Discussion of Interaction beyond the Individual

Info 232

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Agenda

- Paper 1: "We're Not in That Circle of Misinformation": Understanding Community-Based Trusted Messengers Through Cultural Code-Switching
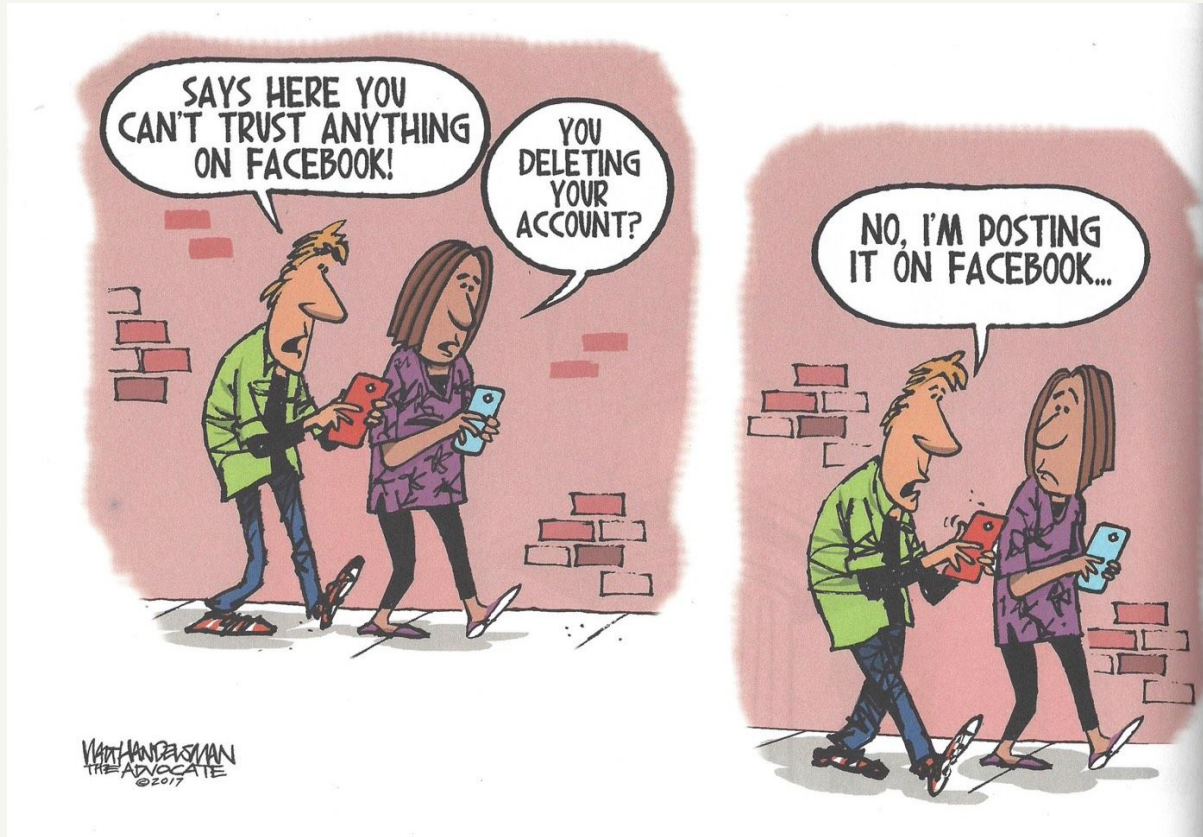
- Discussion 1
- Paper 2
- Discussion 2

Paper 1: "We're Not in That Circle of Misinformation": Understanding

Community-Based Trusted Messengers Through Cultural Code-Switching

Chen et al.

CSCW 2024
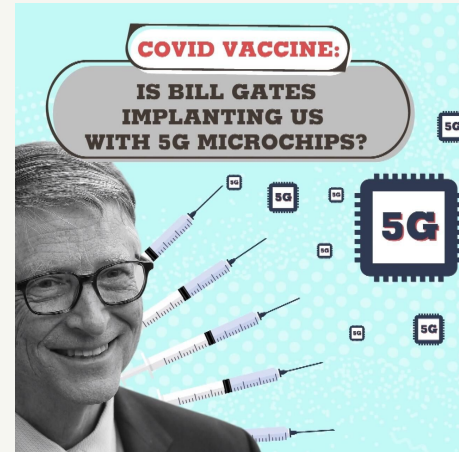
What is mis/dis-information?

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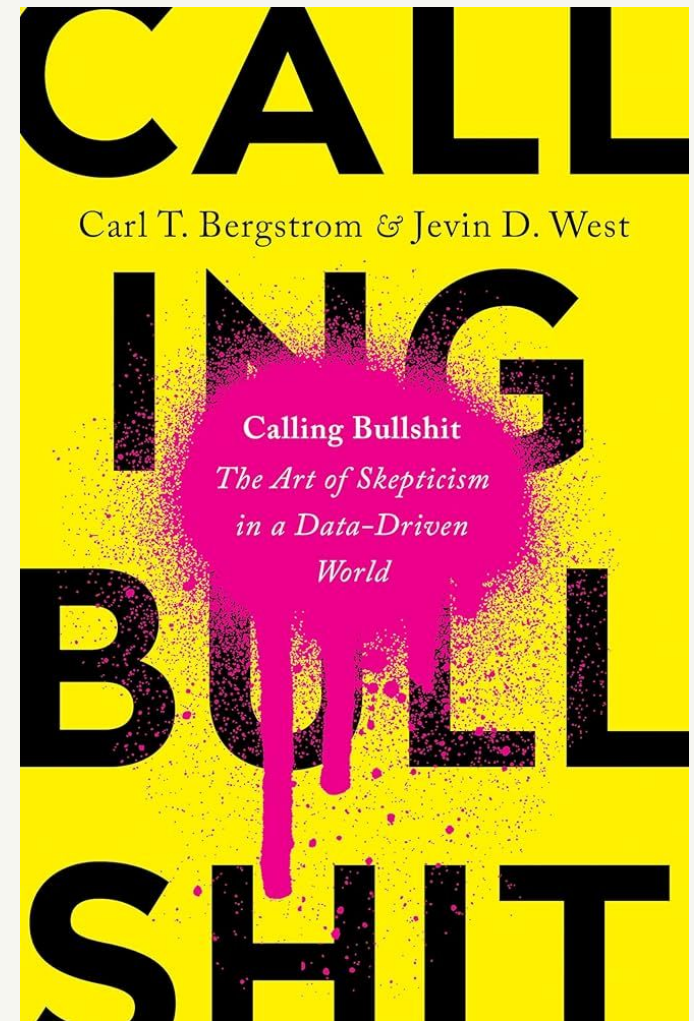Misinformation: false or inaccurate information—getting the facts wrong

Disinformation: false information which is deliberately intended to mislead—intentionally misstating the facts

Souce: American Psychology Association

Spread of mis/dis-information?

"Misinformation and disinformation spread rapidly in today's hyper-partisan media landscape, where scientific claims are sensationalized, startup culture increase exaggeration, and complex data presented in mathematical or scientific language makes it harder for people to discern truth from deception."

Carl T. Bergstrom & Jevin D. West

CALLING BULLSHIT

Calling Bullshit
The Art of Skepticism in a Data-Driven World

What mis/dis-information you received in your lives?

"We're Not in That Circle of Misinformation"

A qualitative, community-based participatory research study, investigated how community-based trusted messengers (Black/Latinx) young adults in Georgia, and explored their roles in addressing COVID-19 hesitancy and health misinformation
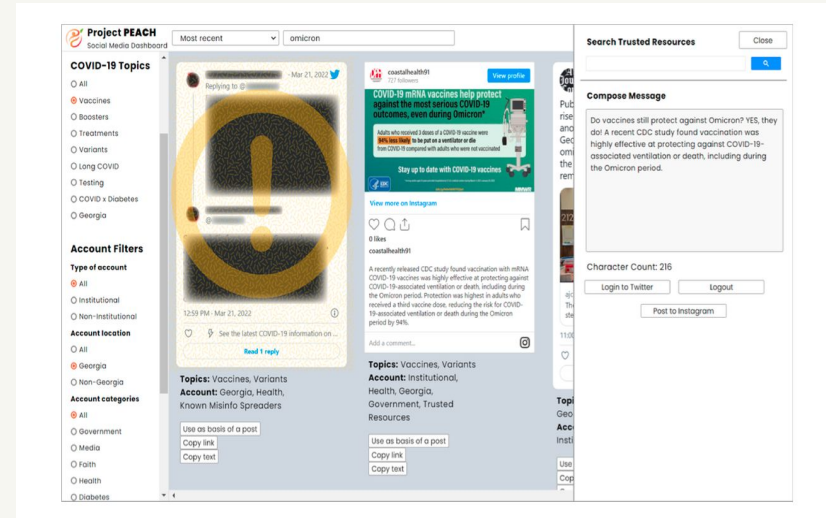
RQs:

1. How these trusted messengers **conceptualized their roles** in communities?
2. How they perceive and utilize **digital platforms and social media** for health communication?
3. What opportunities exist for social computing tech to better support their work in against of misinformation?

"We're Not in That Circle of Misinformation"

Methods:

Semi-structured interviews with 13 "Peer Champion".

Social media monitoring and outreach dashboard to probe those engagement with misinformation and outreach strategies .

"We're Not in That Circle of Misinformation"

Findings:

1. Understanding vaccine hesitancy in their communities:

- Those trusted messengers relied on community presence and social media to track misinformation but not immersed themselves in misinformation cycle.

I think for the people who are more hesitant about it, they were just saying that you don't know what's in it, this could lead to more further problems with your body. I mean, some of them actually made some good points. But [...] there was some ignorance. You know, people were like, "COVID actually isn't a thing," you know, "this is just a facade," or whatever. [...] Some people make good points, and then some people are just kind of ignorant about it, so.

"We're Not in That Circle of Misinformation"

Findings:

2.   Navigating digital information and trust:

- ○   Trusted messengers showed high information literacy, often verifying information.

- ○   They were critical in health information cycle for inconsistent messaging.

- ○   They struggled with information overload and skepticism toward online platforms.

Because everything on social media, it's either true or false. But most of the time, it's false. So if […] something occurred from like, a social media page, and being able to come on the website [social media dashboard] and see that […] it's mistrusted, then I would think, oh, it's not true. I should not take this as fact and continue to spread it to somebody else, that it's true.

"We're Not in That Circle of Misinformation"

Findings:

3.   Communicating public health information, and challenges of authenticity and trust

- They blended cultural knowledge with health literacy to frame information in ways that resonated with their communities.

- Many of them chose to avoid confrontation and presented information in a neutral, respectful manner to maintain trust.

- Those trusted messengers faced tensions in maintaining authenticity while engaging in public health messaging.

I feel like Black people can relate to other Black people. They may not relate to white people the same as they relate to another Black person. […] So seeing someone that looks like you being involved in something that you're unsure about, or you're curious about, would make you be more open to seeing that, to being involved in it.

"We're Not in That Circle of Misinformation"

What do you think those trusted messengers' roles in circle of misinformation?

"We're Not in That Circle of Misinformation"

What is the main takeaway from this paper to CSCW community?

"We're Not in That Circle of Misinformation"

Some of my takeaway:

- Trusted messengers act as community-based information intermediaries, **bridging public health institutions and their local communities**.

- **Misinformation countering requires community-driven approaches**, not just top-down fact-checking or content moderation.

- Existing social computing tools are not well-designed for grassroots misinformation countering, as trusted messengers struggle with information overload and relationship tensions.

"We're Not in That Circle of Misinformation"

Contributions to CSCW: Theoretical & Empirical

Empirical: providing first-hand qualitative insights about how community trusted messengers act in addressing vaccine hesitancy and misinformation.

Theoretical: taking concept of cultural code-switching to frame those trusted messengers' positionality and actions in community and understand their current and potential use of social computing to advance health equality.

Paper 2: Measuring User-Moderator Alignment on r/ChangeMyView

Koshy, V., et al.

What is r/ChangeMyView?

"A place to post an opinion you accept may be flawed, in an effort to understand other perspectives on the issue"

- A subreddit, established in 2013, with an active moderator team and users.

- 3.8 million members

- Top 1% of subreddits - #210 in size

What was your opinion on reddit before you read this paper?

What is r/ChangeMyView?

Post Process

1. An Original Poster (OP) creates a post with an opinion they hold that they are **open to change**.

2. Other users comment with their arguments to persuade the OP to change their view.

3. The Original Poster can then award "!delta" or (Δ) points if the idea does impact their viewpoint in a response comment to the top-level comment.

4. Delta points are displayed next to the commenters names & has a leaderboard.

5. If posts (or comments) break the rules, r/ChangeMyView moderators take appropriate action (whether that's deleting a comment or banning a user).

r/changemyview • 16 days ago
razorbeamz

CMV: Elon Musk walks around with his son on his shoulders to deter assassination attempts

Delta(s) from OP

In many of his recent public appearances, Elon Musk has been seen keeping his four year old son X Æ A-Xii on his shoulders.

I think that the main reason he keeps this child on his shoulders in so many public appearances is to deter assassination attempts. An assassin would be much less likely to attack him if the son is on his shoulders.

How to change my view:

Either

1. Come up with a reason that makes more sense
2. Demonstrate that there is no reason to think that assassins would be deterred

Edit: Rebuttals to common responses

- **Why didn't he do this during Trump rallies before the election** - This is a recent fear brought about by the assassination of Brian Thompson.
- **He's just being a father, fathers bring their kids with them all the time** - Most fathers do not bring their children with them everywhere they go for work, and Elon has several children who he is not supportive of.
- **You just hate Elon Musk!** - That is not a rebuttal to my post.

EDIT 2:

A lot of people are taking this to mean I'm saying "The reason that Elon Musk has not been assassinated yet is because he has his kid on his shoulders."

What are the rules for comments?

A comment will be removed by a member of the moderation team if it violates any of our published [comment rules](#):

- **Rule 1**: Direct responses to a CMV post must challenge at least one aspect of OP's stated view (however minor), or ask a clarifying question.
- **Rule 2**: Don't be rude or hostile to other users.
- **Rule 3**: Refrain from accusing OP or anyone else of being unwilling to change their view, or of arguing in bad faith.
- **Rule 4**: Award a delta if you've acknowledged a change in your view. Do not use deltas for any other purpose.
- **Rule 5**: Comments must contribute meaningfully to the conversation.

Methods Overview

Data Collection

Data Scraping

- Reddit API Scraping over 3-months (441,000 comments)

- Data collected included comment text, user reports, and moderator actions.

Moderator Access:

CMV moderators added the researchers account for non-public data

Surveys

2 Surveys with Tasks

- A preliminary survey with CMV moderators (4 out of 19)

- A main survey with CMV users - 798 participants

Surveys

Moderator Survey

- Moderators reviewed and labeled 134 previously posted comments for rule violations.

- They were given the text of the comment, the parent comment/post (if relevant), and the title & body of the Original Post.

- They labeled each comment with the relevant rule violation, after being presented with their rule list.

Moderator Survey

Rule 4: Award a delta if you've acknowledged a change in your view. Do not use deltas for any other purpose.

- "prefer to let users award deltas for whatever reason they choose"

- "see little reason to remove [such comments] for R4 (and claw back the delta awarded)"

(Koshy, V., et al.)

Surveys

User Survey

1. **User metrics:** Account age, total comments across Reddit & within CMV in the last month, number of comments removed on Reddit and/or CMV in the last month, and their moderator status.
2. **Comment Review:** Users were asked how they would handle the comments *themselves* and how they thought the CMV moderators would respond.
3. **Policy Awareness:** Presented with 10 rules, 5 real & 5 decoys and asked to identify the real ones.
4. **Policy Approval:** Users rated each of the subreddit rules and rated how they supported them (Likert Scale).
5. **Rule Application Task:** Asked the users to examine specific comments and identify the applicable rules.

Surveys

Results

1. **Users generally supported the overall rules.** For 4 out of 5 of the rules, 70%+ rated their support as 4+.

2. **Moderator behavior is different than what users originally think.** The way users and moderators think different comments should be acted upon varies highly. Users underestimated how many comments were removed.

3. **Rules can be hard to interpret.** The sidebar rules don't necessarily have a single interpretation - they can be interpreted very differently among users!

4. **Users disagreed with each other.** For over 30% of the comments, users disagreed with *each other*. Moderators disagreed about 14%.

5. **Not all rules are the same.** Rule #4, the delta rule, is the most heavily aligned with across users and moderators for support.

What was your opinion on reddit after reading this paper?

Thank You