forum, answering questions from the public, roundtable discussions with voters/the public

**Social Media:** posts made on social media. *Location.extra:* particular platform

**Speech/Remarks:** catchall definition for prepared speeches, remarks, and statements, unless clearly indicated that the speaker is responding to an audience or reporter question; will include a televised address as that is more speech than tv statement; include press briefings/conferences. *Location.extra:* Campaign events (does not necessarily have to be by someone campaigning for themselves, campaigning on the behalf of others will also be tagged as a campaign event), hearings, press events, and unspecified speeches or remarks.

**TV Appearance:** any televised interview, pre-prepared video remarks. *Location.extra:* TV channel

**Written Statement:** own website, emails, fliers, own writing/blog posts, letters, mailers, press releases, written policy proposals by candidates. *Location.extra:* campaign/election related material, press releases

Methodology:

If the tag given by PolitiFact reasonably falls within one of these categories, I tag as-is.

If the tag is unclear or additional information is missing, I will read the article to determine more details. This is often the case with TV interviews, with general “statements” etc.

Only in extremely confusing circumstances will I go beyond the article, this usually involves looking up the TV channel on which a particular show is broadcast, or using the links cited by PolitiFact to find the original location of the lie. If tagged as something in the header and something else in the text I will be biased towards the original tag that PolitiFact gives, unless the article presents convincing evidence that the location of the lie is not explained accurately by the header (for our purposes).

In an effort to reduce the number of judgment calls I make, I recorded potential areas of confusion or gray areas to explain my tagging logic, which are noted below.

Debate Election Debate: refers to any debate between competing candidates. If the type of debate is unspecified (no other candidate mentioned), then it is not tagged as Election Debate, which may mean that some data is omitted from our set.

TV Appearance If a televised event is also something else (a town hall, a debate, a speech, etc), the other claim takes precedence. For example: A televised town hall will be tagged as a town hall, because the context

in which the lie was said was the Town Hall, the fact that it was televised does not change that situation. On the contrary, if a TV channel hosts a casual roundtable discussion that is exclusively displayed on that channel, that will be tagged as a TV Appearance on that channel. Regional Channel tag: Unaffiliated local TV stations are tagged as Regional Channel, whereas local programs on national news networks are tagged by the parent organization. For example: WISN-TV, a channel that only plays in Milwaukee, Wisconsin, will be tagged as Regional Channel whereas CBS Miami’s “Facing South Florida” will be tagged as CBS. In cases where it was not explicitly stated whether the interview was conducted on TV or not, I used contextual clues to make determinations. If the interview was with a major news anchor or TV personality, it is tagged as TV appearance.

Interview Facebook live interviews get tagged as interviews over social media, to reflect the type of speech in which the statement was made—I consider that in determining the context of the lie, the Interview tag is more representative than the Social Media tag. This is the same for YouTube interview videos.

Advertisement Campaign videos are tagged as Advertisements.

Speech/Remarks “Campaign” tag in the Location Extra: I recognize the inherent complexity to this tag, as the line is blurred significantly for all comments made by a candidate during a campaign, regardless of whether it is an official campaign or not. I tried to tag consistently, but there is a certain amount of unavoidable subjectivity to the PolitiFact tags and they amount of information that they provide that is compounded by my own biases and subjectivity. All speeches or remarks made at the RNC and DNC are tagged as “Campaign” regardless of whether the speaker is a candidate or not. Tagging for the location of the lie and not the speaker, this is a campaign event and the tag reflects that. Speeches made by people that were expected to/eventually did run for office were not tagged as campaigns if the person had not yet officially announced their candidature. If a speech is not explicitly listed as a campaign event but the fact check begins with person X, candidate for/running for then it is tagged as Campaign unless there is a specified alternative purpose for the event. Despite being spoken on the radio, Rob Swearingen’s weekly radio address was tagged as Speech/Remarks over Interview, despite radio interview being in the description to better reflect the type of speech within which the lie was contained.

Social Media Video of commentary on a certain issue posted by the candidate on Facebook was tagged as a Social Media lie because the candidate created, reviewed, and decided to post it on social media. In my opinion, this is different from the true definition of Speech/Remarks, and TV Appearance, which were the other potential tags for this claim.

Written Statement Campaign tag: Policy proposals written by candidates in advance of an election will be tagged as Campaign material. Endorsement announcements tagged as Campaign. Websites made by a candidate to attack their opponent in an election are tagged as Campaign material. Fact sheets are tagged as Press Releases. Things that were reported as having been repeated via various platforms, where at least some of the recorded versions of the lie are in written form are tagged as “Written Statement” and then “Various Statements” because that represents the highest level of vetting the statement may have gone through. Talking points written by the campaign and given to staff to be read on behalf of the candidate’s campaign are tagged as Written Statement.

Exploratory Data Analysis

Table 1: Distribution of All Claims by Location

location	count	percentage
Speech/Remarks	593	24.0
TV Appearance	469	19.0
Social Media	405	16.4
Written Statement	281	11.4
Debate	225	9.1
Interview	207	8.4
Advertisement	188	7.6

location	count	percentage
Public Event	101	4.1

The three largest categories of claims, in the PolitiFact database, are Speech/Remarks, TV Appearance, and Social Media. The smallest categories were Public Event, Advertisement, and Interview.

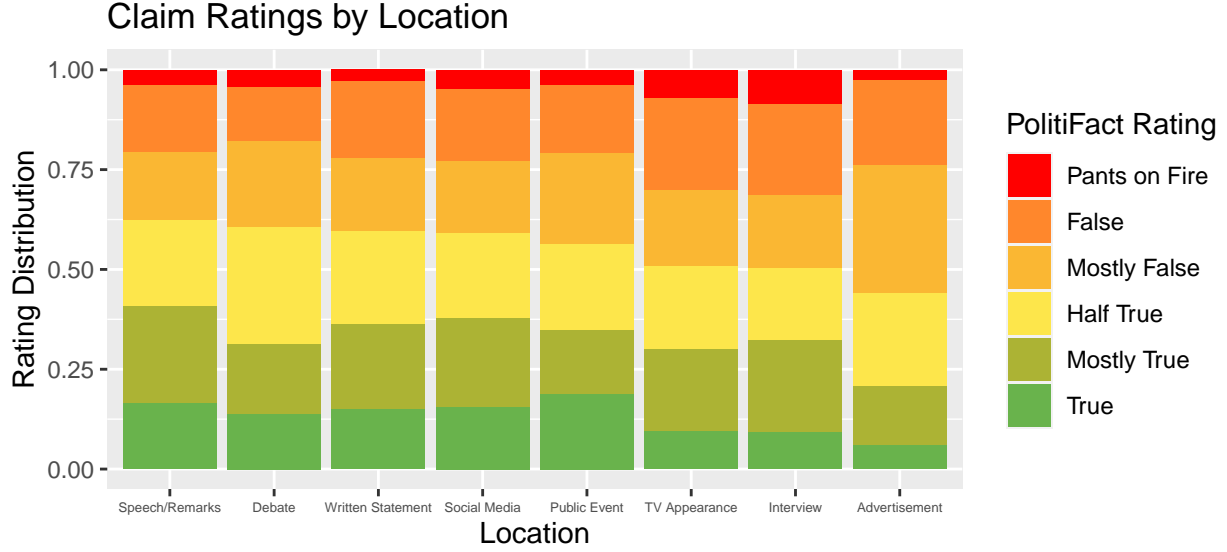


Table 2: Proportion of Ratings in Percent, by Location

location	Pants on Fire	False	Mostly False	Half True	Mostly True	True
Advertisement	2.7	21.3	31.9	23.4	14.9	5.9
Debate	4.4	13.3	21.8	29.3	17.3	13.8
Interview	8.7	22.7	18.4	17.9	23.2	9.2
Public Event	4.0	16.8	22.8	21.8	15.8	18.8
Social Media	4.7	18.3	18.0	21.2	22.2	15.6
Speech/Remarks	3.9	16.9	16.9	21.8	24.1	16.5
TV Appearance	7.2	22.8	19.2	20.7	20.7	9.4
Written Statement	2.8	19.2	18.5	23.1	21.4	14.9

The highest proportion of True-ish (True, Mostly True, Half True) claims are made in Speech/Remarks (62.4%). The lowest proportion of True-ish claims are made in Advertisements (44.2%). The highest proportion of Pants on Fire claims appear in Interviews (8.7%). The highest proportion of True statements are made at Public Events (18.8%).

Table 3: Claims Count by Party

claimant_party	count	percentage
Democratic	1285	52.05
Republican	1184	47.95

As we know, there are approximately 100 more claims made by Democrats versus Republicans. Given the overall size of the dataset, though, I can say they are about equivalent, as the ratio of Democrat's claims to Republican's is 1.09 : 1.

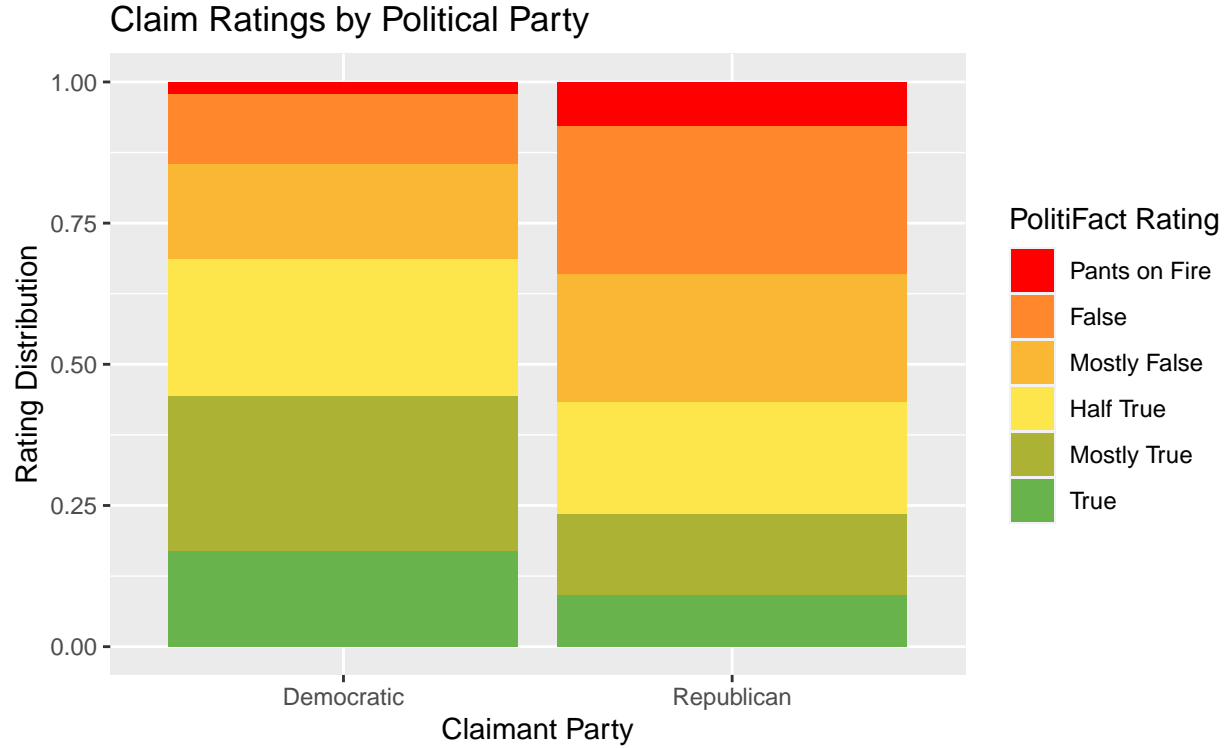


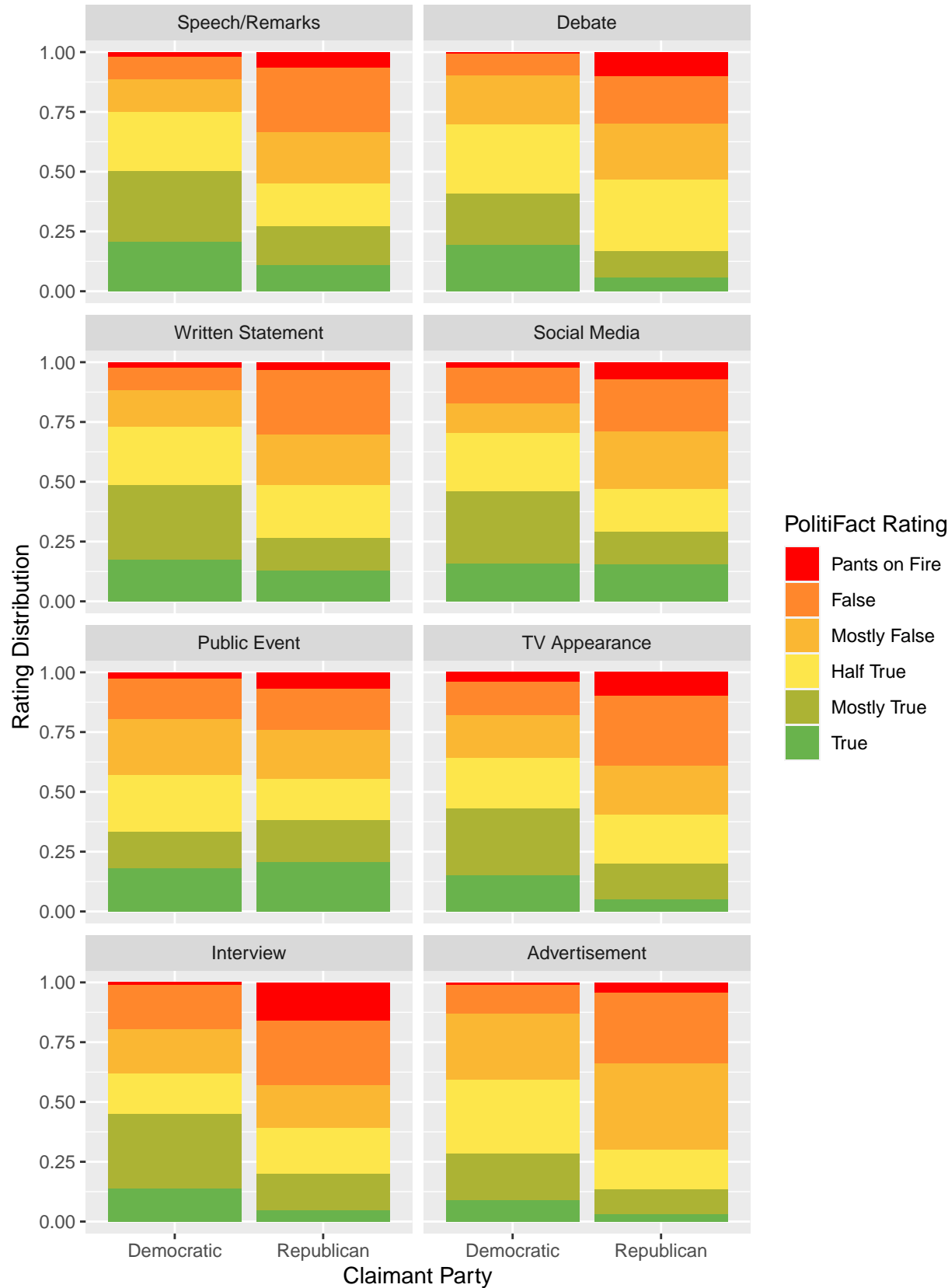
Table 4: Distribution of Claims by Party and Location

claimant_party	Advertisement	Debate	Interview	Public Event	Social Media	Speech/Remarks	TV Appearance	Written Statement
Democratic	91	135	102	72	209	346	204	126
Republican	97	90	105	29	196	247	265	155

Comparing the ratio of claim counts by Party and Location, Interview, Advertisement, and Social Media have nearly a 1 : 1 ratio of Democratic to Republican claims. Public Event has the most egregious difference, with a ratio of 2.48 : 1 Democratic to Republican claims. Debate, Speech/Remarks, TV Appearance, and Written Statements have no greater than a 1.5 : 1 ratio.

Some of these differences, namely the 1.5 : 1 ratio of Democratic to Republican claims in the Debate category may be attributable to the omission of Trump from the dataset, as all of Clinton's claims from their 2016 debates are included, but his are not.

Claim Ratings by Political Party and Location



## Social Media

Table 5: Distribution of Claims by Social Media App

location.extra	count
Facebook	62
Instagram	2
LinkedIn	1
Twitter	337
Various Platforms	1
YouTube	2

Seeing that the vast majority of claims originate on Twitter and Facebook, lets center in on those.

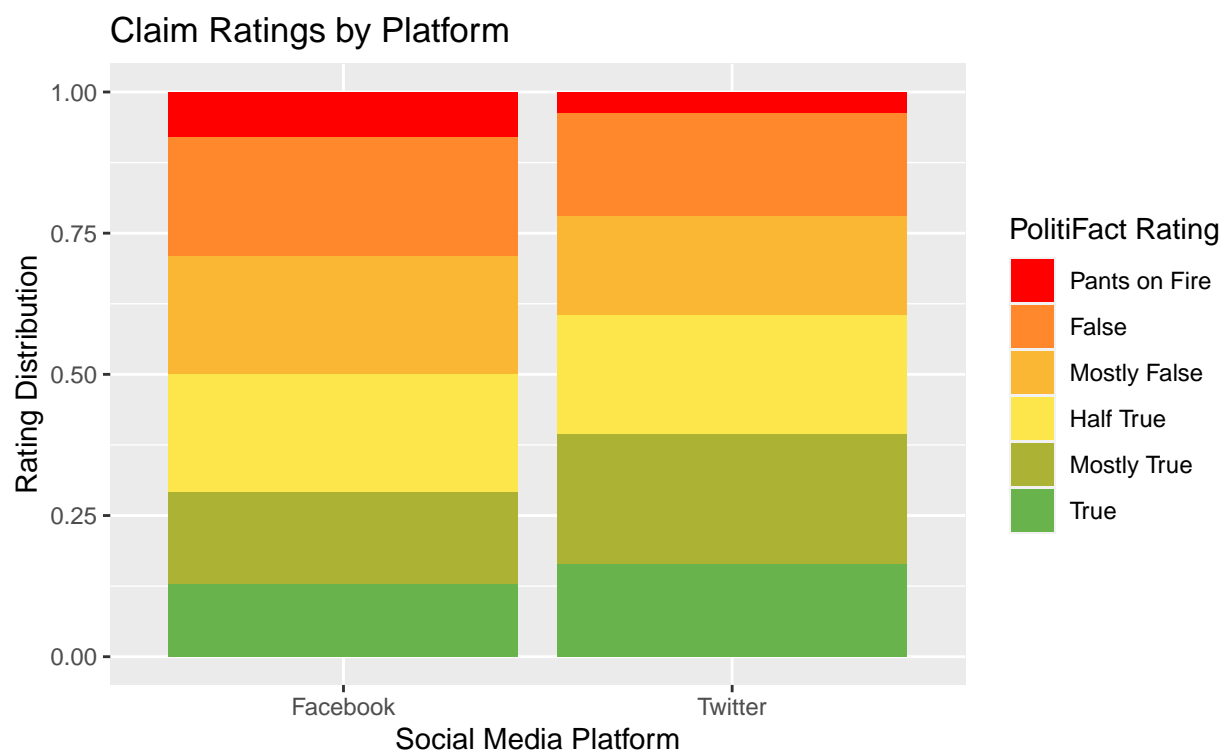


Table 6: Percentage of Ratings by Platform

platform	Pants on Fire	False	Mostly False	Half True	Mostly True	True
Facebook	8.1	21.0	21.0	21.0	16.1	12.9
Twitter	3.9	18.1	17.5	21.1	23.1	16.3

This data appears to indicate that Facebook has a higher proportion of falsehoods than Twitter, among all checked statements on PolitiFact. Of all statements on Facebook, 50.1% of statements were found to be Mostly False, False, or Pants on Fire, compared to 39.7% of the same on Twitter. Twitter also had a higher proportion of True statements checked, 16.4% to Facebook's 12.9%, about 1.27x higher. There are 2.08x as many Pants on Fire claims on Facebook when compared to Twitter.

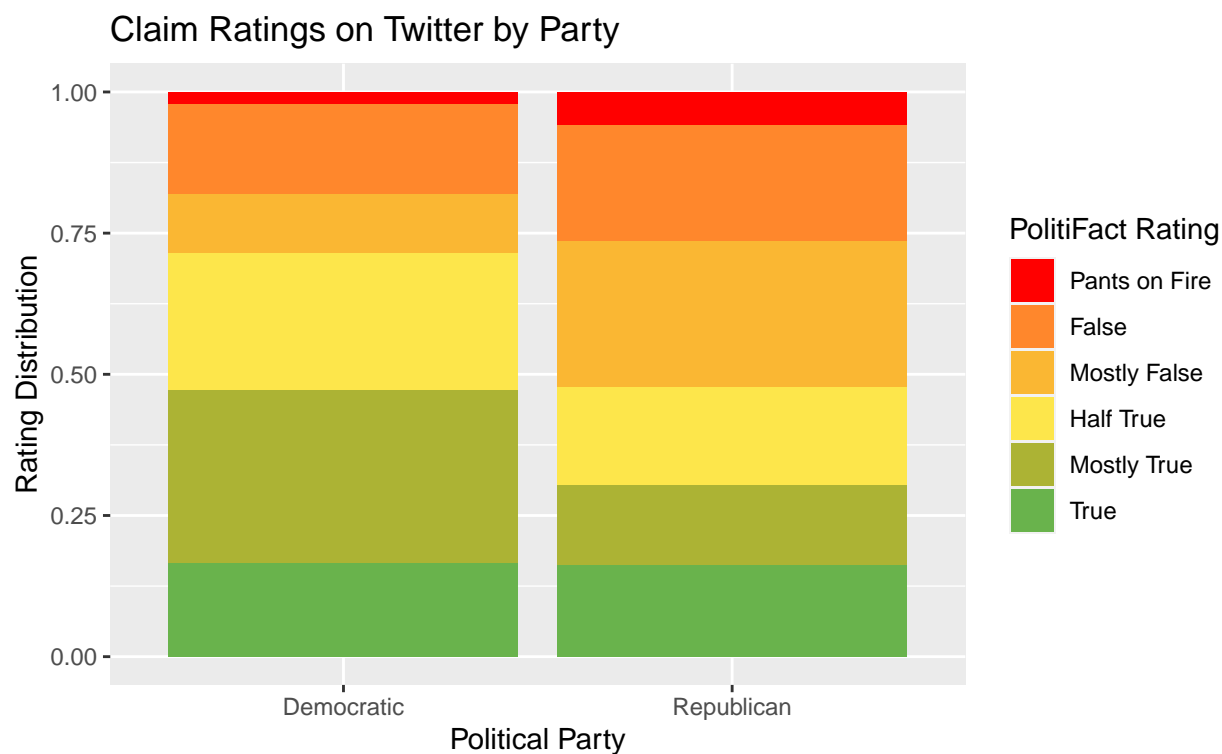


Table 7: Twitter Claims by Party

Democratic	Republican
182	155

Table 8: Percentage of Claims by Rating and Party

party	Pants on Fire	False	Mostly False	Half True	Mostly True	True
Democratic	2.2	15.9	10.4	24.2	30.8	16.5
Republican	5.8	20.6	25.8	17.4	14.2	16.1

Table 9: Count of Claims by Rating and Party

party	Pants on Fire	False	Mostly False	Half True	Mostly True	True
Democratic	4	29	19	44	56	30
Republican	9	32	40	27	22	25

## TV Appearance

Table 10: Distribution of TV Appearances

location.extra	count
ABC	47
Bloomberg	2
CBS	35
CNBC	2
CNN	68
Comedy Central	1
Digital Platform	2
EWTN	1
FOX	90
HBO	6
MSNBC	60
NBC	73
Newsmax	1
PBS	3
Regional Station	73
TBN	1
Telemundo	1
the Hill	1
Time Warner Cable News	2

To continue analytics, we will focus on all TV channels on which at least 30 claims were made. This leaves: ABC, CBS, CNN, FOX, MSNBC, NBC, and the Regional Station tag.

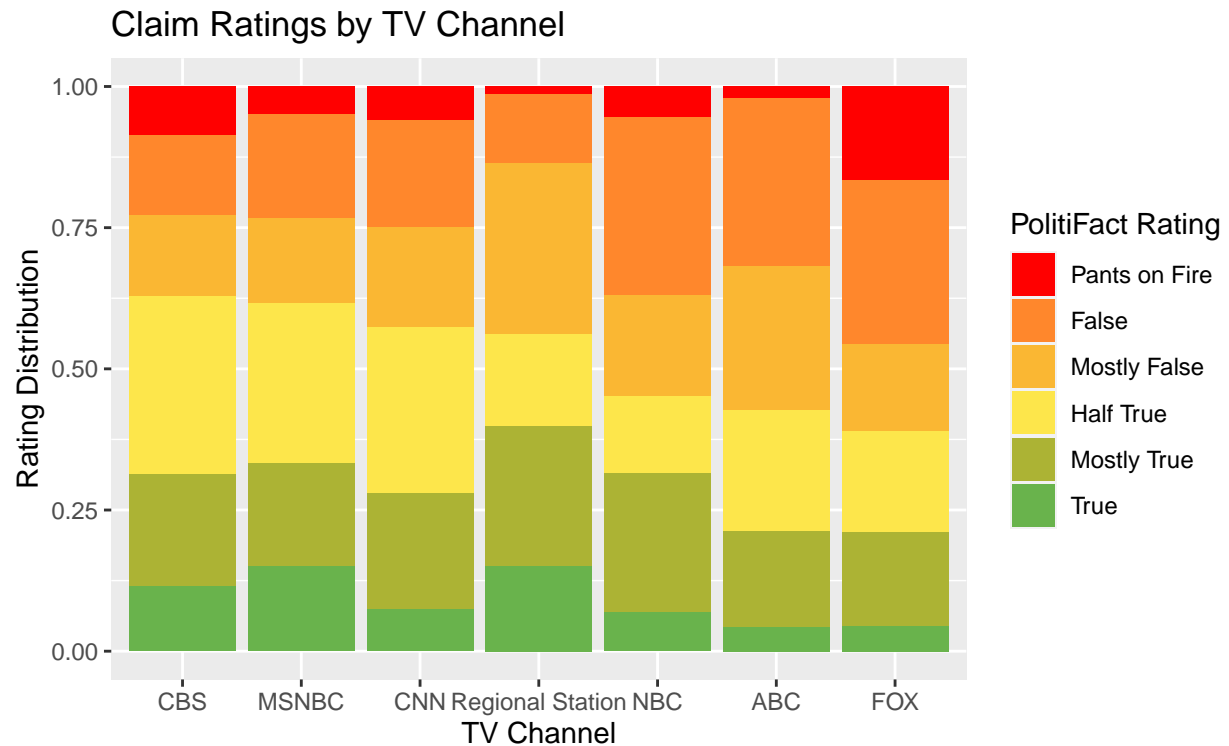




Table 11: Claim Rating Proportions by TV Channel

channel	Pants on Fire	False	Mostly False	Half True	Mostly True	True
ABC	2.1	29.8	25.5	21.3	17.0	4.3
CBS	8.6	14.3	14.3	31.4	20.0	11.4
CNN	5.9	19.1	17.6	29.4	20.6	7.4
FOX	16.7	28.9	15.6	17.8	16.7	4.4
MSNBC	5.0	18.3	15.0	28.3	18.3	15.0
NBC	5.5	31.5	17.8	13.7	24.7	6.8
Regional Station	1.4	12.3	30.1	16.4	24.7	15.1

Basing trueness on Half True, Mostly True, and True statements, the descending order of trueness by TV Channel goes as follows: CBS (62.8%), MSNBC (61.6% True-ish), CNN (57.4% True-ish), Regional Stations (56.2% True-ish), NBC (45.2% True-ish), ABC (42.6% True-ish and finally FOX (38.9% True-ish).

Among the major national news channels, CNN, MSNBC, and NBC had nearly identical proportions of Pants on Fire claims, 0.059, 0.050, and 0.055 respectively.

Claim Ratings by Political Party and TV Channel

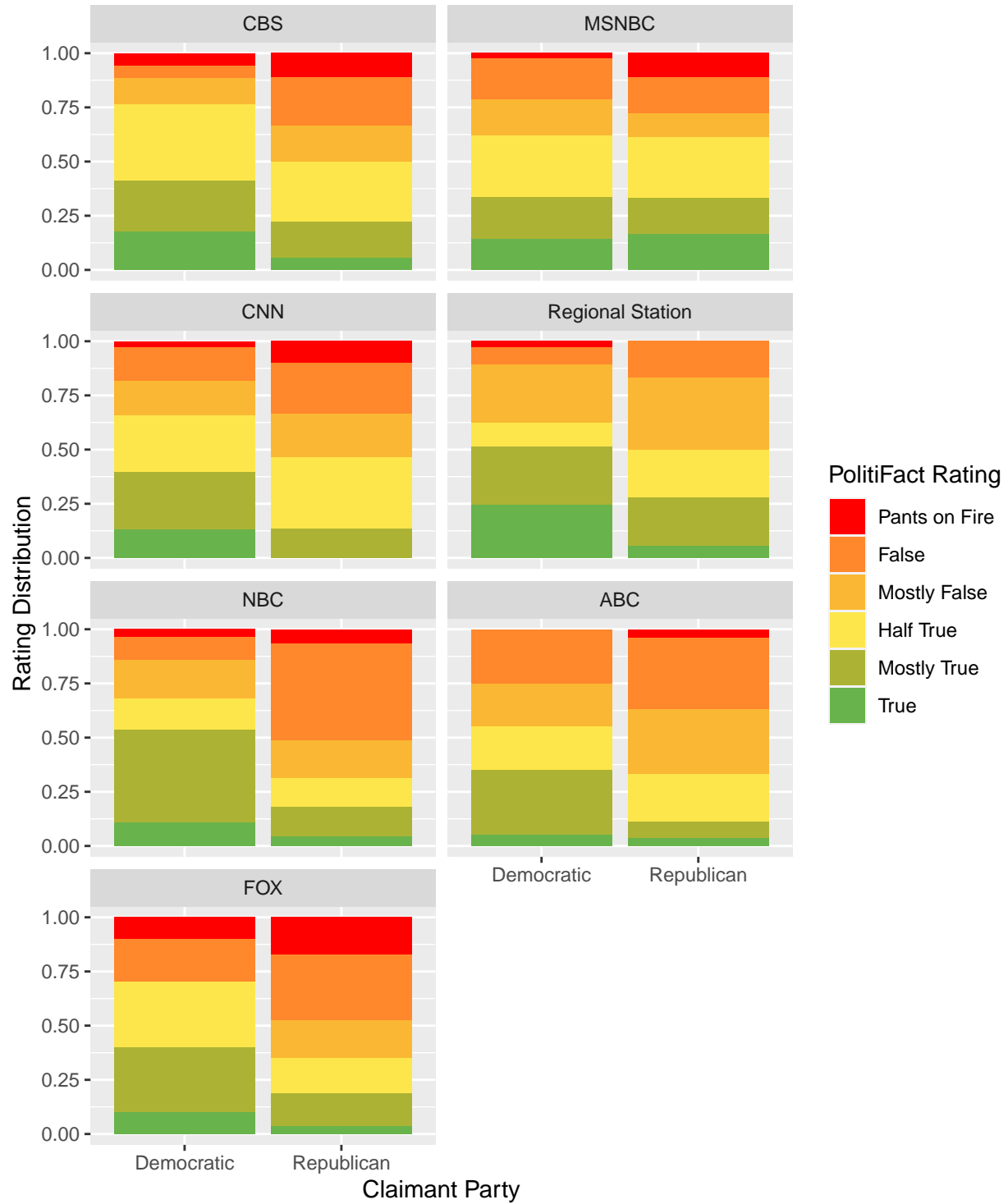


Table 12: Claim Count by Party and TV Channel

channel	party	False	Mostly False	Half True	Mostly True	True	Pants on Fire
ABC	Democratic	5	4	4	6	1	0

channel	party	False	Mostly False	Half True	Mostly True	True	Pants on Fire
ABC	Republican	9	8	6	2	1	1
CBS	Democratic	1	2	6	4	3	1
CBS	Republican	4	3	5	3	1	2
CNN	Democratic	6	6	10	10	5	1
CNN	Republican	7	6	10	4	0	3
FOX	Democratic	2	0	3	3	1	1
FOX	Republican	24	14	13	12	3	14
MSNBC	Democratic	8	7	12	8	6	1
MSNBC	Republican	3	2	5	3	3	2
NBC	Democratic	3	5	4	12	3	1
NBC	Republican	20	8	6	6	2	3
Regional Station	Democratic	3	10	4	10	9	1
Regional Station	Republican	6	12	8	8	2	0

Table 13: Claim Rating Proportions by Party and TV Channel

channel	party	False	Mostly False	Half True	Mostly True	True	Pants on Fire
ABC	Democratic	25.0	20.0	20.0	30.0	5.0	0.0
ABC	Republican	33.3	29.6	22.2	7.4	3.7	3.7
CBS	Democratic	5.9	11.8	35.3	23.5	17.6	5.9
CBS	Republican	22.2	16.7	27.8	16.7	5.6	11.1
CNN	Democratic	15.8	15.8	26.3	26.3	13.2	2.6
CNN	Republican	23.3	20.0	33.3	13.3	0.0	10.0
FOX	Democratic	20.0	0.0	30.0	30.0	10.0	10.0
FOX	Republican	30.0	17.5	16.2	15.0	3.8	17.5
MSNBC	Democratic	19.0	16.7	28.6	19.0	14.3	2.4
MSNBC	Republican	16.7	11.1	27.8	16.7	16.7	11.1
NBC	Democratic	10.7	17.9	14.3	42.9	10.7	3.6
NBC	Republican	44.4	17.8	13.3	13.3	4.4	6.7
Regional Station	Democratic	8.1	27.0	10.8	27.0	24.3	2.7
Regional Station	Republican	16.7	33.3	22.2	22.2	5.6	0.0