

# What happens when the “truth” is crowd-sourced?


*A study of the effects of fact-checkers*


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# Motivation: the age of fact-checking

Sections  **The Washington Post**

 HOW TOMORROW VOTES TOMORROW HAS SOMETHING TO SAY HOWTOMORROWVOTES.COM

   **The New York Times** [LOG IN](#) 

 **ELECTION 2016** [SHARE](#)

**POLITIFACT**  
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## Donald Trump's top 10 most misleading claims

By Linda Qiu on Thursday, October 27th, 2016 at 11:55 a.m.

**Fact Checker**

## Fact-checking the 'final arguments' of Trump and Clinton

By **Michelle Ye Hee Lee** and **Glenn Kessler** November 7 at 3:00 AM 



Republican president nominee Donald Trump (Reuters/Carlo Allegri) and Democratic nominee Hillary Clinton (Reuters/Carlos Barria)

## Fact Checks of the 2016 Election

The New York Times is checking assertions made throughout the 2016 presidential campaign. Follow NYT Politics on Facebook and Twitter to get fact-check updates. **UPDATED SEPT. 28, 2016**

### General Election

[First Presidential Debate](#) →  
SEPT. 26, 2016

[Vice-Presidential Debate](#) →  
OCT. 4, 2016

[Second Presidential Debate](#) →  
OCT. 9, 2016

[Third Presidential Debate](#) →  
OCT. 19, 2016

[Democratic National Convention](#) →  
JULY 28, 2016

[Republican National Convention](#) →  
JULY 21, 2016

**The 10 biggest falsehoods from the year of Trump**  
Politifact.com



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## Hillary Clinton's top 10 most misleading claims

By **Lauren Carroll** on Thursday, October 27th, 2016 at 11:55 a.m.

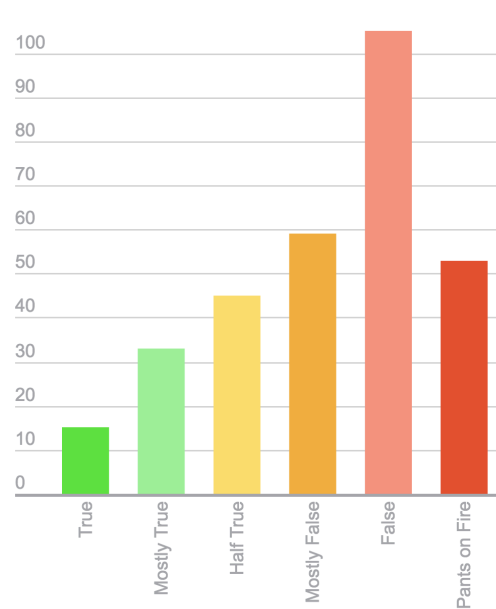
**FBI investigation undermines Clinton email defense**  
Politifact.com



# Why do we need fact-checkers?

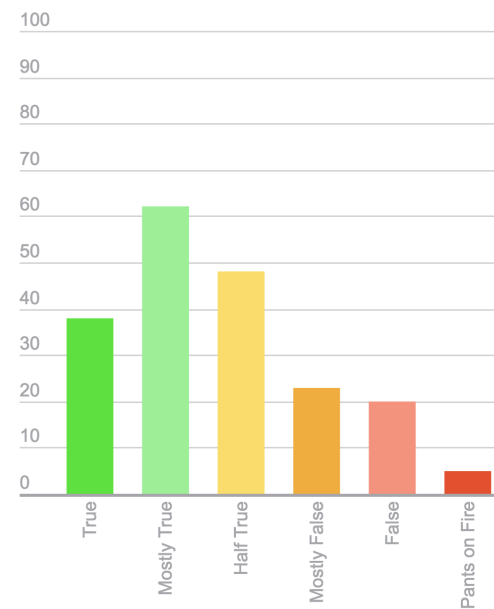
## Donald Trump

310 total fact-checks



## Hillary Clinton

196 total fact-checks



<http://www.politifact.com/truth-o-meter/article/2016/nov/01/truth-check-clinton-and-trump-truth-o-meter-1-week/>

# Content creation Vs. Content evaluation

- Online platforms and social media *facilitate* and *accelerate* information diffusion (Cooper and Zmud 1990)
- Network structure can influence the spread (mis)information (Tambuscio, Ruffo, Flammini, Menczer 2015)
- Consumer behavior in the presence of information quality cues (Dellarocas 2003)
  - Fact checkers act as a filter to evaluate claims (Graves et al. 2015)
- **Gap: Explosive popularity despite little research attesting their efficacy in shaping public opinion/intentions/behavior**

# Early evidence: Exploiting 'fact check' tag in Google News

The screenshot shows a Google News article page. At the top, the Google logo is visible, followed by navigation links: 'The Keyword', 'Latest Stories', 'Product News', and 'Topics'. A search icon and a menu icon are also present. Below this is a teal header with the text 'JOURNALISM & NEWS' on the left and 'OCT 13, 2016' on the right. The main title of the article is 'Labeling fact-check articles in Google News' by Richard Gingras, Head of News, Google.

The main article is titled 'Theresa May backs passport checks on pregnant women at hospitals in 'maternity tourism' crackdown'. It is from 'The Independent' and dated 'Oct 12, 2016'. The summary states: 'Theresa May has backed passport checks on pregnant women at hospitals - insisting the NHS had to "get the money" from foreigners not eligible for free care.' Below the summary are two related links: 'Forcing pregnant women to show passports is 'dangerous', say midwives' from Telegraph.co.uk and 'Pregnant Women Being Required To Show Their Passport is 'Dangerous', Say Midwives' from Huffington Post UK. There is also a 'Related National Health Service » Pregnancy »' link.

A 'Fact Check: Pregnant women and passports for the NHS' tag is visible, with a 'Full Fact' logo. An orange arrow points to a blue button labeled 'See realtime coverage' which is positioned above the 'Fact Check' tag. Below the main article is a carousel of related images from various sources: Bradford Te..., Science W..., Full Fact, Newsweek, Breitbart N..., Surrey Comet, Huffington ..., BT.com, and Daily Mail.

## Early evidence: Following Google News for 10 days

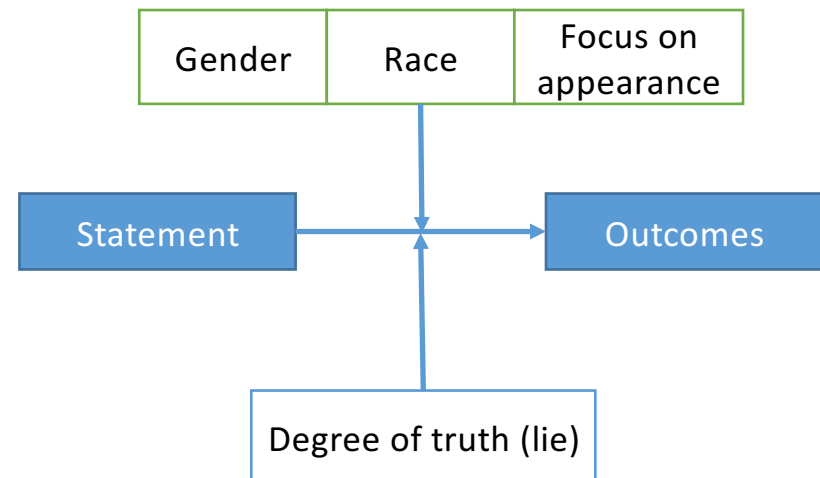
- 1200 story boxes with label 'fact-check'
- Stories with the label had 45% (\*\*\*) more shares in social media
  - after controlling for source (i.e. newspaper) and text characteristics (i.e. word-length, topic)
- Suggesting that consumers actually value the label

# Questions:

1. Under what conditions do fact checker sites *influence* consumers?
2. What *moderates* this effect?

# Potential moderators

- Characteristics and motivations of the speaker
  - *Marketing: Chan and Sengupta (2010)*
- Characteristics and cost of deception
  - *Economics: Gneezy (2005)*
- Focus on appearance
  - *Objectification: Heflick (2010)*





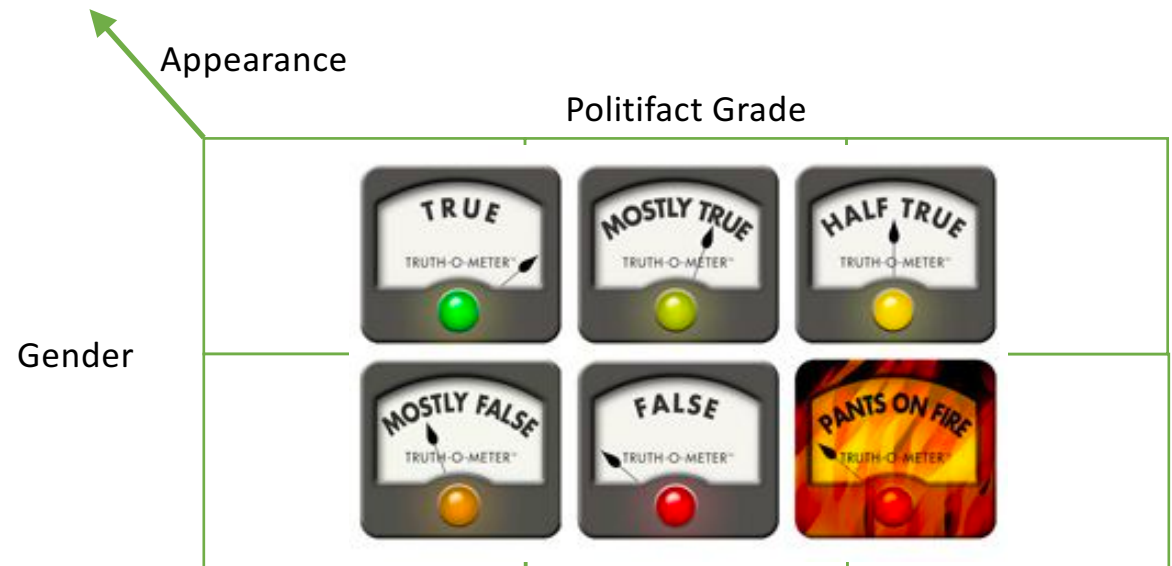
Next:

# Test gender and truth-level in the lab

A for pay lab experiment with IU Undergrads

# 2x3x2 Design

- Gender: Male vs. Female (2)
- Politifact Grade: False, Half true, True (3)
- Focus on appearance
- ~500 undergrads recruited for pay





Says Hillary Clinton "wants to let people just pour in. You could have 650 million people pour in and we do nothing about it. Think of it. That's what could happen. You triple the size of our country in one week."

— Donald Trump on Sunday, October 30th, 2016 in a campaign rally in Albuquerque



### About this statement:

Published: Monday, October 31st, 2016 at 3:45 p.m.

Researched by: Miriam Valverde

Edited by: Angie Drobnic Holan

Subjects: Homeland Security, Immigration

### Sources:

CBS News, Trump says Clinton could let 650 million new immigrants into U.S., Oct. 31, 2016

Email exchange, Hillary Clinton campaign, Oct. 31, 2016

Email exchange, Donald Trump campaign, Oct. 31, 2016

Hillary Clinton campaign website, immigration reform

U.S. Census Bureau, U.S. and World Population Clock

Migration Policy Institute, Largest U.S. Immigrant Groups over Time, 1960-Present

Migration Policy Institute, U.S. Immigration Trends

Migration Policy Institute, Frequently Requested Statistics on Immigrants and Immigration in the United States

## Pants on Fire! Trump says Clinton would let 650 million people into the U.S., in one week

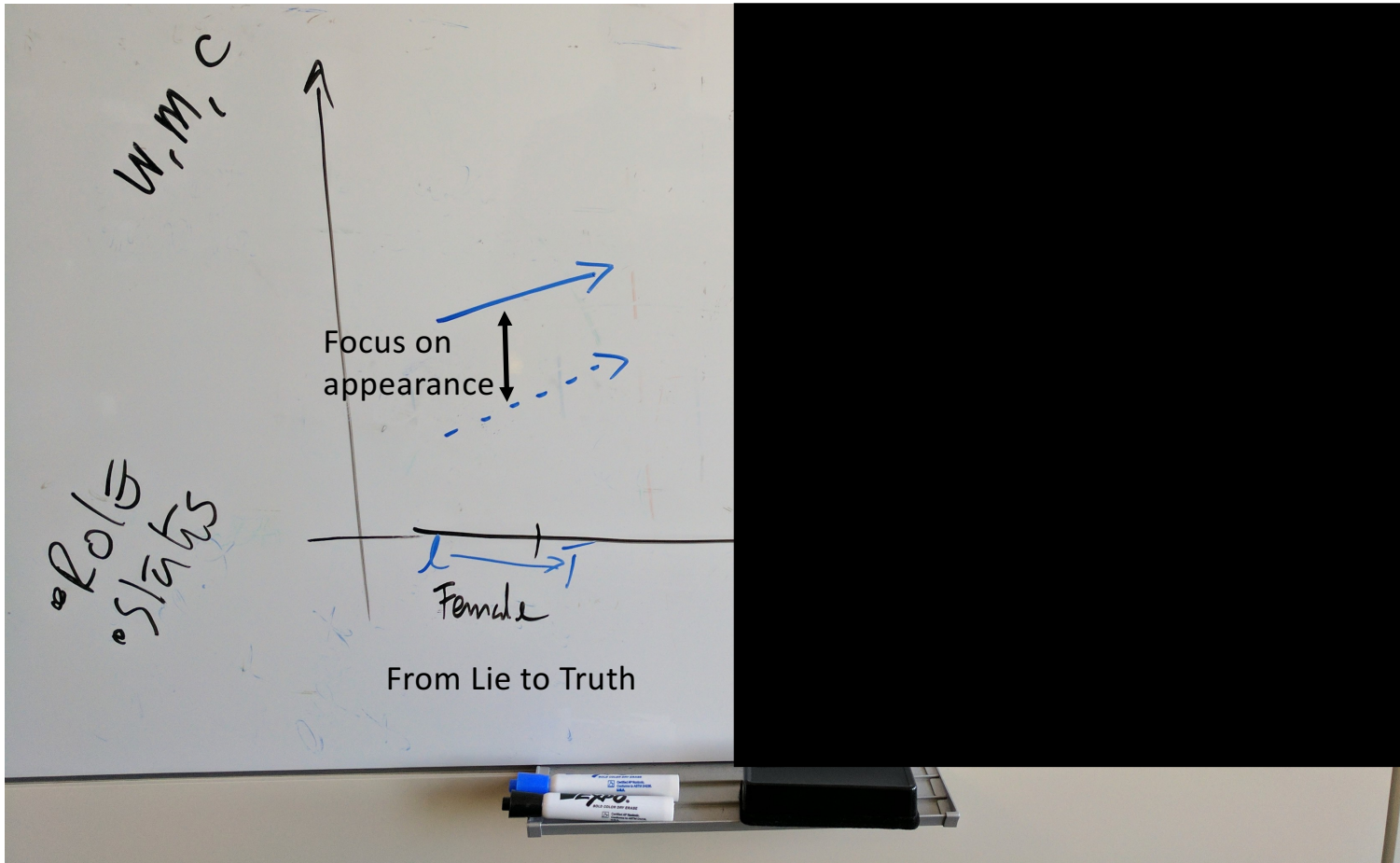
By Miriam Valverde on Monday, October 31st, 2016 at 3:45 p.m.

# Outcomes:

- The stereotype content model (SCM; Fiske, Cuddy, & Glick, 2007; Fiske et al., 2002)
  - Positive perceptions of humanity: Warm, competence and morality
- What other outcomes should we measure?
  - Affect
  - Credibility
  - Attitudes
  - Feelings
  - Influence
  - Persuasion

# Results expected

Warm,  
morality, and  
Competence



# Other directions

- Motivations:
  - Occupation: Are politicians are expected to lie but not journalists?
  - Partisanship: Do I discount the lies (truth) depending on my affiliations?
- Status:
  - High Vs. Low

# Thank you

Please do reach out if you want to talk more (or just have coffee)

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