



Disclaimer

The following analysis deals with controversial topics, ideas, and opinions. The results are a product of the dataset and are **not a reflection of my own beliefs**, nor are they a reflection of Flatiron. Moreover, many other factors can influence misinformed viewpoints. To that end, this analysis only explores correlation **NOT** causation. Results of this project are preliminary findings of potential relationships. **My research has not been peer-reviewed** and is not associated with an accredited research institution. Do not use this analysis as a source for future research projects. Finally, the CDC is merely an example of a stakeholder who could benefit from this analysis. **I am not affiliated with the CDC or the ANES.**



Misinformation & COVID-19

Analysis By: Sarah Jack

Welcome!



Sarah Adams Jack

Github: sarahadamsjack
Linkedin: sarahadamsjack
Medium: sarahadamsjack



Loyola University Chicago 2021
Political Science & History

Editorial Assistant at RHINO
December 2021 - Present

Strategic Advisor for Alderman Timmy Knudsen
September 2022 - Present



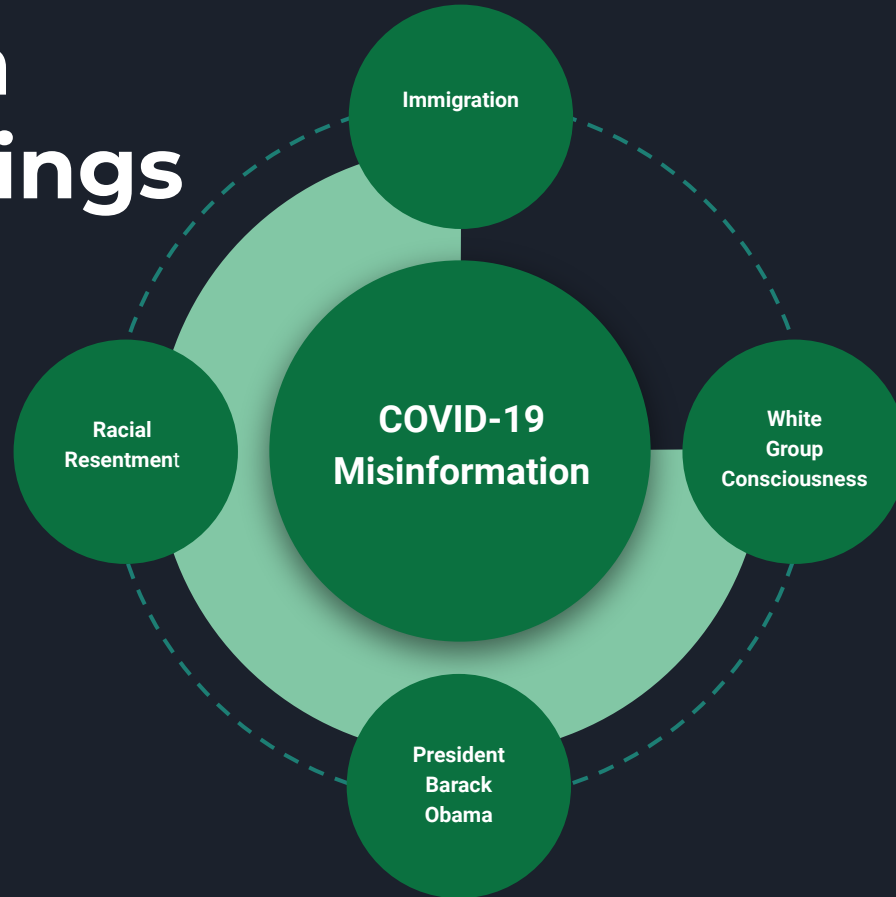
Agenda

- I. Main Findings
- II. Organizational Objective
- III. Data Analysis
- IV. Recommendations
- V. Future Steps





Main Findings



Organizational Objective





Data Analysis

I. Data Overview

II. Key Questions

III. Modeling Process



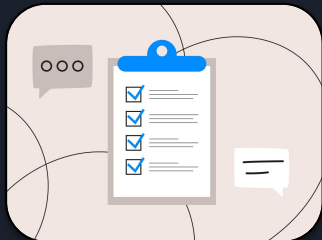
Data Overview

Data

Time Period

Responses

Limits

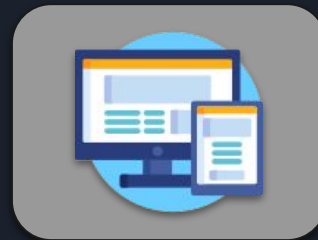


04/10/2020

|

04/18/2020

3,080





COVID-19 Misinformation Score:

0 = Informed & 1 = Misinformed

“Which of these two statements do you think is most likely to be true?”

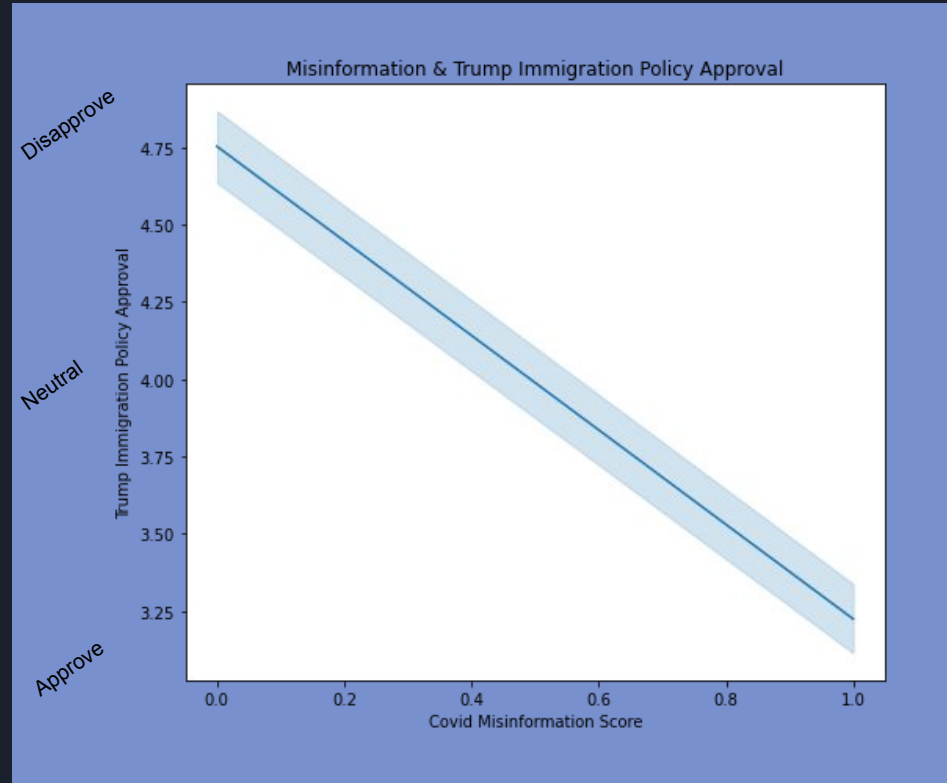
- The coronavirus (COVID-19) was developed intentionally in a lab.
- The coronavirus (COVID-19) was not developed intentionally in a lab. ”

“Which of these two statements do you think is most likely to be true?”

- Currently, there is a vaccine for the coronavirus (COVID-19).
- Currently, there is not a vaccine for the coronavirus (COVID-19). . ”

Approving President Trump's Immigration Policies Increases Misinformation Score

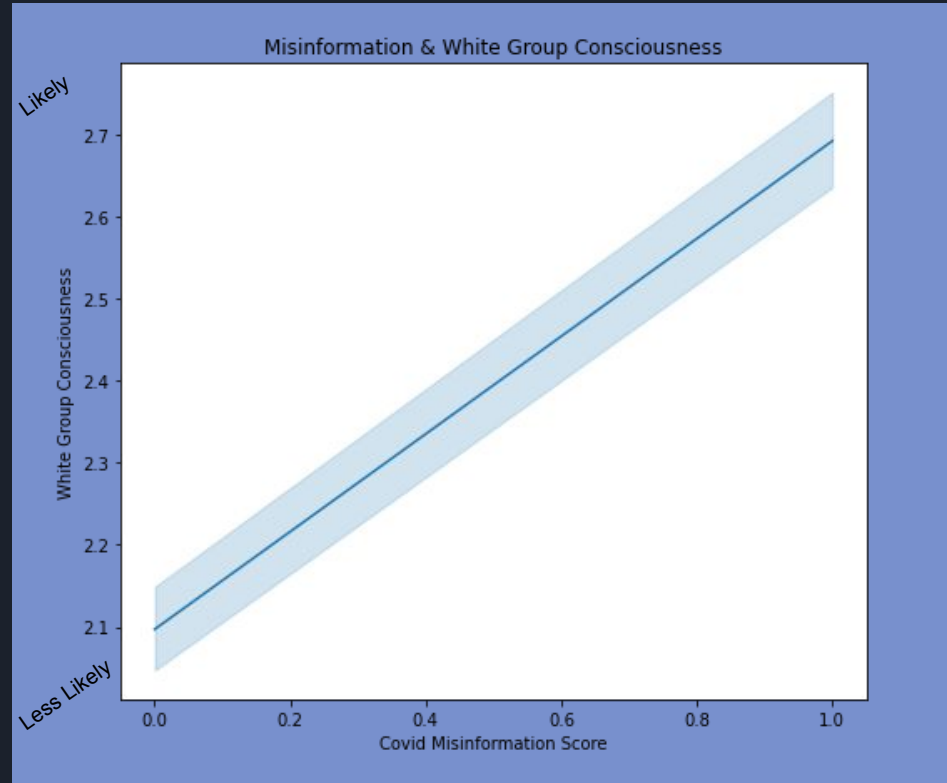
“Do you approve, disapprove, or neither approve nor disapprove of the way Donald Trump is handling immigration?”



Increased White Group Consciousness Increases Misinformation Score

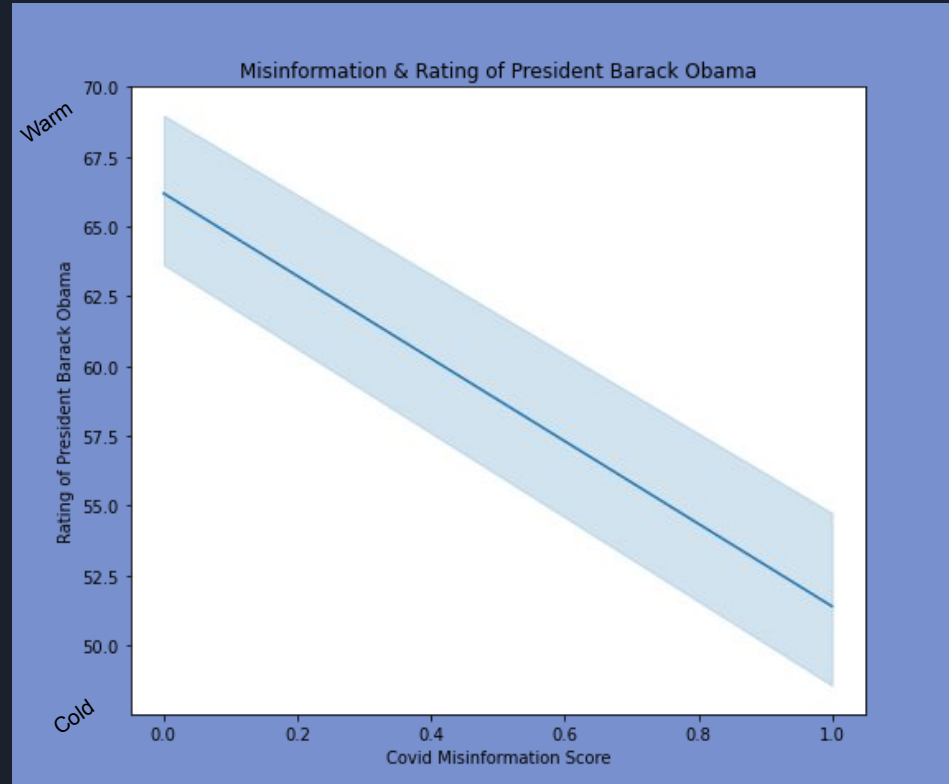
“How likely is it that many whites are unable to find a job because employers are hiring minorities instead?” *

*Question wording comes directly from the ANES Codebook.
This question uses archaic phrasing.



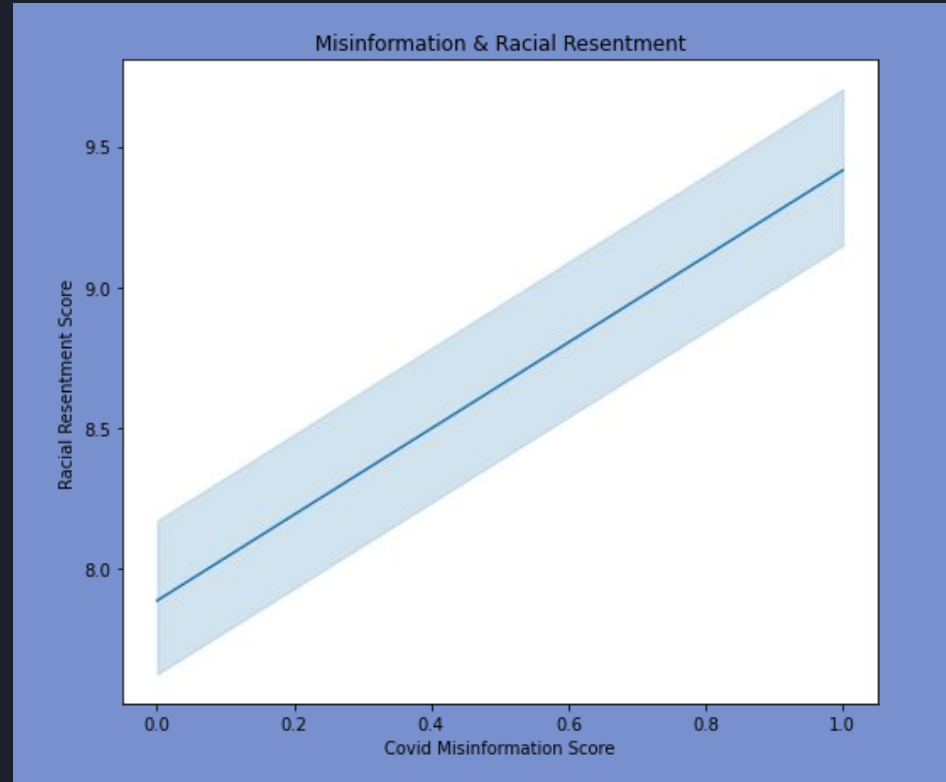
Colder Feelings Towards Barack Obama Increases Misinformation Score

“How would you rate Barack Obama?”



Increase in Racial Resentment Increases Misinformation Score

“Do you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly with each of the following statements? ”





Modeling Process

01

Baseline

- Recall: 52%

02

Decision Tree

- Recall: 67%

03

Random Forest

- Recall: 71%

Baseline Model - 52%

		Model Predictions	
		Informed	Misinformed
True Data	Informed	1,282	0
	Misinformed	1,175	0

Decision Tree Model - 67%

		Model Predictions	
		Informed	Misinformed
True Data	Informed	181	114
	Misinformed	87	233

Random Forest Model - 71%

		Model Predictions	
		Informed	Misinformed
True Data	Informed	207	88
	Misinformed	89	231



Recommendations

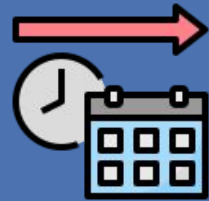
**I. Direct information to Americans that
lean conservative**



II. Focus on homogenous communities

Future Steps

I. Weight demographics with
Census level data



II. Merge with other public opinion studies

Thank You!



Sarah Adams Jack

Github: sarahadamsjack

Linkedin: sarahadamsjack

Medium: sarahadamsjack



Loyola University Chicago 2021
Political Science & History

Editorial Assistant at RHINO
December 2021 - Present

Strategic Advisor for Alderman Timmy Knudsen
September 2022 - Present



Appendix

Sources:

[CDC](#)

[Flaticon](#)

[Unsplash](#)

[ANES 2020](#)