

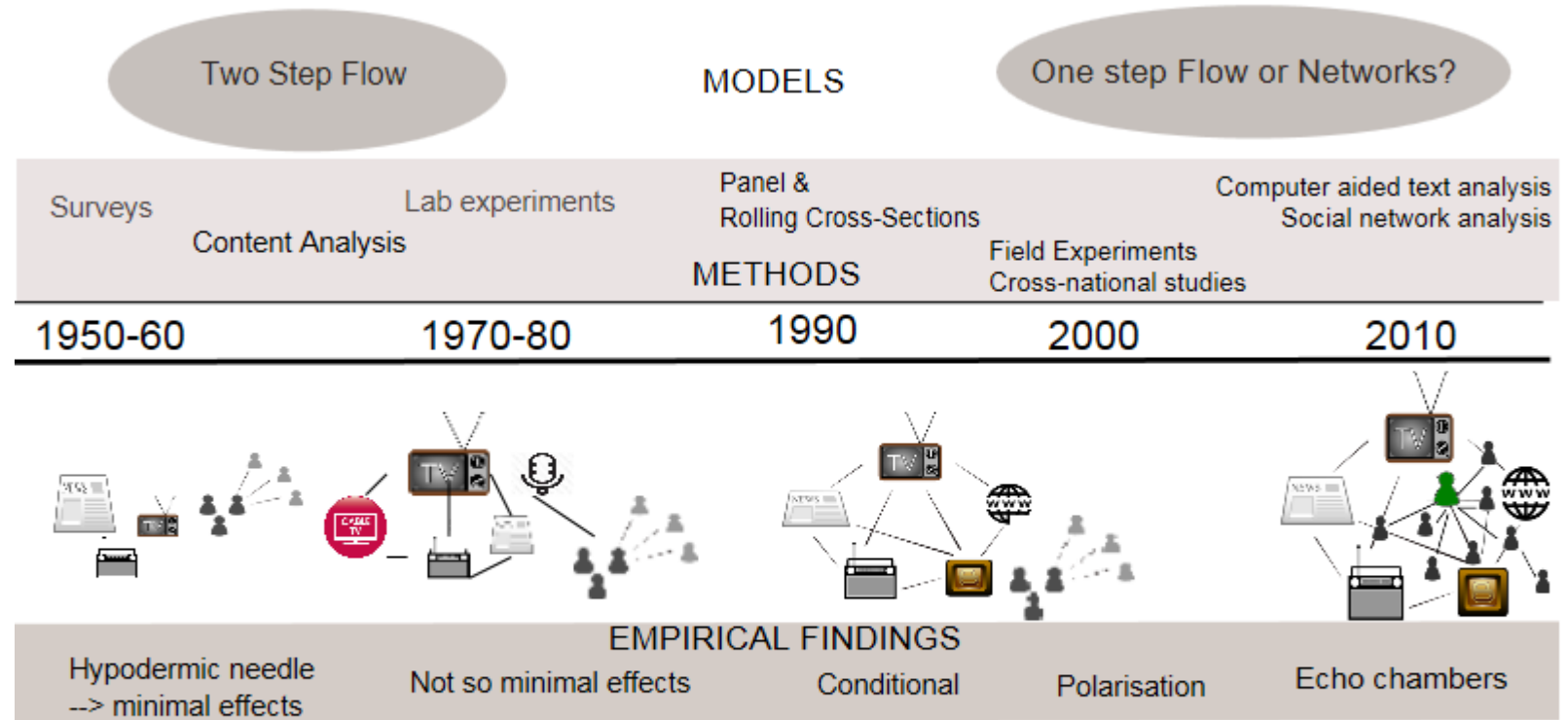
Measuring Information Exposure in Dynamic and Dependent Networks

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Overview – measuring media/information exposure

- ‘one of the most central concepts in all social sciences’ for understanding opinion and behaviour change



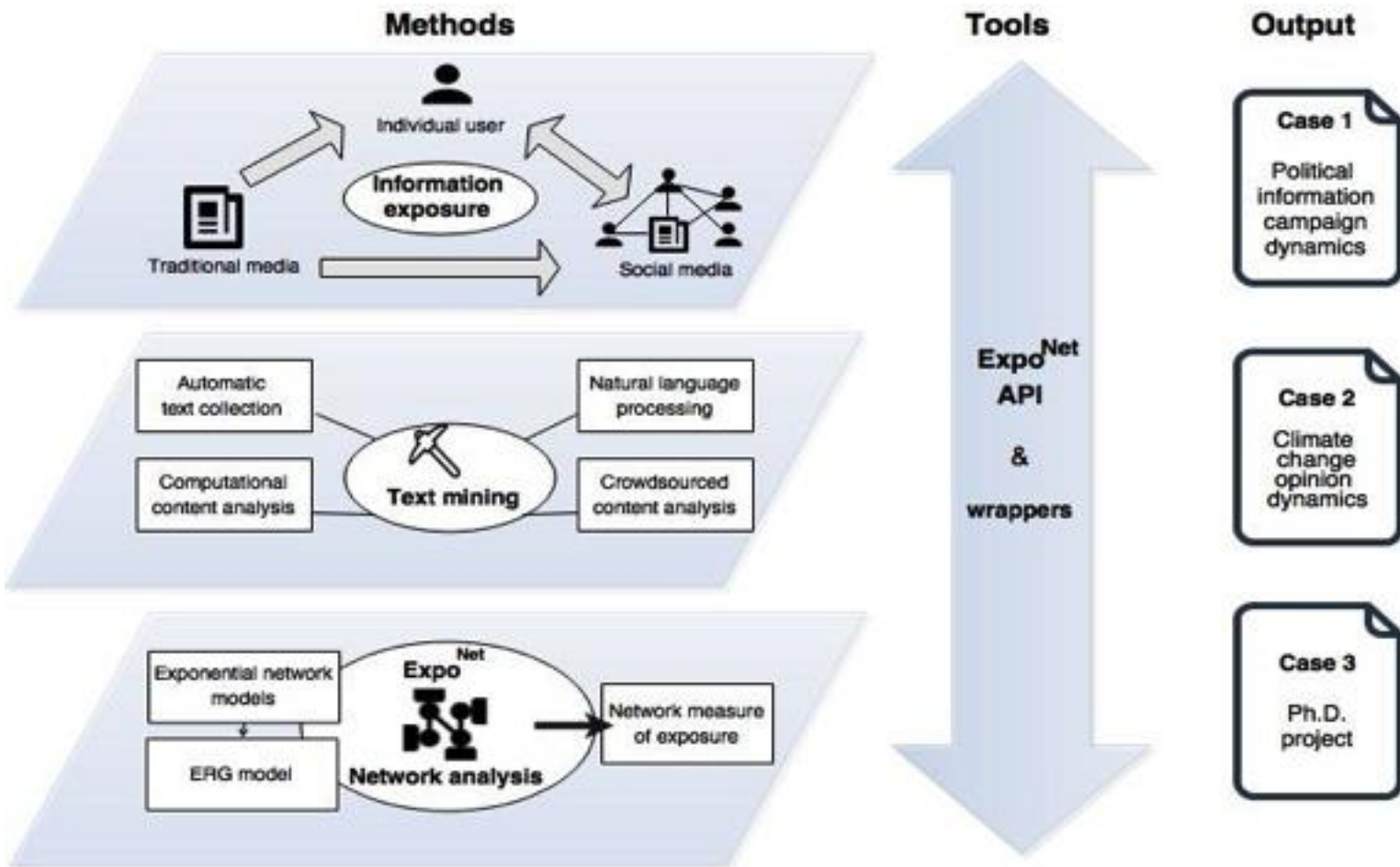
Media Exposure & Media Effects: Increasing Selectivity, Declining Opportunities for Incidental



Develop a set of tools:

- Capture the structure and dynamics of information exposure using a network based approach
- harvest and analyse unstructured media data
- Connect network-based estimates of exposure with traditional data sources to reliably estimate “media effects”





Case 1
Political information campaign dynamics

Case 2
Climate change opinion dynamics

Case 3
Ph.D. project

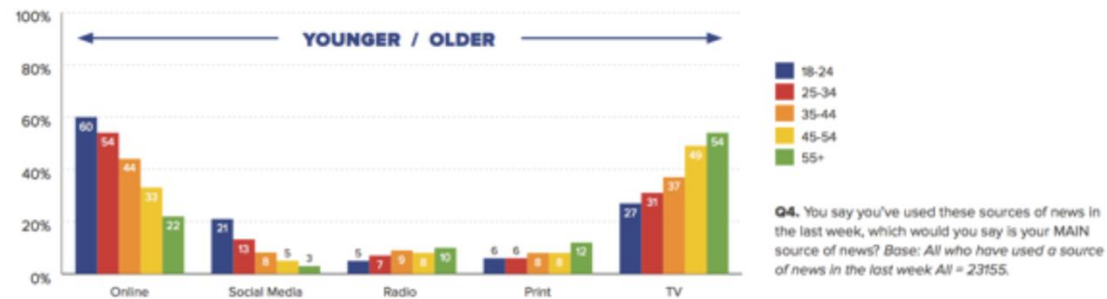
Goals:

- Linking social and traditional media
- Linking new methods with traditional survey based methods to measure media effects
- Social science led

Why case studies? Why linking traditional and social data and methods?

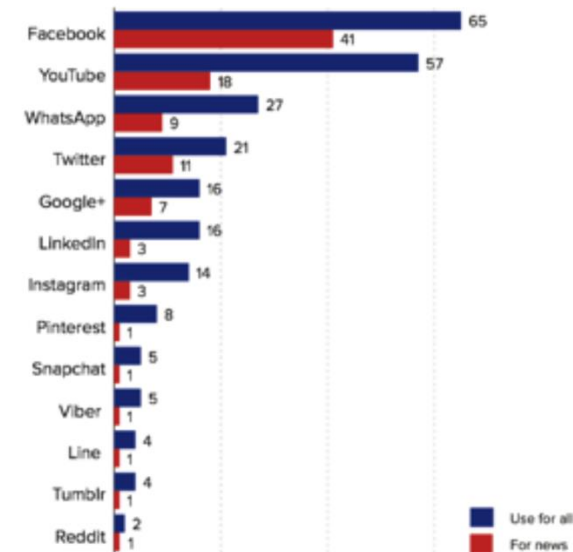
It's not all about social media ...

MAIN SOURCE OF NEWS BY AGE



It's not all about Twitter ...

TOP SOCIAL NETWORKS FOR NEWS AND FOR ANY PURPOSE



41%
access news via Facebook each week

Facebook own WhatsApp and Instagram

Q12a. Which, if any, of the following have you used for any purpose in the last week?
Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply. Base: All = 23557.

Challenges:

- Data
 - Capturing social media data...
 - Linking data...
 - US vs UK – voter registration
- PhD Recruitment



"Why Grandma, what big data you have!"

Where we are now...

First paper from project ...

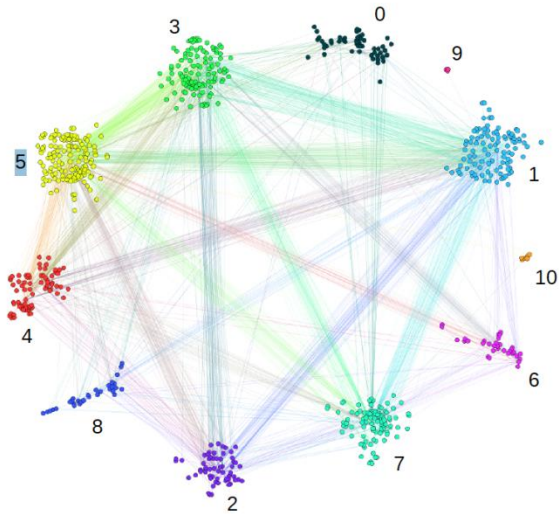


Figure 3: Domain network showing 11 identified communities. Each node is a web domain and each edge represents at least one Twitter user who shared a link to both domains. The network layout was initially created using a force-directed algorithm supplied by the Gephi visualisation package (Bastian, Heymann, and Jacomy 2009), after which the communities were coloured and manually separated to show community-community linkage.

Partnership with ICM Unlimited

- Developing tools for clickstream data

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Where to find us...



Mediaeffectsresearch.wordpress.com