



# 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 **My research has not been peer-reviewed** and is not associated with an accredited research institution.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.**

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green color. Both are tilted at an angle.

# Misinformation & COVID-19

Analysis By: Sarah Jack

# Welcome!



## **Sarah Adams Jack**

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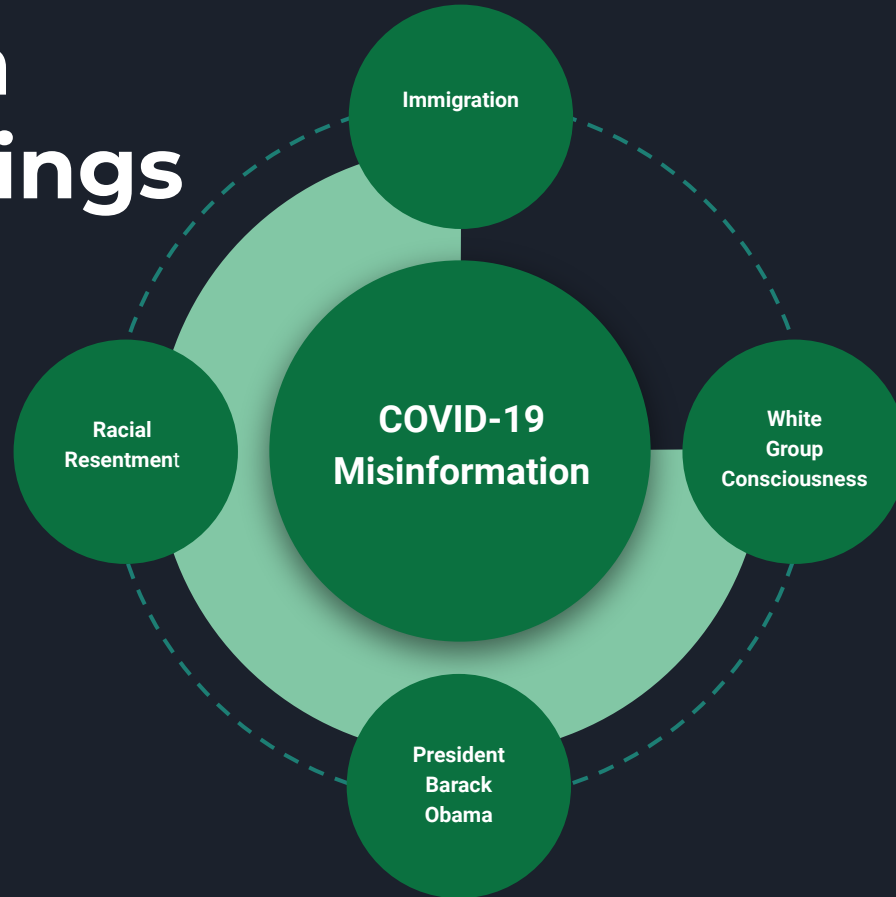
# Agenda

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

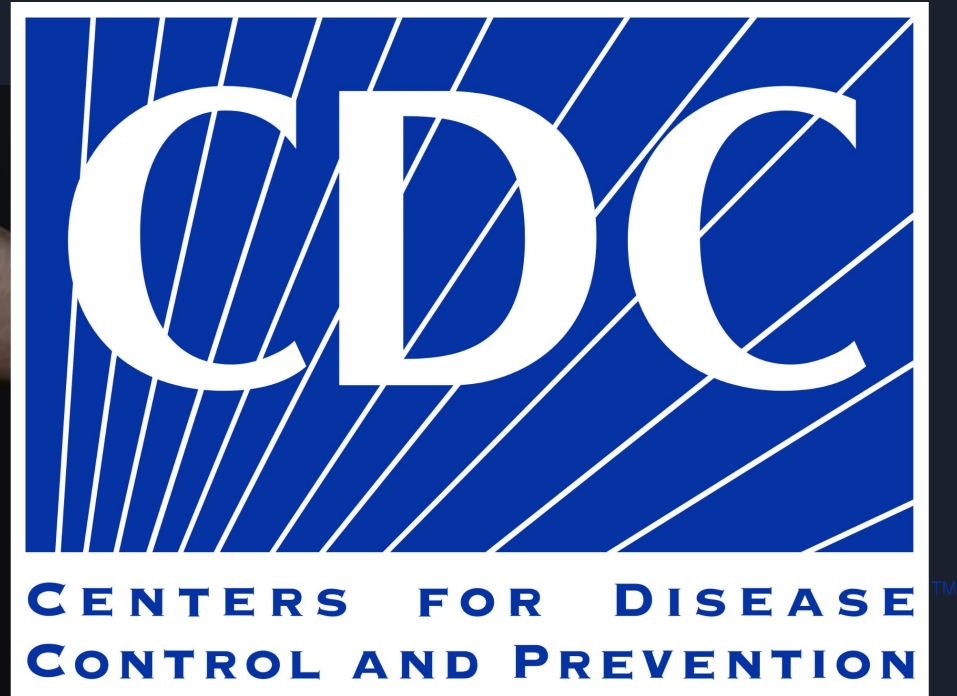




# Main Findings



# Organizational Objective





# Data Analysis

**I. Data Overview**

**II. Key Questions**

**III. Modeling Process**



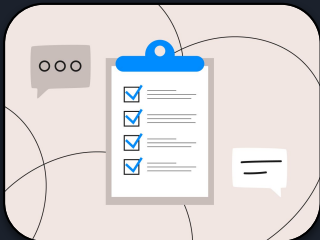
# Data Overview

Data

Time Period

Responses

Limits

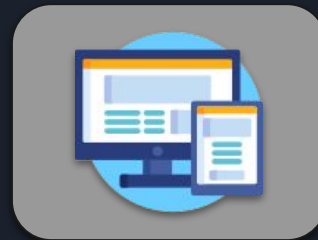


04/10/2020

|

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. ”**

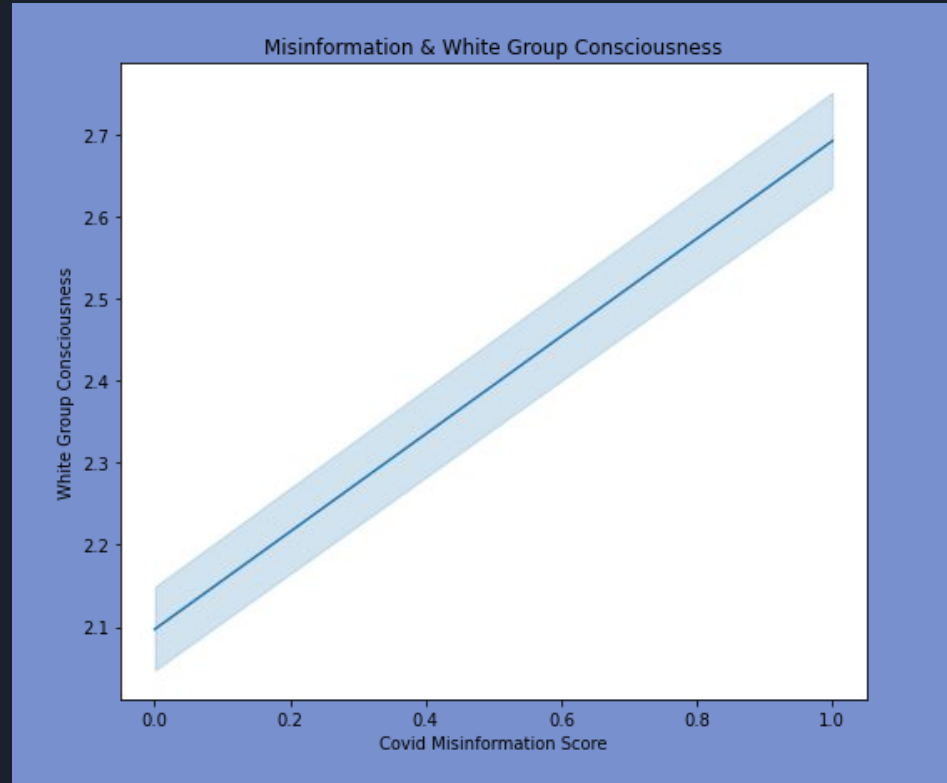
**“Which of these two statements do you think is most likely to be true?”**

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

# Increased White Group Consciousness Increases Misinformation Score

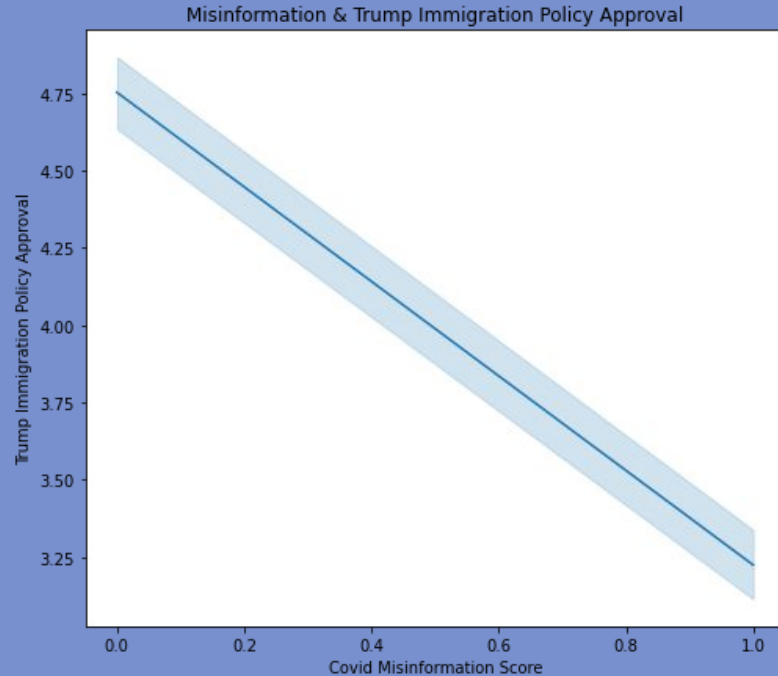
**“How likely is it that many whites are unable to find a job because employers are hiring minorities instead?” \***

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



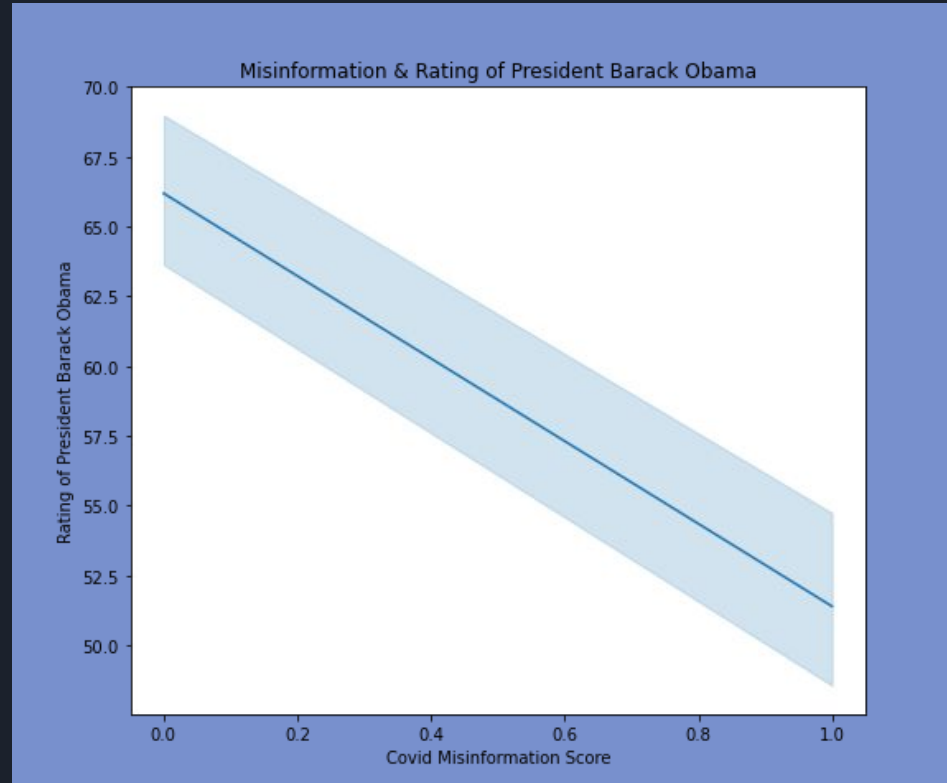
# Approving President Trump's Immigration Policies Increases Misinformation Score

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



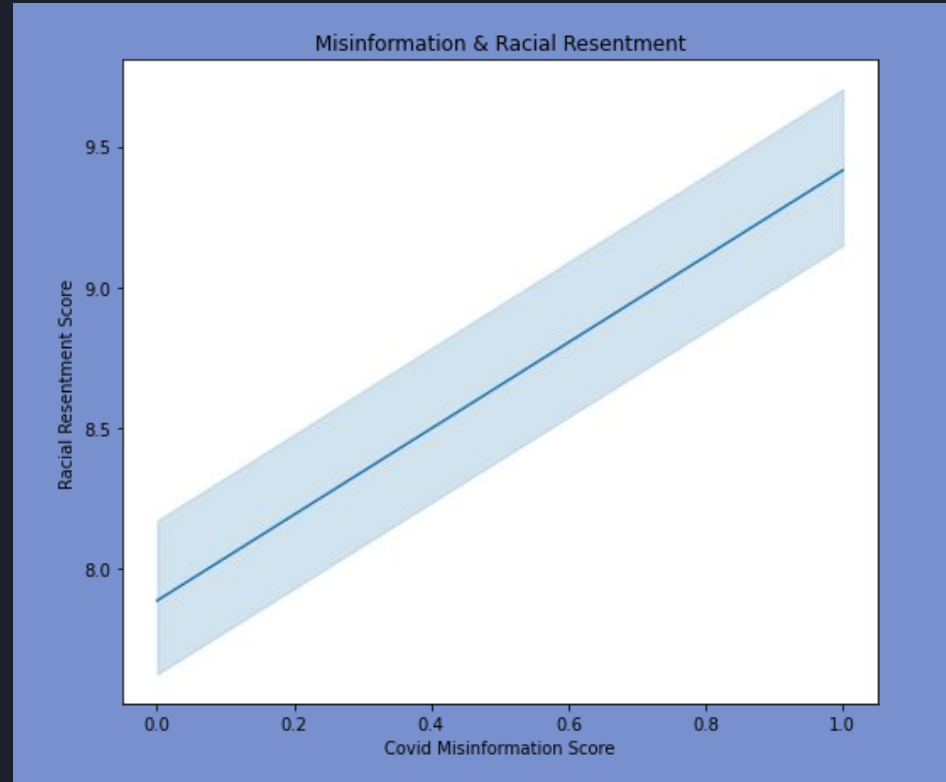
# Decreased Rating of Barack Obama Increases Misinformation Score

**“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

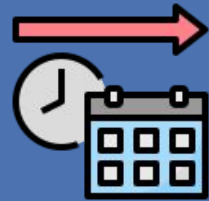
**I. Direct information to Americans that  
lean conservative**



**II. Focus on homogenous communities**

# Future Steps

I. Weight demographics with  
Census level data



II. Merge with other public opinion studies

# Thank You!



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# Appendix

## Sources:

[CDC](#)

[Flaticon](#)

[Unsplash](#)

[ANES 2020](#)