

MEDIA & THE PUBLIC

🐦 Week 4 🐦
Agenda setting in new media

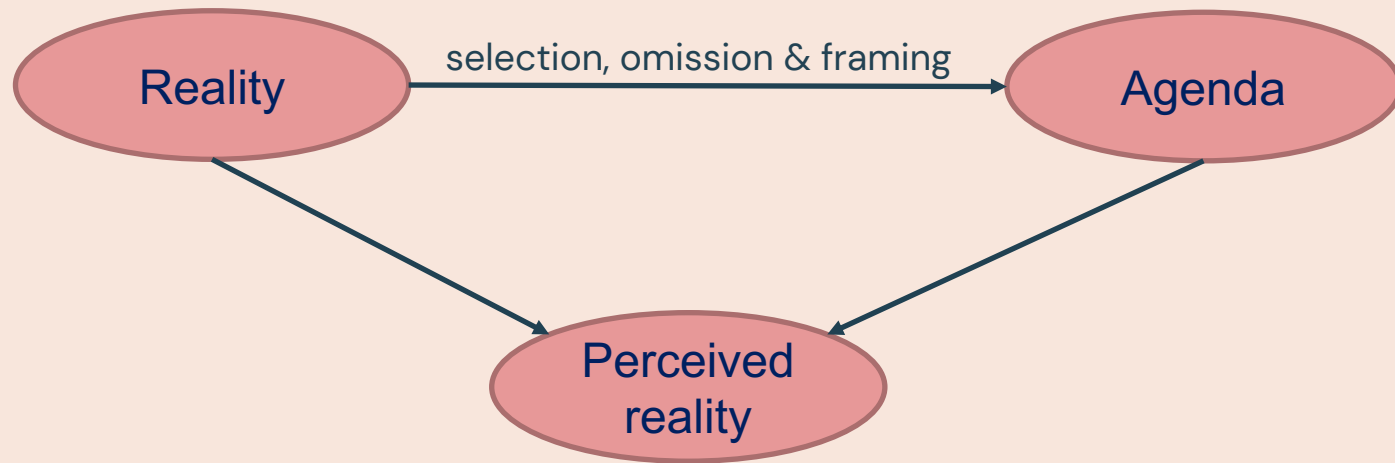
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Variants of agenda-setting

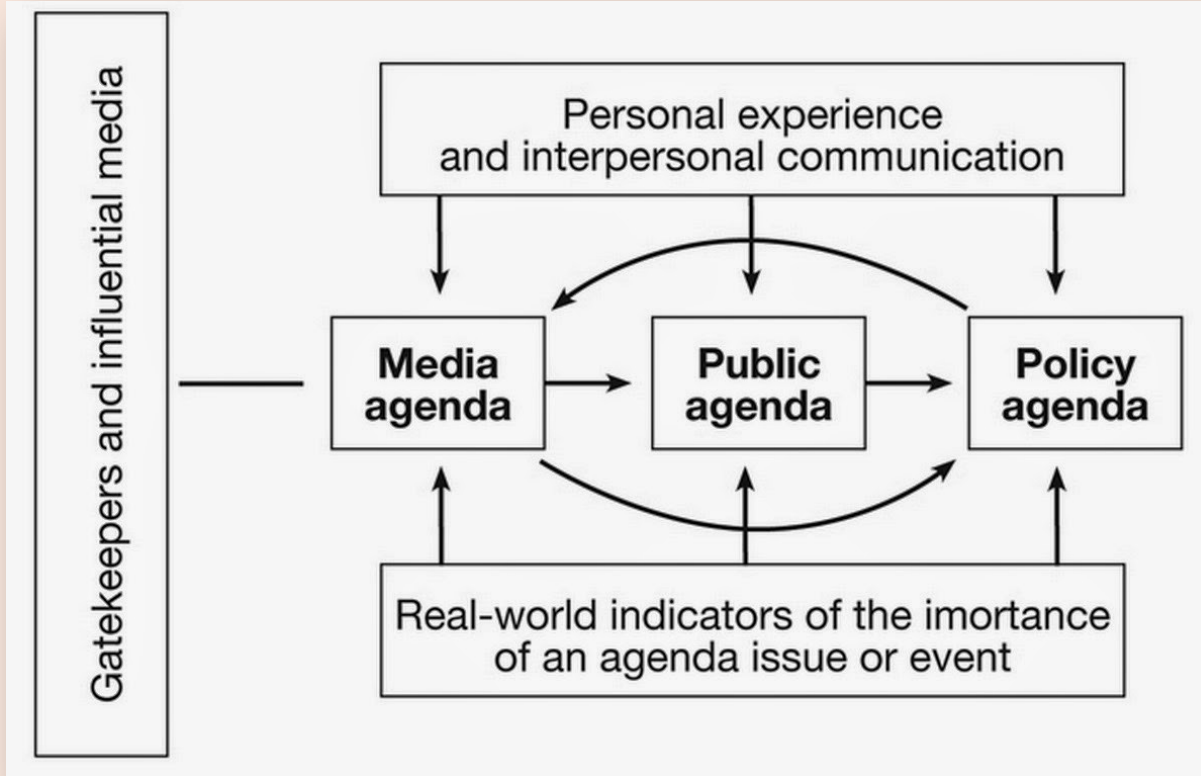
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Variants of agenda-setting: agenda building





Why Twitter is political?



President Biden

@POTUS

United States government official

Today, the Vice President and I met with Senator Durbin and Senator Grassley on the upcoming Supreme Court vacancy. I look forward to nominating someone with extraordinary experience and integrity — someone who will make history as the first Black woman nominated to the Court.



5:30 PM · Feb 1, 2022 · The White House

1,745 Retweets 160 Quote Tweets 10.6K Likes



Tweet your reply

Reply



President Biden

@POTUS

United States government official

Another senseless shooting has taken the lives of two brave officers. Jill and I are praying for the families of those lost.

Gun violence against law enforcement officers is sickening, and it must end.



CNN Breaking News



@cnnbrk · 5h

Two campus officers were shot and killed during an active shooter situation at Bridgewater College in Virginia, an official says
cnn.it/3IXnWhy

9:15 PM · Feb 1, 2022 · The White House

1,065 Retweets 172 Quote Tweets 5,838 Likes



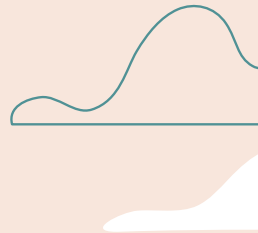
Tweet your reply

Reply



Is Twitter representative?

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NOT AT ALL!!!

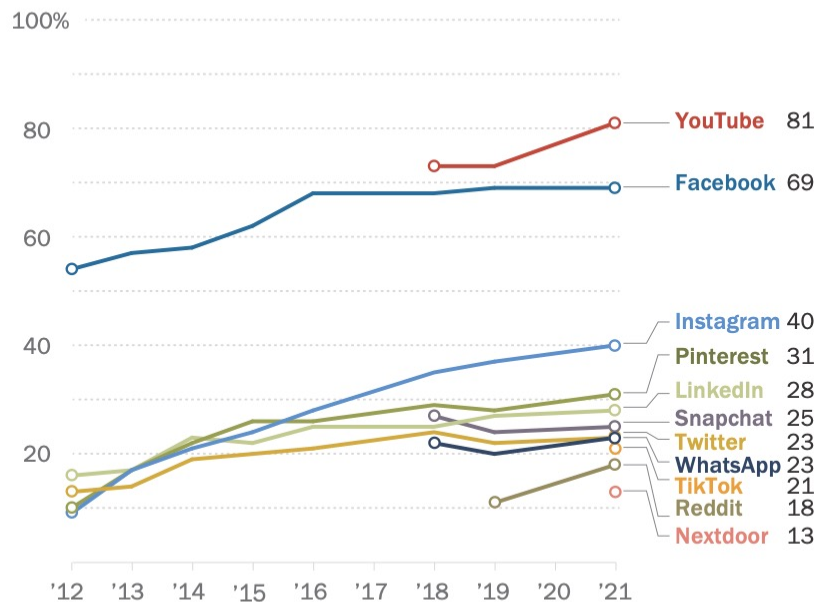




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Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown. Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp; pre-2019 telephone poll data is not available for Reddit. Pre-2021 telephone poll data is not available for TikTok. Trend data is not available for Nextdoor.

Source: Survey of U.S. adults conducted Jan. 25-Feb. 8, 2021.

"Social Media Use in 2021"

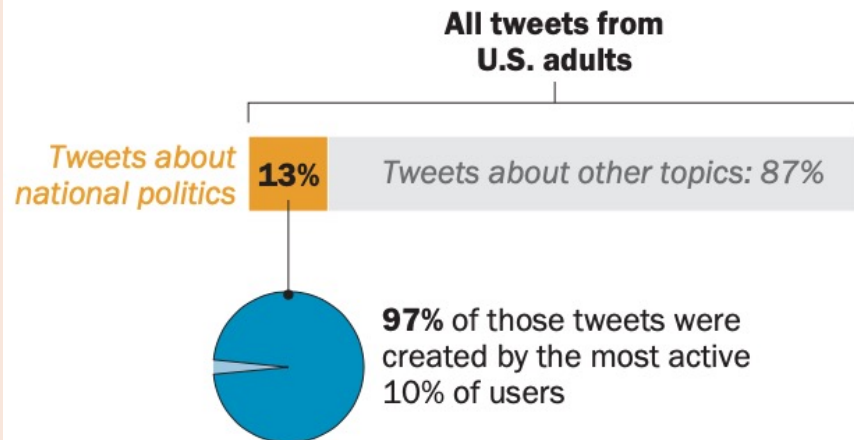
PEW RESEARCH CENTER

Source: [Pew Research Center](#)



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A small share of U.S. adults on Twitter produce most public tweets about national politics



Note: Tweets about national politics include those that reference national politicians, political groups or institutions, or political behaviors such as voting.

Source: Survey of 2,427 U.S. adult Twitter users with public accounts conducted Nov. 21-Dec. 17, 2018. Tweets collected via Twitter API, June 10, 2018-June 9, 2019.

“National Politics on Twitter: Small Share of U.S. Adults Produce Majority of Tweets”

PEW RESEARCH CENTER

Source: [Pew Research Center](#)



Background: Issue ownership theory

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- Issue ownership theory suggests that candidates should focus on the issues that are owned by—or associated with—their parties and mostly avoid issues that are owned by the opposing party.

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**The more attacks, the more
retweets: Trump's and Clinton's
agenda setting on Twitter
(Lee & Xu, 2018)**

DON'T TRY TO READ EVERYTHING!



WHAT IS THE MAIN POINT OF THIS PAPER?

- What are the hypotheses and research questions



WHAT DATA ARE THEY USING?

- Measurement: how did they code?



WHAT IS THE MAIN RESULT?



WHAT METHOD DO THEY USE?

- How to they get to the result?



What are the main points?

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- *H1*: Issues that are emphasized on candidates' campaign websites are emphasized in their tweets.
- *H2*: Through tweets, candidates emphasize issues owned by their parties.
- *H3*: Issues emphasized by candidates are retweeted and favorited more.
- *RQ1*: How common are attack tweets in candidates' campaign tweets?
- *RQ2*: Do attack tweets receive significantly more retweets and favorites?
- *RQ3*: How are Trump's and Clinton's uses of multimedia, links, or hashtags, and message originality different?

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What data are they using? How do they measure?

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- Data:
- Measure:

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What data are they using? How do they measure?

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- Data:

- All original tweets posted by @realDonaldTrump (Donald J. Trump) and @HillaryClinton (Hillary Clinton) between *August 1 and October 31, 2016*. (note: Other-created messages were also included in the sample if they were modified by the candidates before sharing. The total number of sampled tweets was 1575 (551 for Trump; 1024 for Clinton)
- During the sampled 92 days, in average, Trump's tweet received 11,206 retweets and 27,494 favorites, which are three times as many as Clinton's average retweets (3795) and favorites (8567).

- Measure:

- Attack
- Issues
- Time
- Hashtags
- Message originality
- Multimedia or links

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Trump

Clinton

Favorite

Retweet

Favorite

Retweet

b

SE

b

SE

b

SE

b

SE

Controls:

Time

Originality

Hashtag

Message Type:

Attack

Issues:

#1

#2

#3

#4

#5

#6

#7

Visual elements:

Picture

Graphic

Video

Visual text

Link

Link – campaign

Model F

Model R^2

Sample N



What are the main points?

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- *H1*: Issues that are emphasized on candidates' campaign websites are emphasized in their tweets.
- *H2*: Through tweets, candidates emphasize issues owned by their parties.
- *H3*: Issues emphasized by candidates are retweeted and favorited more.

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What are the main results?

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- *H1*: Issues that are emphasized on candidates' campaign websites are emphasized in their tweets. (Support)
 - Trump: Gov/Establishment; Media bias; National security; Economy/Jobs; Immigration;
 - Clinton: Women's rights; Racial/religious issues; Inequality; Economy/jobs; Veterans; Education; National security
- *H2*: Through tweets, candidates emphasize issues owned by their parties (Partially support).
 - Trump: National security; Foreign policy
 - Attach the Establishment and opponents
 - Clinton: Women's rights; Racial/religious issues; Inequality; Veterans; Education
- *H3*: Issues emphasized by candidates are retweeted and favorited more (Support for Trump but not for Clinton).

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What are the main results?

- + • *H3*: Issues emphasized by candidates are retweeted and favorited more (Support for Trump but not for Clinton).
 - Trump
 - “Media bias” leads to more favorites ($b = 6850, p = 0.001$) and retweets ($b = 2860, p < 0.001$).
 - “Opponent’s problem” leads to more retweets ($b = 2966.2, p < 0.001$).
 - “Economy” leads to less favorites ($b = -5119.5, p = 0.034$)
 - Time(closer to election date) and message originality are both positive predictors for retweet; but not hashtag usage
 - Clinton
 - None of the top 7 issues are effective in attracting more voter reactions
 - “Income inequality” was a negative predictor of both favorites ($b = -3335.6, p = 0.016$) and retweets ($b = -1752.2, p = 0.019$)
 - “The economy” negatively predicts favorites ($b = -2926.1, p = 0.039$), and is a marginally significant negative predictor of retweets ($b = -1292.8, p = 0.092$)
 - “Women’s rights” hints a positive relationship with retweets, marginally significant ($b = 1189.1, p = 0.088$)
 - Only hashtags positively and significantly predicted both favorites ($b = 9415.4, p < 0.001$) and retweets ($b = 5012.1, p < 0.001$).



What are the main points?

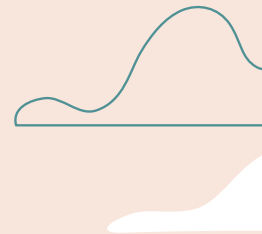
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- *RQ1*: How common are attack tweets in candidates' campaign tweets?
- *RQ2*: Do attack tweets receive significantly more retweets and favorites?
- *RQ3*: How are Trump's and Clinton's uses of multimedia, links, or hashtags, and message originality different?

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What are the main results?



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- *RQ1*: How common are attack tweets in candidates' campaign tweets?
 - Trump: 53.9%
 - Clinton, Obama, other politicians, and the media
 - Clinton: 48.7%
 - Trump, Pence, James Comey
- *RQ2*: Do attack tweets receive significantly more retweets and favorites? (YES!)
 - Trump
 - Favorites: $b = 2921.1$, $p = 0.03$; Retweet: $b = 2213.2$, $p < 0.001$
 - Clinton
 - Favorites: $b = 1638$, $p = 0.035$; Retweets ($b = 1593.5$, $p < 0.001$).

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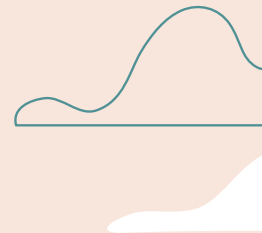


What

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- RQ3: How do hashtags, links, or
- Trump's tweets relate to a non-
- campain

	Trump			
	Favorite		Retweet	
	<i>b</i>	<i>SE</i>	<i>b</i>	<i>SE</i>
Controls:				
Time	272.1 [*]	1924.9	267.6 ^{***}	57.4
Originality	8306 ^{***}	1505.6	3303.3 ^{***}	635.5
Hashtag	− 6002.7 ^{***}	1165.5	− 2281.4 ^{***}	491.9
Message Type:				
Attack	1616.2	1335.0	1997.8 ^{***}	563.5
Issues:				
#1	3263.8 [*]	1590.7	3421.8 ^{***}	671.4
#2	− 311.1	1836.8	662.1	775.2
#3	5588.5 ^{**}	1987.3	2620.6 ^{**}	838.8
#4	− 1130.4	2087.2	− 211.2	881 [*]
#5	− 4923.3 [*]	2259.7	− 1625.3 [#]	953.7
#6	− 1606.5	2723.8	243.1	1149.6
#7	− 1643.7	3197.8	− 471.6	1349.6
Visual elements:				
Picture	− 3229.8	2172.6	− 454	917
Graphic	− 2878.9	7148.3	1238.4	3017.1
Video	− 2908.8 [#]	1605.5	848.3	677.6
Visual text	− 4392.2 ^{**}	1513	14	638.6
Link	− 10532.2 ^{***}	1415.3	− 2269.6 ^{***}	597.4
Link – campaign	− 12488.7 ^{***}	2064	− 3545 ^{***}	871.2
Model <i>F</i>	12.7 ^{***}		13.7 ^{***}	
Model <i>R</i> ²	0.29		0.30	
Sample <i>N</i>	<i>N</i> = 551		<i>N</i> = 551	



links, or

ks to a non-
S

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What

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- RQ3: How do hashtags, links, or images predict Clinton's success?
- Clinton's success

	Clinton			
	Favorite		Retweet	
	<i>b</i>	<i>SE</i>	<i>b</i>	<i>SE</i>
Controls:				
Time	1.6	101.7	9.5	55.3
Originality	564.2	1013.2	372.7	551.4
Hashtag	8944.9***	1030.0	4736.7***	560.5
Message Type:				
Attack	1524.8*	774.2	1538***	421.3
Issues:				
#1	-1251.5	1291.8	-398.1	702.9
#2	1392.2	1261.2	1038.7	686.3
#3	-595.0	1273.3	-149.7	692.9
#4	-2974.3	1352.6	-1523.5*	736
#5	-2248.1	1388.4	-955.4	755.5
#6	-2079.6	1530.2	-936.9	832.7
#7	-1794.9	1559.3	-816.3	848.5
Visual elements:				
Picture	5251.2***	1378.8	1670.7*	750.3
Graphic	-1564	2494.6	-635.1	1357.5
Video	2329.8*	936	1599.9**	509.3
Visual text	4237.6***	1093.3	2886.3***	595
Link	-3083.6*	1292.7	-1335.3#	703.4
Link - campaign	-3160.2***	859	-1019.9*	467.4
Model <i>F</i>	10.3***		10.4***	
Model <i>R</i> ²	0.15		0.15	
Sample <i>N</i>	<i>N</i> = 1024		<i>N</i> = 1024	

a, links, or

and significantly

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Conclusion and critique

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- Conclusion
 - Twitter is increasingly playing a role as an extension of campaign websites when political candidates try to build their agenda.
 - Trump and Clinton mainly used it as a channel to deliver negative messages about their political opponents.
 - Candidates' attack tweets were effective in drawing voter reactions ("adversarial campaign").
 - Trump's campaign on Twitter is successful
- Limitation
 - It is not actually examining the agenda-building effect
 - Generalizability?
 - Time validity?

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