

Framing

From our findings in an experimental setting, we then extrapolate to another dimension of media: the social sphere of Twitter. We look for trends between news stories that result in polar perceptions of trustworthiness and the patterns in which people share them, to help form a comprehensive view of the effects of media trust and distrust on behavior.

Current Dataset

Both experiment combined, I have a total of 2000 annotations of trust (5 point Likert scale) on 128 stories. The # annotations / story is uneven but there are at least 3 / story.

From these 128 stories, I calculated the average trust score over all annotators. Then, I sorted these into high trust (greater than eq to 4 / 5) and low trust (less than eq to 3 / 5), 30 and 17 stories each.

Twitter

Since social media has played / is playing such a huge role in this election, it wouldn't be fair to do an analysis of perceptions of traditional media without considering how it's being discussed on social media.

For each story rated generally high trust / low trust on the study,

- Get every tweet that's sharing or mentioning that story

From Wharton study, they found that :

- Generally positive stories are more viral than negative.
- Stories that invoked "high arousal" (awe, anxiety, anger) states are more likely to be viral than "low arousal" (sadness).

Hypotheses (aka what's relationship between twitter "happiness" and trust?):

- Is there an inverse relationship between trust and virality (or to begin with, volume?)
 - From Soroush (and others' work) we see that *rumors* more likely to be spread than truth. Are we more likely to share something we don't trust because it invokes a state of arousal (see Wharton study).
- How does polarity of trust align with polarity of tweet sentiments?
 - We expect that high polarity (|sentiment|) will correspond to either high or low trust.

Metrics:

- Volume of tweets about story (include retweet)
- Sentiment of tweets about story (either Prashanth's classifier or corpus of happy/unhappy words)

- Soroush controversy measure (or other)

$$Controversiality = (p + n)^{\min(\frac{p}{n}, \frac{n}{p})}$$

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- Virality (growth of tweet over time or overall # reshares and favorites)

High Trust

- high volume?
- high controversy?
- high polarity? (sentiment analysis)
- high virality? (retweet and favorite count)

Low trust

- low volume?
- low controversy?
- low polarity?
- low virality?