

Speaking Truth to Twitter

Team 3

Hertie School of Governance

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Outline

- 1 Implementing the RCT
- 2 Some Descriptives
- 3 Main Results: Data and Dependent Variables
- 4 Limitations

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Main changes

- focus exclusively on Trump (not Clinton and Trump)
- Sample:treatment group:1000, control group: 4420
- 10 individuals asked to be withdrawn during treatment. Effect measured thus ITT effect

Implementation

- creation of 5 Twitter accounts with same profile picture and information but different names (**A, B, C, D, E**)
- regular creation of Twitter Apps which were used to automatically tweet the treatment groups
- tweets were sent time frame

Implementation

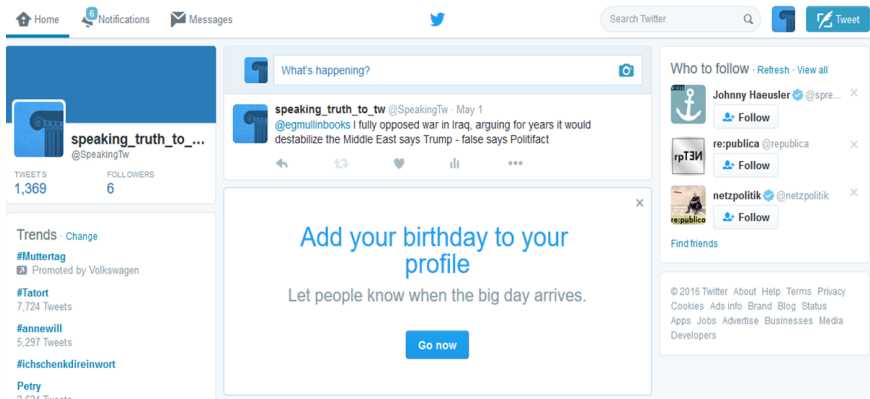


Figure 1: Twitter profile

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Tweet number	Text	Truth	Start date
1	@LostinMemphis Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact	0	2016-04-14
2	@LostinMemphis Trump says his deficit to Clinton much smaller than Reagan's against Carter- false says award-winning website Politifact	-2	2016-04-20
3	@LostinMemphis Trump says Ted Cruz is mathematically out of winning the race - mostly true says politifact	1	2016-04-22
4	@LostinMemphis Trump says PA lost 35%, and Harrisburg 40%, of manufacturing jobs since 2001 - Mostly true says politifact	1	2016-04-25
5	@LostinMemphis Trump says football coach Rex Ryan won championships in NY twice - false says Politifact. He never did	-2	2016-04-27
6	@LostinMemphis Trump says ISIS makes millions of dollars a week by selling Libyan oil - false says Politifact	-2	2016-04-29
7	@LostinMemphis Trump says he fully opposed war in Iraq arguing for years it would destabilize the Middle East - false says Politifact	-2	2016-04-30

Table 1: Example tweets

Information on our sample: table comparing the treatment and the control group containing for example the following things:

- size of both groups (n)
- twitter activity (likes_n, tweets_n) before the experiment
- number of friends and/or followers
- male/female (do we have that information?)

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short detour on the data we collected throughout the entire time frame (specify time frame) → maybe we don't actually need that on the slide, but just explain it. *dependent variables (all per individual per day)*:

- number of likes of tweets by Donald Trump
- number of retweets of tweets by Donald Trump
- number of tweets using the hashtag
#MakeAmericaGreatAgain
- number of tweets including the key word TRUMP

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Limitations

- Self selection in the sample: *Only active trump followers were selected in our study and People had the option to opt-out*
- Being recognized as a robot
- Bias from manipulation of the twitter feed
- Outcome is **likes** or **tweets** per day while the tweeting has been done at a certain time during the day...
- Collinearity of variables in case of the lasting turn-on model!

Interesting

The figure displays five tweets arranged in two columns. The top-left tweet is from **truthAboutTrump** (@truthToTwitt) dated April 15, replying to **@BigJoeyStud** with the text: "Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact". The top-right tweet is from **speaking_truth_to_tw** (@SpeakingTw) dated April 30, replying to **@pbeaman5169** with the text: "I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact". The middle-left tweet is from **JoSeeph** (@BigJoeyStud) dated 8:31 AM - 15 Apr 2016, replying to **@truthToTwitt** with the text: "fuck off". The middle-right tweet is from **Paula McKim** (@pbeaman5169) dated 5:11 PM - 30 Apr 2016, replying to **@SpeakingTw** with the text: "I don't need you to 'preach' to me about Trump! I support #TRUMP2016 end of discussion!". The bottom-left tweet is from **speaking_truth_to_tw** (@truth_to_twitt) dated April 14, replying to **@roch2779** with the text: "Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact". The bottom-right tweet is from **Charles D Hedrick** (@chashedrick) dated 6:48 PM - 1 May 2016, replying to **trumpfact** (@facts_for_twitt) with the text: "I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact". The location "Alabaster, AL" is visible below this tweet.

truthAboutTrump @truthToTwitt · Apr 15
@BigJoeyStud Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact

JoSeeph @BigJoeyStud
@truthToTwitt fuck off
8:31 AM - 15 Apr 2016

speaking_truth_to_tw @truth_to_twitt · Apr 14
@roch2779 Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact

Rochelle @roch2779
@truth_to_twitt what half is true?
10:17 AM - 14 Apr 2016

speaking_truth_to_tw @SpeakingTw · Apr 30
@pbeaman5169 I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact

Paula McKim @pbeaman5169
@SpeakingTw I don't need you to "preach" to me about Trump! I support #TRUMP2016 end of discussion!
5:11 PM - 30 Apr 2016

Charles D Hedrick @chashedrick
That proves nothing! My Omnifacts says you're full of what makes the grass grow green! They say he has to said it!!
6:48 PM - 1 May 2016
Alabaster, AL

trumpfact @facts_for_twitt
@chashedrick I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact

Figure 2: Some interesting comments