Political Leaning Classification

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Internet as Echo Chamber?

The Filter Bubble
What ___ the ___ Internet
Is ___ Hiding
From ___ You

Eli Pariser

being digital
NICHOLAS NEGROPONTE

"Succinct and readable... If you suffer from digital anxiety, that it is easier to sort and rate than it is to sort the content you can follow. Here is a book that lays it all out..." 
— NICK BAY

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Competing Hypotheses about Selective Exposure


**Diversity Seeking.** People prefer information that contains both challenging and supporting opinions.
Research Goals

• Understand
  – Which hypothesis is right?
• Improve
  – Can we nudge people toward balanced exposure?
Experiment for Understanding

• Show people with known political biases list of links with varying percent of agreeable items
  – Subjective assessment of each list

with Sean Munson, CHI 2010
Nudging

• Two Chrome Extensions
CubeThat News Recommender

with Siddharth Chhabra
Balancer Feedback

with Sean Munson
Pre-requisite

• Classify Items
Approach: Semi-Supervised Learning

• Some items and users labeled (blue or red)
• Learn to label the rest
  — Based on text distances between items
  — Based on relationships
    • user to item votes
    • items from same source
    • items linked to from same blog
    • user to user friend/follower links
Politics News

Did President Obama Receive an Illegal Contribution?
blogs.browardpalmbeach.com — Thanks to a disgraced politician in South Florida, President Obama’s campaign may have unknowingly benefitted from a $15,000 check. 37 min ago
via jgregg 18 Comments  Save  X Bury

Poll: Voters like Clinton-backed candidates more than Obama
articles.latimes.com — The poll found that 53% of Democrats said Clinton’s personal endorsement would carry weight compared to 48% who said Obama’s would. 1 hr 18 min ago
via Ilamalane 14 Comments  Save  X Bury

The 'Must Have' Gift For The Holidays
now.sprint.com/holiday — At under 1lb, learn why the Samsung Galaxy Tab with 7” touchscreen, dual cameras, and flash capabilities, is a must for your wish list this season.
via Sprint  Sponsored by Sprint  X Bury
Bizarre Avatar-themed weddings take place in China

Avatar-themed weddings in Wulingyuan, a scenic area in Hunan Province, China become popular. 1 day 7 hr ago
via meetjoewhite
1 Comment

2011 Looks Gloomy For Renewable Energy

naturalresourcereport.com — With the 2010 elections behind us, environmental experts worry that the political shift in the U.S. House of Representatives may reduce federal spe... 1 day 6 hr ago
via kimballo
7 Comments

A Drop of Water at 2,000 Frames Per Second

thatvideosite.com — Not what you would expect to see 1 day 20 hr ago
via wappe
6 Comments

The Ultimate Elisha Cuthbert Gallery

topcultured.com — Elisha Cuthbert is hot, no doubt about it. But how hot? Hot
Massive Censorship Of Digg Uncovered

A group of influential conservative members of the behemoth social media site Digg.com have just been caught red-handed in a widespread campaign of censorship, having multiple accounts, upvote padding, and deliberately trying to ban progressives. An undercover investigation has exposed this effort, which has been in action for more than one year.
Expanding Coverage By Propagation
Expanding Coverage By Propagation
Expanding Coverage By Propagation
Expanding Coverage By Propagation
Graph Propagation Algorithms

- Random Walk with Restart
- Absorbing Random Walk
- Local Consistency Global Consistency
A CHALLENGE IN EVALUATION
What is the Ground Truth?

- 1000 articles
  - 3 liberal and 3 conservative raters for each
- Fleiss' Kappa only 0.53
- Interim approach: only items that all 6 raters agreed on (307 items)
- Currently: rethinking ground truth for classification tasks
Diversity Preferences

% agreeable items

Satisfaction (1=very dissatisfied, 5=very satisfied)

Diversity-seeking
Other

% agreeable items

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