

# Speaking Truth to Twitter

Team 3

Hertie School of Governance

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# Outline

- 1 Implementation
- 2 Descriptive Statistics
- 3 Results
- 4 Limitations

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# Main changes

- We only focussed on Trump, not Clinton
- Our sample was drawn from unconnected accounts which had recently liked a Trump tweet (4420)
- We randomly assigned 1000 accounts to our treatment group and 3420 to our control group

# Implementation

- We created 5 similar Twitter accounts (**@twi\_truth**, **@truth\_to\_twitt**, **@truthToTwitt**, **@SpeakingTw**, **@facts\_for\_twitt**) - see figure 1
- We regularly created Twitter Apps for each account. Robots used these to automatically tweet the treatment groups
- We sent nearly 7000 tweets over 19 days (see table 1)
- Our server automatically monitored our observation group, recording 1,475,347 tweets and 170,516 likes

# Implementation

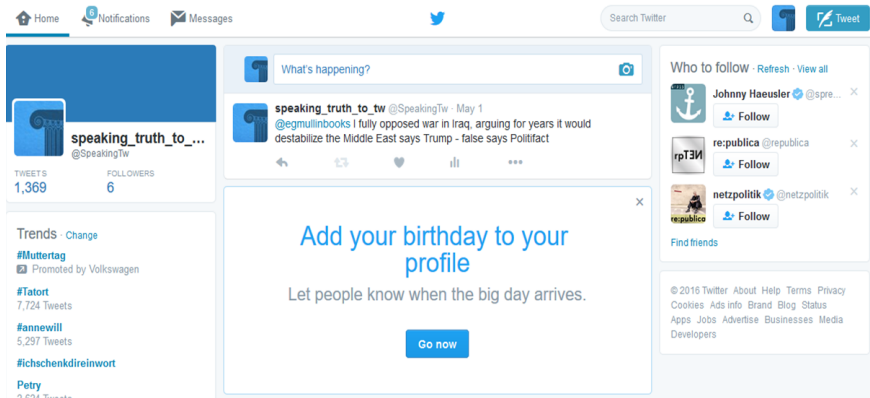


Figure 1 : Example Twitter profile

# Implementation

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

# Outline

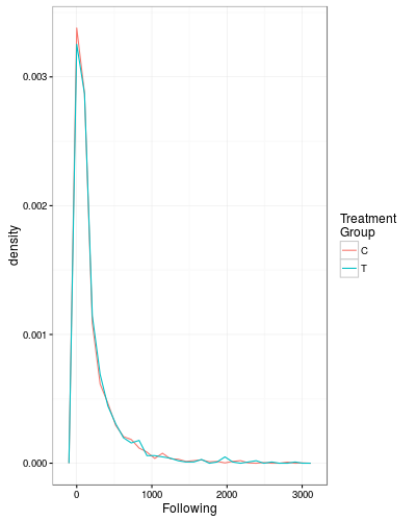
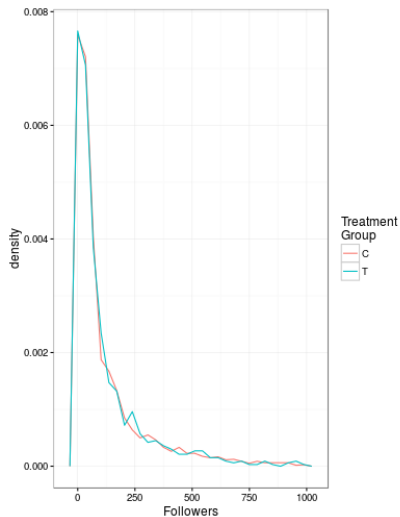
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# Descriptive Statistics

Variable	Mean		Median		SD	
	Control	Tweetment	Control	Tweetment	Control	Tweetment
Avg tweet "Trump"	2.46	2.41	1.000	0.857	0.076	0.132
Avg likes	0.575	0.569	0.143	0.143	0.18	0.034
Avg #MAGA	0.215	0.186	0.000	0.000	0.10	0.015
Avg mentions	1.43	1.41	0.571	0.571	0.048	0.088
Avg retweets	0.595	0.587	0.000	0.000	0.033	0.062
Followers	121	113.	55.0	51.0	3.06	5.50
Following	211	202	93.5	91.000	5.90	11.1

# Descriptive Statistics



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# Results: Data and Dependent Variables

From the like and tweet data we collected, we used the following as dependent variables (all per user per day) - tweet data excludes replies to our tweets

- 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”

# Results: Difference in Means

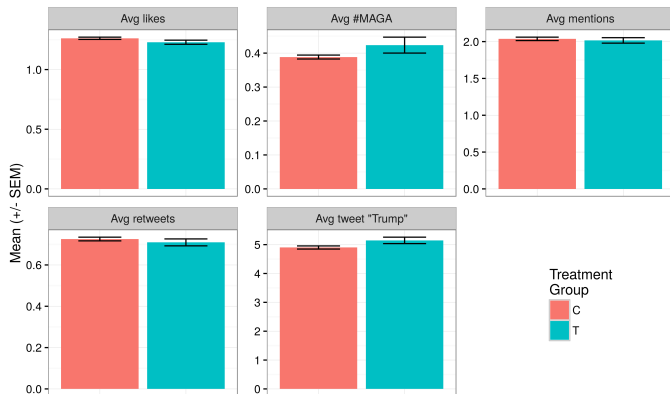


Figure 2 : Per user per day means of each dependent variable in treatment and control groups during the treatment period

## Results: Difference in Means

variable	control mean	treatment mean	p-value
Avg likes	1.26	1.23	0.09 *
Avg retweets	0.73	0.71	0.39
Avg mentions	2.04	2.02	0.63
Avg #MAGA	0.39	0.42	0.15
Avg tweet "Trump"	4.90	5.15	0.05 **

Table 2 : A t-test on the difference in means between treatment and control groups

# Results: Fixed Effects Model

Table 3 :

	Dependent variable:					
	y					
	likes	tweets	retweets	mentions	MAGA	ke
	(1)	(2)	(3)	(4)	(5)	
temptweet1	−0.001 (0.007)	0.105 (0.261)	−0.011* (0.006)	−0.069*** (0.016)	0.056*** (0.009)	0
temptweet2	0.133*** (0.004)	−0.049 (0.178)	0.019*** (0.003)	−0.016* (0.010)	0.144*** (0.017)	0.5
temptweet3	−0.067*** (0.005)	0.834*** (0.167)	−0.025*** (0.003)	0.045*** (0.008)	0.035*** (0.007)	0.7
temptweet4	−0.085*** (0.006)	0.122 (0.200)	−0.072*** (0.003)	−0.103*** (0.012)	−0.012** (0.005)	0.1
temptweet5	−0.130*** (0.006)	−0.283 (0.205)	−0.043*** (0.004)	−0.093*** (0.012)	0.027*** (0.005)	0.1
temptweet6	−0.044*** (0.004)	−1.896*** (0.130)	−0.027*** (0.002)	−0.123*** (0.008)	0.006 (0.006)	−0
temptweet7	−0.047*** (0.005)	−0.027 (0.176)	−0.032*** (0.003)	−0.079*** (0.010)	0.023*** (0.004)	0.2
F-Test (Negative Tweets)	3.128	0.955	0.547	0.554	3.214	0
Pr(>F) (Negative Tweets)	0.014	0.431	0.701	0.696	0.012	0
Observations	150,280	150,280	150,280	150,280	150,280	15
R <sup>2</sup>	0.0001	0.00004	0.00003	0.00002	0.0001	0
Adjusted R <sup>2</sup>	0.0001	0.00004	0.00003	0.00002	0.0001	0
F-Statistic (df = 7, 150220)	2.205**	0.805	0.560	0.460	2.220**	0

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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*
- 10 individuals asked to be withdrawn during treatment. Effect measured thus ITT effect
- 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 a collection of tweets and a profile view from Twitter, illustrating various interactions and comments related to the 2016 US Presidential election.

**Tweet 1 (Top Left):** Posted by **truthAboutTrump** (@truthToTwitt) on April 15. The text reads: "@BigJoeyStud Trump says most wire transfers to Mexico from undocumented immigrants- half true says award-winning website Politifact". It includes icons for reply, retweet, like, and a share menu.

**Tweet 2 (Top Right):** Posted by **speaking\_truth\_to\_tw** (@SpeakingTw) on April 30. The text reads: "@pbeaman5169 I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact". It includes icons for reply, retweet, like, and a share menu.

**Profile View (Middle Left):** Shows the profile of **JoSeph** (@BigJoeyStud). The bio is empty. The header shows a "Follow" button. A tweet from @truthToTwitt is visible, reading: "@truthToTwitt fuck off", dated 8:31 AM - 15 Apr 2016. It includes icons for reply, retweet, like, and a share menu.

**Tweet 3 (Middle Right):** Posted by **Paula McKim** (@pbeaman5169). The text reads: "@SpeakingTw I don't need you to 'preach' to me about Trump! I support #TRUMP2016 end of discussion!". It shows 1 like and a retweet icon. The date is 5:11 PM - 30 Apr 2016.

**Profile View (Bottom Left):** Shows the profile of **Rochelle** (@roch2779). The bio is empty. The header shows a "Follow" button. A tweet from @truth\_to\_twitt is visible, reading: "@truth\_to\_twitt what half is true?", dated 10:17 AM - 14 Apr 2016. It includes icons for reply, retweet, like, and a share menu.

**Tweet 4 (Bottom Right):** Posted by **Charles D Hedrick** (@chashedrick). The text reads: "That proves nothing! My Omnifacts says you're full of what makes the grass grow green! They say he has to said it!!". It includes a quote tweet from **trumpfact** (@facts\_for\_twitt) which reads: "@chashedrick I fully opposed war in Iraq, arguing for years it would destabilize the Middle East says Trump - false says Politifact". The date is 6:48 PM - 1 May 2016, and the location is Alabaster, AL. It includes icons for reply, retweet, like, and a share menu.

Figure 3 : Some interesting comments