

Measuring Progressive Media Impact

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Goals and Approach

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 2. Observe relationship between public discourse and media content (previous six months)
 3. Run experiments to learn causal effects (next six months)

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 - Via **Google Analytics**

1. Build Infrastructure

Topics of Study

- Abortion
- Reproductive Health
- Immigration
- ACA/Obamacare
- Military Conflicts
- Fracking/Hydraulic Fracturing/New Energy Extraction Techniques
- Education: School Choice
- Education: Teachers' Unions

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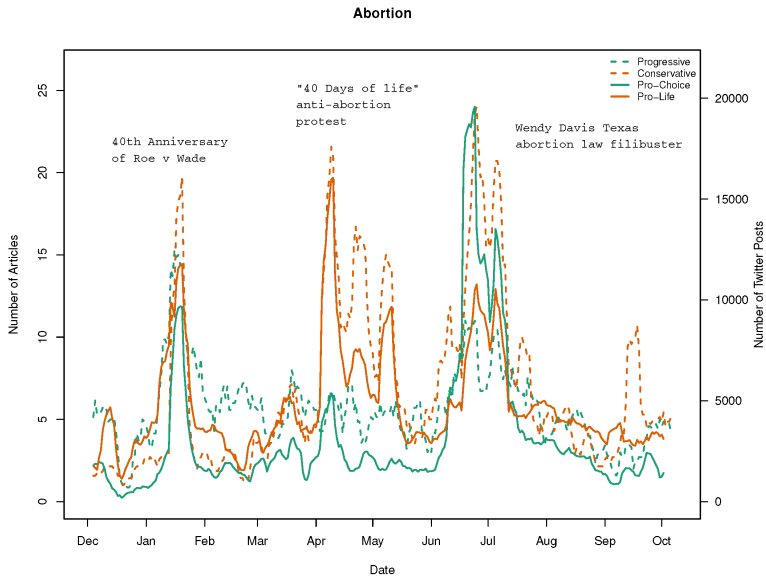
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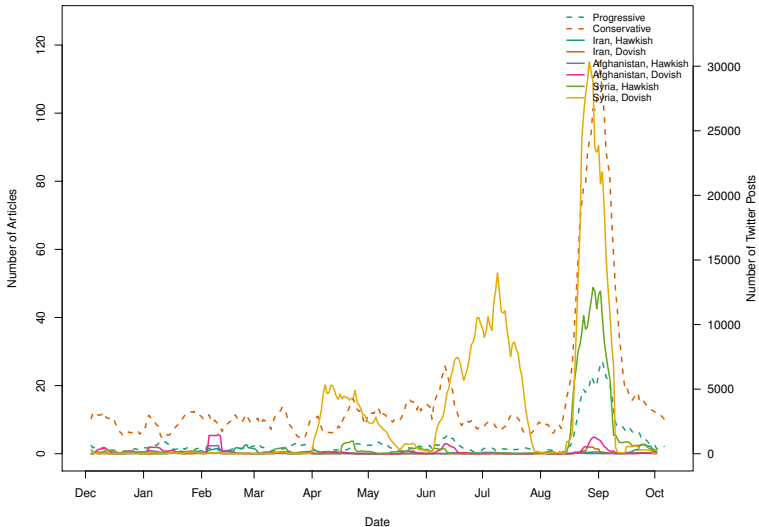
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 - ↳ Using on new statistical models we built for this project

Measuring Media Content and Conversations



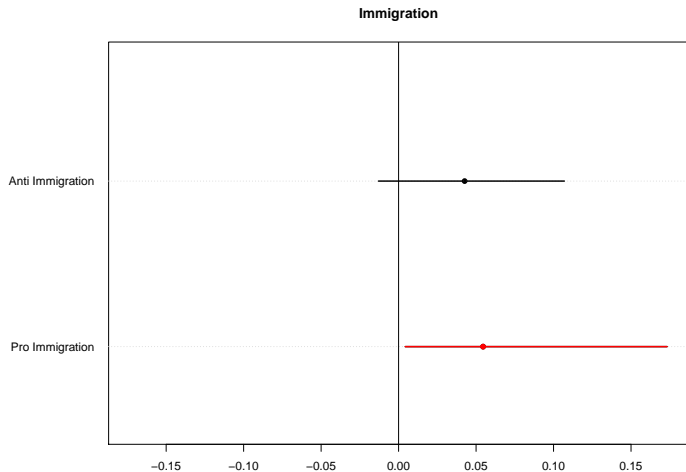
Measuring Media Content and Conversations

US Military Intervention



Estimating Effect of TMC Articles on Twitter Conversation

Percent Increase in Twitter Posts Associated with
One Additional Progressive Article



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- First pilot: measuring the effect of reproductive health collaboration project

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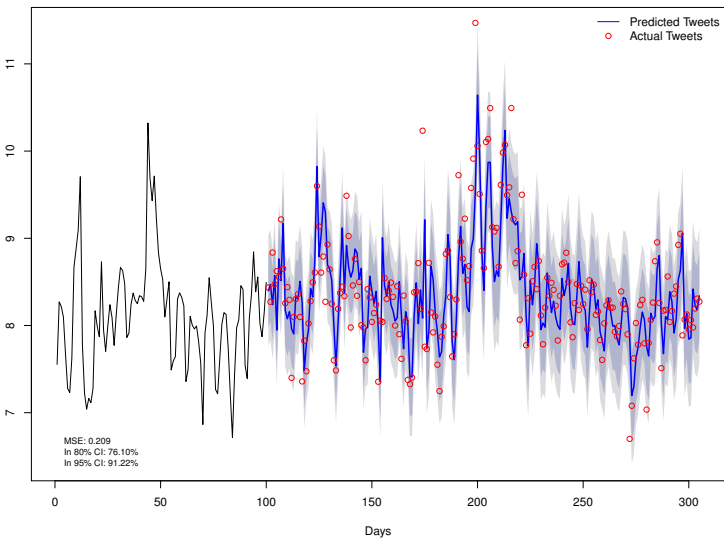
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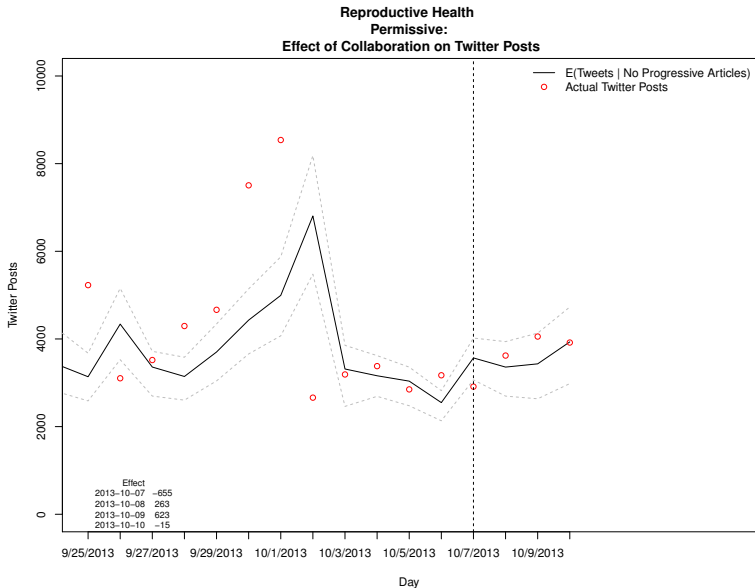
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 - ↳ Causal Effect = (social media opinion if we intervene) – (social media opinion if we do not)

Getting the Baseline Right: Predicting tweet volumes

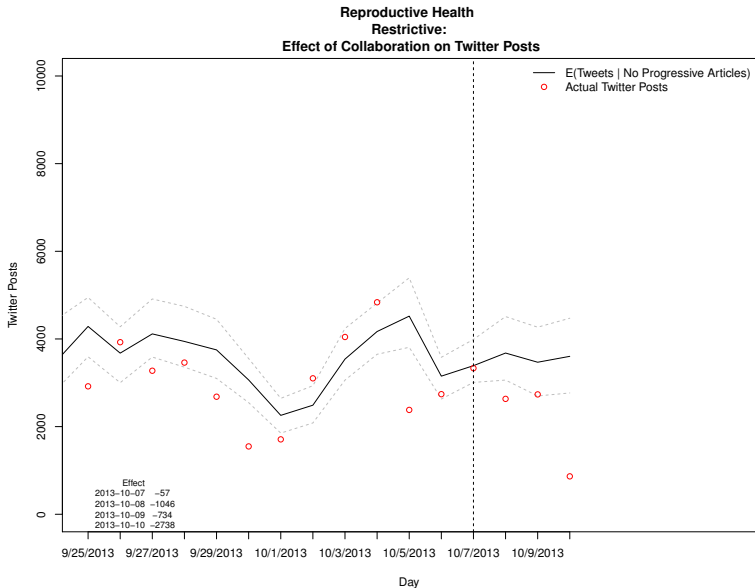
Reproductive Health: Permissive
Leave-One-Out Cross-Validation: One Step Forecasts vs. Realized Values



Comparing Observed Outcomes to the Predictions



Comparing Observed Outcomes to the Predictions



For More Information:

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Appendix

Immigration

1. Pro: in favor of immigrants or for less restrictive immigration policy
2. Anti: opposed to immigrants or for more restrictive immigration policy
3. Other: neutral or conflicted (about immigration but no clear position)
4. Other: not about immigration, off-topic

Appendix

Military Conflicts

- Afghanistan
 1. For US intervention/more aggressive stance
 2. Neutral/factual/balanced/unclear
 3. Against intervention/less aggressive stance
- Iran
 4. For US intervention/more aggressive stance
 5. Neutral/factual/balanced/unclear
 6. Against intervention/less aggressive stance
- Syria
 7. For US intervention/more aggressive stance
 8. Neutral/factual/balanced/unclear
 9. Against intervention/less aggressive stance
- Off-topic

Appendix

Fracking/Hydraulic Fracturing/New Energy Extraction Techniques

1. More permissive regulation
2. More restrictive regulation
3. Neutral/conflicted/unclear
4. Off-topic

Appendix

Reproductive Health

- Permissive
 1. About abortion
 2. About contraception
 3. About both or unclear
- Restrictive
 4. About abortion
 5. About contraception
 6. About both or unclear
- Other
 7. Factual/neutral
 8. Irrelevant: Not about reproductive health

Example Twitter Posts

Immigration

- Pro
 - *RT @Tammy4Congress: I support the DREAM Act. Anything we do with immigration needs to be practical, fair and humane. #IL08*
 - *RT @neappleseed Appleseed Blog: Current #Immigration policies tear apart families and hurt children. Time to make families stronger*
- Anti
 - *"Twitter Me This", why is Our President Not Protecting Our Borders? Why Does He Shutting Down Border Stations? This Is Treason Against US!*
 - *@maddow the topic of illegal immigration should have been on the list of threats to America. (impact to costs, crime, education, community)*