Sylvan's (academic) life

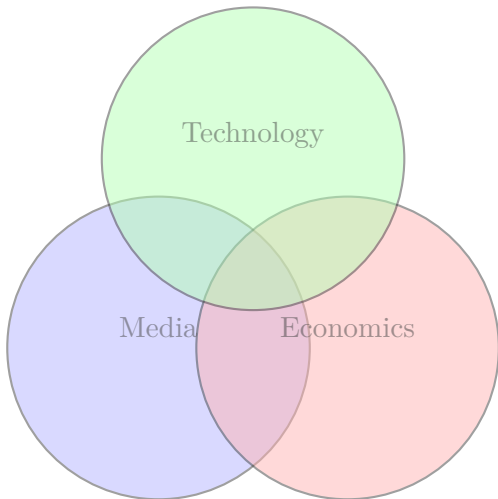## Dissertation Prospectus Workshop

9 Oct 2024

Basics

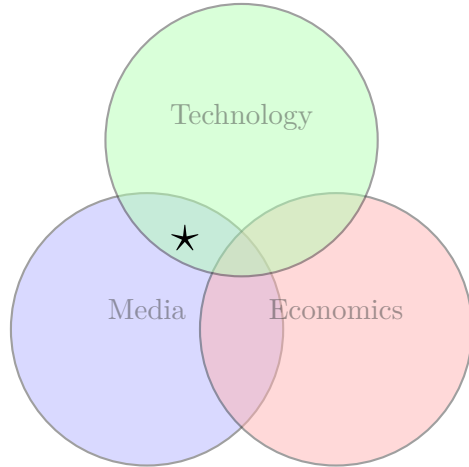- American Politics
- Methods
- Pat, Tara, Josh, Hye Young

Basics

- American Politics
- Methods
- Pat, Tara, Josh, Hye Young
- "The effect of technology on the political economy of American media, also LLMs are cool"
- Some coauthored work published/forthcoming on (1) social media ad (null) effect on persuasion in RCTs during the 2020 election (2) use of LLMs for data collection
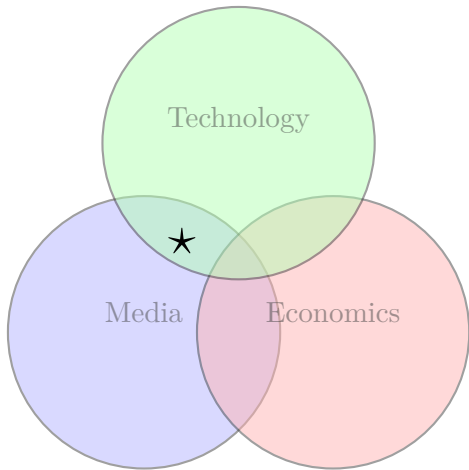
⋆ MA paper - partisan news on social media

- Field experiment: does showing people out-partisan news on Twitter change their issue attitudes?

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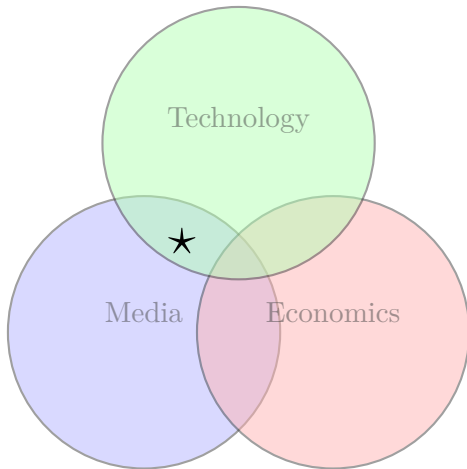
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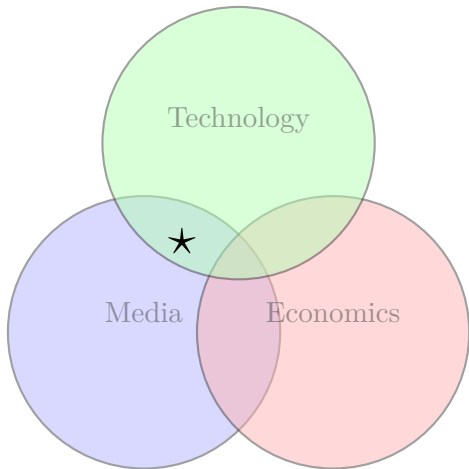- Funded (and co-authored) with CSMAP
- Status: pre-review at Nature Human Behavior as a Registered Report
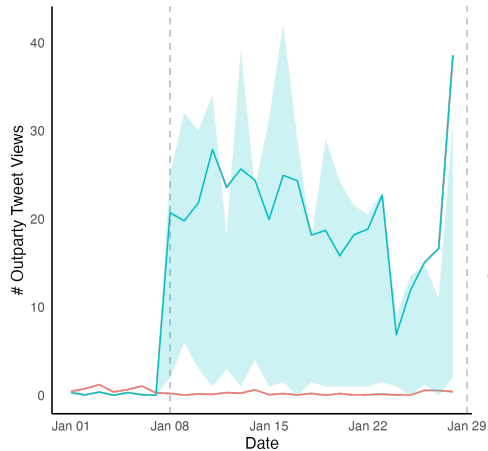
Technology

Media   Economics

★

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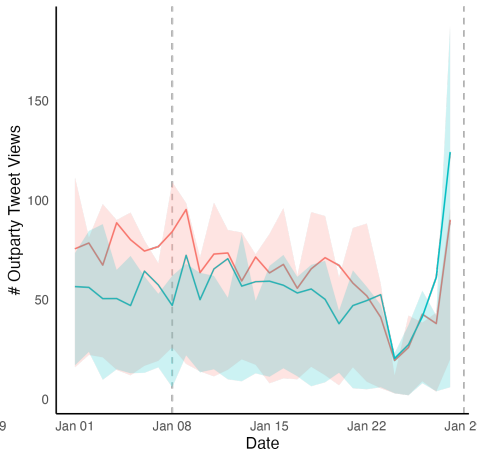- I like this project, but possible null result + no new theory + coauthorship?

⋆ MA paper - partisan news on social media

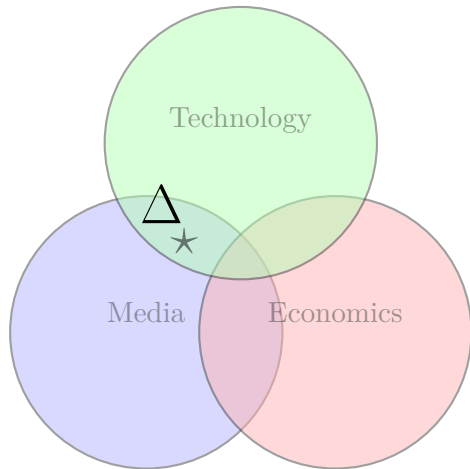**a**   Daily Outparty Tweet Views Per Respondent   **b**   Daily Total Tweet Views Per Respondent

Control   Treat

Δ QP - evaluating issue stances of long texts with LLMs

- Lots of methods for short texts (twitter), but less on longer texts which requires a different approach. I collect human labels for a bunch of op-eds and show how a particular prompting strategy with GPT performs better than other methods
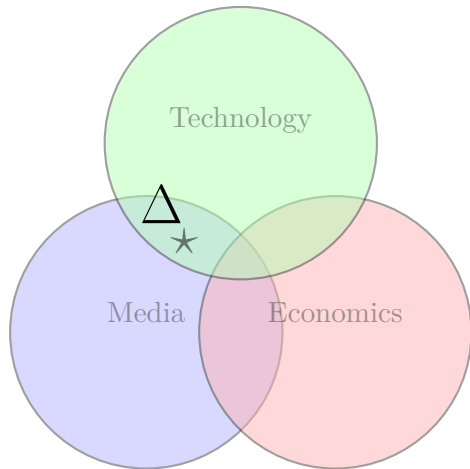
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- Status: Undead. OpenAI keeps releasing new models and reviewers are like, "why didn't you test this model that came out last week"

- I want this one to be over. but maybe will rescue with a substantive (descriptive) application?

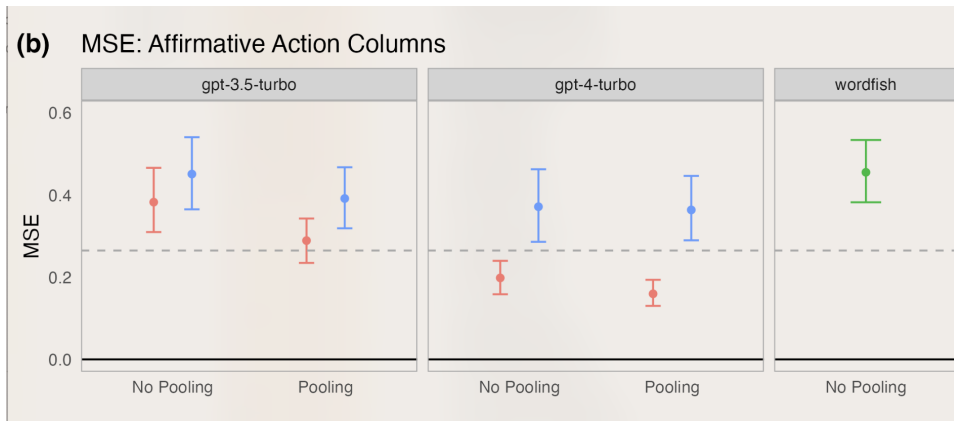# Δ QP - evaluating issue stances of long texts with LLMs

Figure: Performance of different methods. Red - my method. Blue - naive methods.

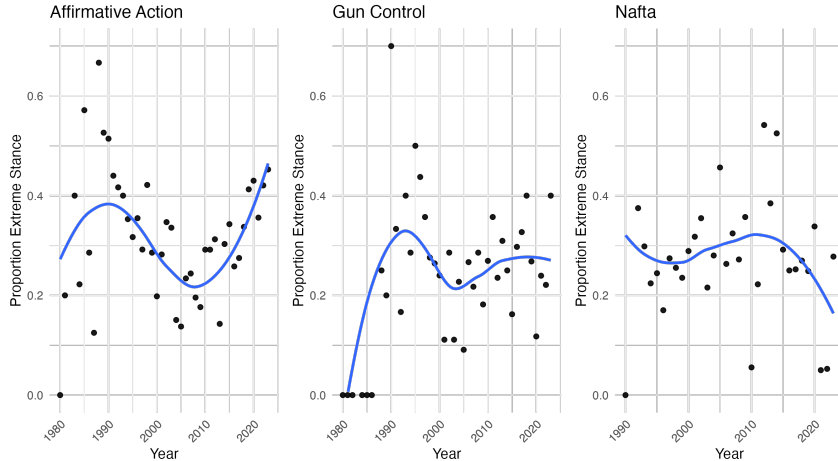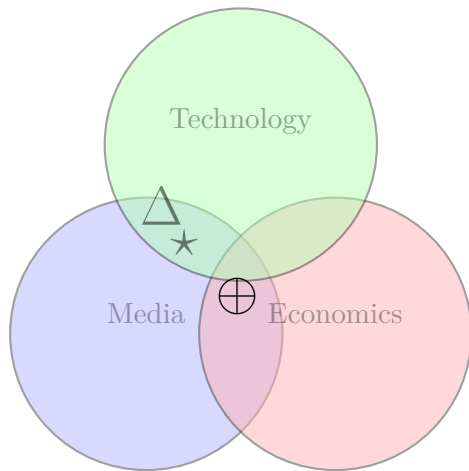# Δ QP - evaluating issue stances of long texts with LLMs

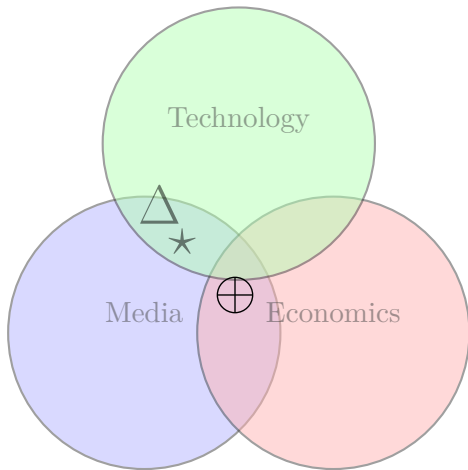Figure: Some interesting variation in polarization by issue

⊕ Climate Policy and Journalist Ideology (with Hye Young You)

- What role do individual journalists play in driving media slant? How has this changed in the context of new economic pressures on newsrooms and Trump's presidency actively antagonizing the press?

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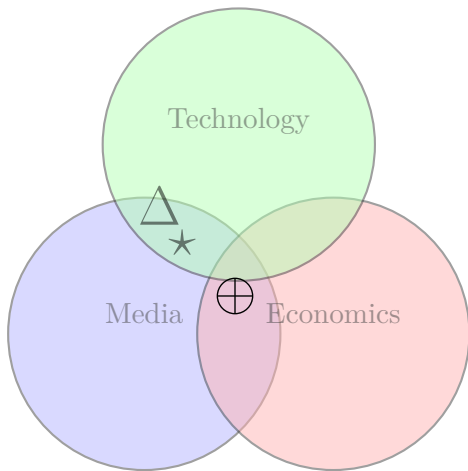
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- Early results: elite educated younger journalists exhibit greater leftward slant.

- Next: flesh out the story? Leverage switchers? Trump presidency DiD?

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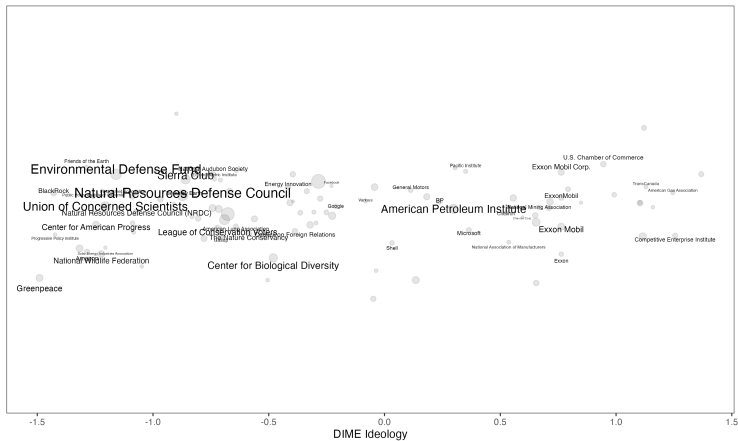

Figure: Lots of data - matched cited sources to DIME

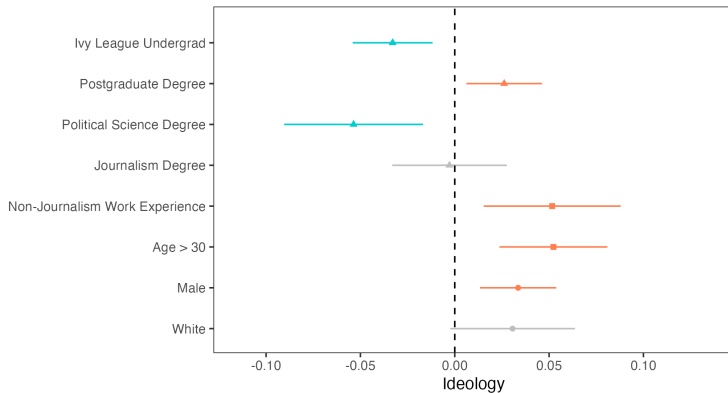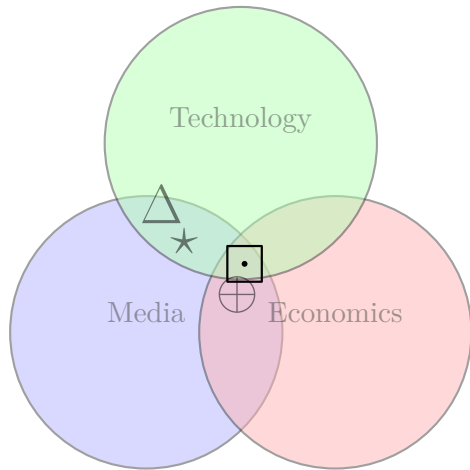# ⊕ Climate Policy and Journalist Ideology (with Hye Young You)
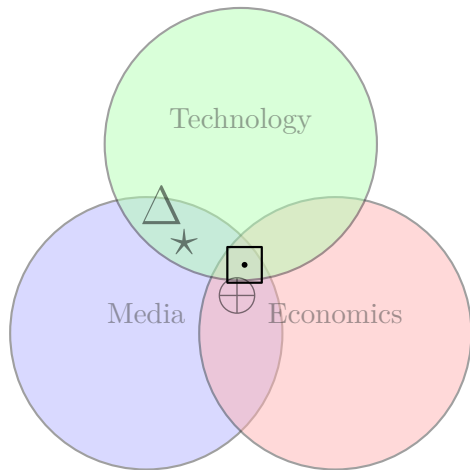

Figure: Simple correlations

⊡ **Media, experts and policy**

- (Very) new project focusing on the role of experts/scientists in media and connection to distrust in institutions

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- Newsroom resources ↓ ⇒ reporting aggregates, quoting experts ↑ ⇒ mismatch with local experience ⇒ trust ↓ ?

Summary

- ★ Partisan news on social media (with CSMAP)
- △ Evaluating issue stances of long texts with LLMs
- ⊕ Climate Policy and Journalist Ideology (with Hye Young You)
- ⊡ Media, experts and policy
- Work to do on all of these. Hopefully a JMP will fall out of the last one? How to prioritize?