

Jenseits der puren Datenökonomie

Social-Media-Plattformen besser gestalten

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Wissenschaften (IZEW)
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Mission Statements

„To give everyone the power to create and share ideas and information instantly, without barriers.“



„Unsere Mission ist es, allen eine Stimme zu geben und ihnen die Welt zu zeigen.“



„To give people the power to share and make the world more open and connected.“



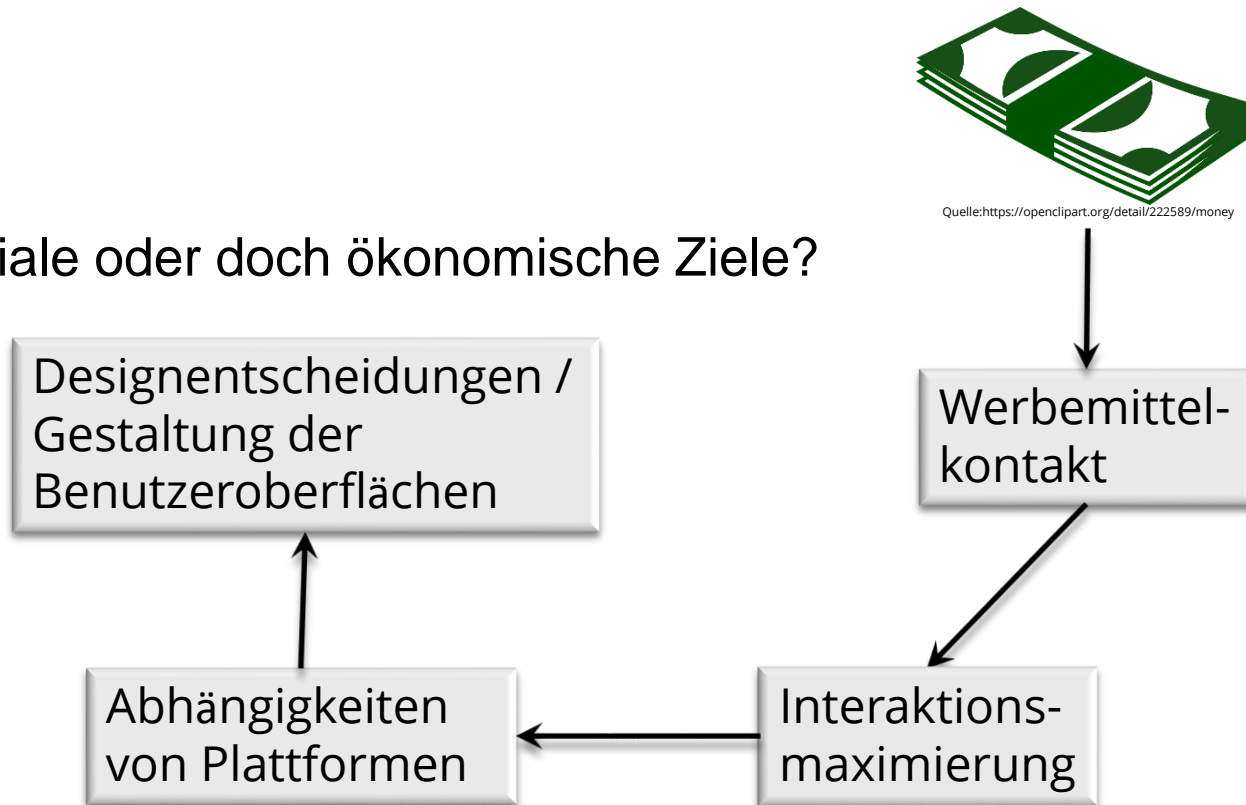
„To organize the world's information and make it universally accessible and useful.“



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Datenökonomie

- soziale oder doch ökonomische Ziele?



- gesellschaftliche Verantwortung?

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Medienwirkungen

- Social-Media-Plattformen haben Einfluss auf...
 - individuelles Wohlbefinden
 - öffentlichen Diskurs
 - Politik
- Bedarf nach Regulierung?
 - Gesetze?
 - Technikverweigerung?
 - Design?

AMERICAN JOURNAL OF Preventive Medicine

RESEARCH ARTICLE

Social Media Use and Perceived Social Isolation Among Young Adults in the U.S.

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Introduction: Perceived social isolation (PSI) is associated with substantial morbidity and mortality. Social media platforms, commonly used by young adults, may offer an opportunity to ameliorate social isolation. This study assessed associations between social media use (SMU) and PSI among U.S. young adults.

Methods: Participants were a nationally representative sample of 1,787 U.S. adults aged 19–32 years. They were recruited in October–November 2014 for a cross-sectional survey using a sampling frame that represented 97% of the U.S. population. SMU was assessed using both time and frequency associated with use of 11 social media platforms, including Facebook, Twitter, Google+, YouTube, LinkedIn, Instagram, Pinterest, Tumblr, Vine, Snapchat, and Reddit. PSI was measured using the Patient-Reported Outcomes Measurement Information System scale. In 2015, ordered logistic regression was used to assess associations between SMU and SI while controlling for eight covariates.

Results: In fully adjusted multivariable models that included survey weights, compared with those in the lowest quartile for SMU time, participants in the highest quartile had twice the odds of having greater PSI (AOR=2.0, 95% CI=1.4, 2.8). Similarly, compared with those in the lowest quartile, those in the highest quartile of SMU frequency had more than three times the odds of having greater PSI (AOR=3.4, 95% CI=2.3, 5.1). Associations were linear ($p < 0.001$) for all, and results were robust to all sensitivity analyses.

Conclusions: Young adults with high SMU seem to feel more socially isolated than their counterparts with lower SMU. Future research should focus on determining directionality and elucidating reasons for these associations.

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PLOS ONE

Facebook Use Predicts Declines in Subjective Well-Being in Young Adults

Ethan Kross¹, Philippe Verduyn², Emre Demiralp¹, Jiyoun Park¹, David Seungjae Lee¹, Natalie Lin¹, Holly Shaback¹, John Jonides¹, Oscar Ybarra¹

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Abstract

Over 500 million people interact daily with Facebook. Yet, whether Facebook use influences subjective well-being over time is unknown. We addressed this issue using experience-sampling, the most reliable method for measuring in-vivo behavior and psychological experience. We text-messaged people five times per day for two-weeks to examine how Facebook use influences the two components of subjective well-being: how people feel moment-to-moment and how satisfied they are with their lives. Our results indicate that Facebook use predicts negative shifts on both of these variables over time. The more people used Facebook at one time point, the worse they felt the next time we text-messaged them; the more they used Facebook over two-weeks, the more their life satisfaction levels declined over time. Interacting with other people “directly” did not predict these negative outcomes. They were also not moderated by the size of people’s Facebook networks, their perceived supportiveness, motivation for using Facebook, gender, loneliness, self-esteem, or depression. On the surface, Facebook provides an invaluable resource for fulfilling the basic human need for social connection. Rather than enhancing well-being, however, these findings suggest that Facebook may undermine it.

Citation: Kross E, Verduyn P, Demiralp E, Park J, Lee DS, et al. (2013) Facebook Use Predicts Declines in Subjective Well-Being in Young Adults. *PLoS ONE* 8(1): e69161. doi:10.1371/journal.pone.0069161

Editor: Cedric Sauer, Institut Paradiagnostique Hubert Caten, France

Received: January 31, 2013; **Accepted:** June 12, 2013; **Published:** August 14, 2013

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Competing Interests: The authors have declared that no competing interests exist.

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Emotion shapes the diffusion of moralized content in social networks

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Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved May 23, 2017 (received for review November 15, 2016)

Political debate concerning moralized issues is increasingly common in online social networks. However, moral psychology has yet to incorporate the study of social networks to investigate processes by which some moral ideas spread more rapidly or broadly than others. Here, we show that the expression of moral emotion is key for the spread of moral and political ideas in online social networks, a process we call “moral contagion.” Using a large sample of social media communications about three polarizing moral/political issues ($n = 563,312$), we observed that the presence of moral-emotional words in messages increased their diffusion by a factor of 20% for each additional word. Furthermore, we found that moral contagion was bounded by group membership; moral-emotional language increased diffusion more strongly within liberal and conservative networks, and less between them. Our results highlight the importance of emotion in the social transmission of moral ideas and also demonstrate the utility of social network methods for studying morality. These findings offer insights into how people are exposed to moral and political ideas through social networks, thus expanding models of social influence and group polarization as people become increasingly immersed in social media networks.

morality | emotion | politics | social networks | social media

then the social transmission of emotion likely plays a key role in the transmission of morality through social networks.

In the domain of morality, the expression of moral emotion in particular may drive social contagion. Compared with nonmoral emotions, moral emotions are those that are most often associated with evaluations of societal norms (11) and are elicited by interests that may go beyond self-interest [e.g., contempt in response to injustices committed in another country (12)]. Importantly, moral emotions may also be tied specifically to behavior that is relevant to morality and politics, including judgments of responsibility and voting (13, 14). Thus, emotions can be roughly divided into classes of “moral emotions” and “nonmoral emotions” that are associated with distinct appraisals, eliciting conditions, and functional outcomes. Because of the importance of emotions to the domain of morality and politics, we focused here on the role of moral emotion in social contagion.

To investigate the role of moral emotion in the transmission of morality in social networks, we used the context of online social networks. More and more, communications about morality and politics within social networks are computer-mediated (15), and contagion is often studied as information diffusion in online social

Science

The spread of true and false news online

Soroush Vosoughi, Deb Roy and Sinan Aral

Science 359 (6380), 1146–1151.
DOI: 10.1126/science.aap9559

Lies spread faster than the truth

There is worldwide concern over false news and the possibility that it can influence political, economic, and social well-being. To understand how false news spreads, Vosoughi *et al.* used a data set of rumor cascades on Twitter from 2006 to 2017. About 126,000 rumors were spread by ~3 million people. False news reached more people than the truth; the top 1% of false news cascades diffused to between 1000 and 100,000 people, whereas the truth rarely diffused to more than 1000 people. Falseness also diffused faster than the truth. The degree of novelty and the emotional reactions of recipients may be responsible for the differences observed.

Science, this issue p. 1146

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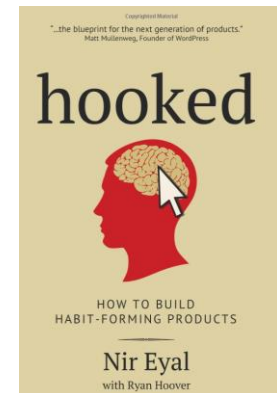
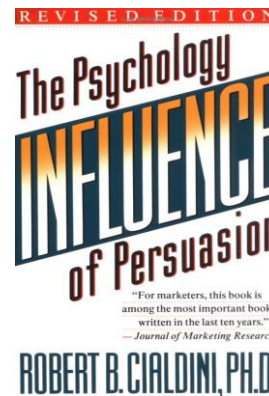
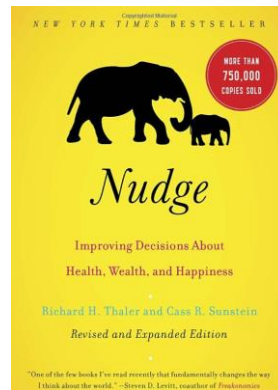
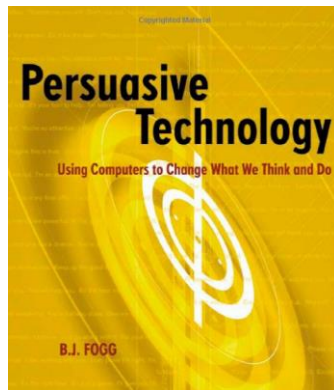


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Design

- Gestaltung von Benutzeroberflächen beeinflusst Nutzerverhalten
- Anleihen aus den Bereichen Persuasive Computing / Psychologie / Captology (Computer Aided Persuasive Technology)



- bislang: Designentscheidungen mit dem Ziel der Interaktionsmaximierung

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Interaktions- maximierung

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Interaktionsmaximierung – Abhängigkeit

- Abhängigkeit ist Fakt
- Doch wie ist sie entstanden?



Quelle: <http://journal.media-culture.org.au/files/journals/1/articles/1009/supp/1009-4080-1-5P.png>



Journal of Computer-Mediated Communication

The Extended iSelf: The Impact of iPhone Separation on Cognition, Emotion, and Physiology

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This study uniquely examined the effects on self, cognition, anxiety, and physiology when iPhone users are unable to answer their iPhone while performing cognitive tasks. A 2 x 2 within-subjects experiment was conducted. Participants (N = 40 iPhone users) completed 2 word search puzzles. Among the key findings from this study were that when iPhone users were unable to answer their ringing iPhone during a word search puzzle, heart rate and blood pressure increased, self-reported feelings of anxiety and unpleasantness increased, and self-reported extended self and cognition decreased. These findings suggest that negative psychological and physiological outcomes are associated with iPhone separation and the inability to answer one's ringing iPhone during cognitive tasks. Implications of these findings are discussed.

Keywords: Cell Phone Separation, Extended Self, Cognition, Anxiety, Physiology.

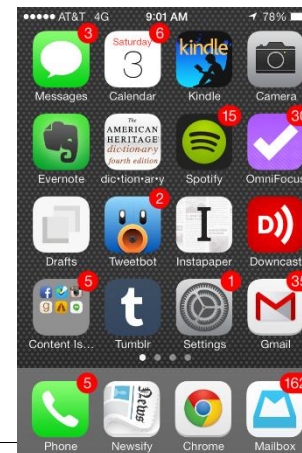
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Interaktionsmaximierung – Abhängigkeit

- Anleihen aus der Casino-Technik
 - Konditionierung durch zufällig gestreute Belohnungen
- Slotmaschine Smartphone
 - „pull to refresh“
- kleine rote Punkte bestimmen unseren Alltag



Quelle: http://opendjipart.org/image/800px/svg_to_png/185039/1381937672.png

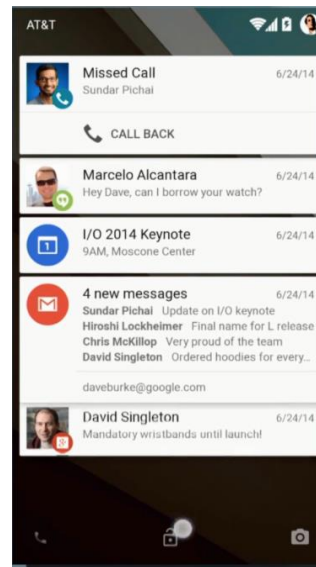


Quelle: <https://www.flickr.com/photos/cote/14119699604>

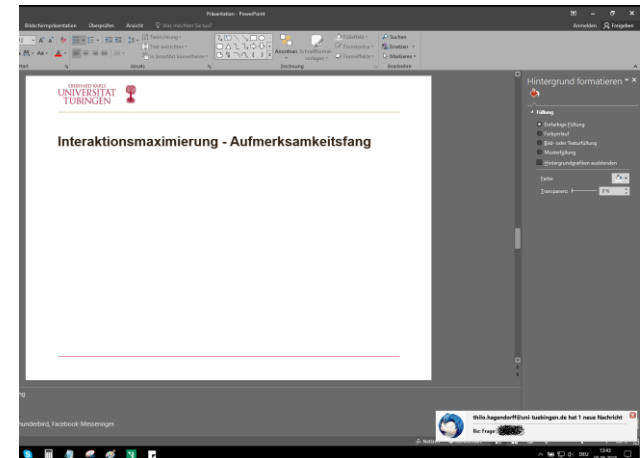
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Interaktionsmaximierung – Aufmerksamkeitsfang

- Notifications
 - visuell
 - auditiv
 - haptisch
- by default aktiviert
- circa 150 „Smartphonechecks“ täglich



Quelle: <https://i.stack.imgur.com/3BsBc.png>



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Interaktionsmaximierung – Nudging

- Beispiele

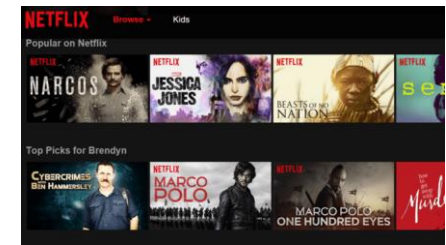
- Video-Autoplay

- endloses Nachladen (behoben)

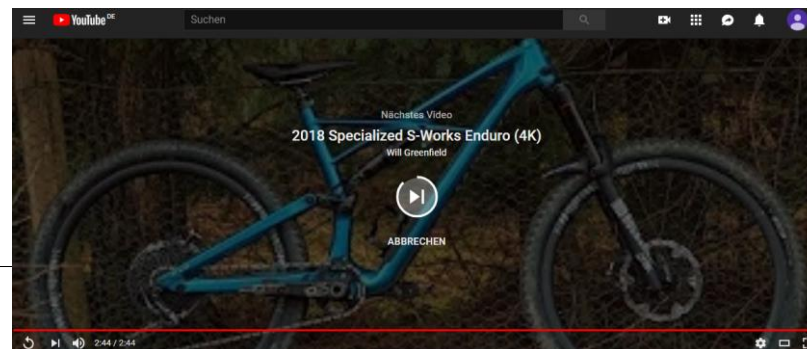
- kein Post ohne Feed



Quelle: <https://www.jedanews.it/blog/wp-content/uploads/2017/09/video-facebook-riproduzione-automatica.jpg>



Quelle: <https://i0.wp.com/www.hbtx.co.za/wp-content/uploads/2016/01/netflix.png?resize=658%2C370&ssl=1>



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- Kommunikation wird durch Designentscheidungen gezielt angeregt
- Antwortzeiten werden sozial interpretiert
- blaue Haken, Tippanzeigen, Streaks

OPEN ACCESS Freely available online

PLOS BIOLOGY

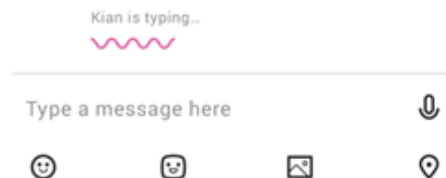
Generalized Reciprocity in Rats

Claudia Rutte, Michael Taborsky*

Department of Behavioral Ecology, Institute of Zoology, University of Berne, Berne, Switzerland

The evolution of cooperation among nonrelatives has been explained by direct, indirect, and strong reciprocity. Animals should base the decision to help others on expected future help, which they may judge from past behavior of their partner. Although many examples of cooperative behavior exist in nature where reciprocity may be involved, experimental evidence for strategies predicted by direct reciprocity models remains controversial; and indirect and strong reciprocity have been found only in humans so far. Here we show experimentally that cooperative behavior of female rats is influenced by prior receipt of help, irrespective of the identity of the partner. Rats that were trained in an instrumental cooperative task (pulling a stick in order to produce food for a partner) pulled more often for an unknown partner after they were helped than if they had not received help before. This alternative mechanism, called generalized reciprocity, requires no specific knowledge about the partner and may promote the evolution of cooperation among unfamiliar nonrelatives.

Citation: Rutte C, Taborsky M (2007) Generalized reciprocity in rats. PLoS Biol 5(7): e196. doi:10.1371/journal.pbio.0050196

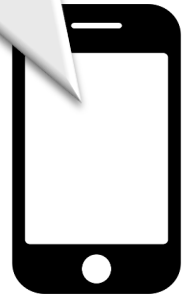
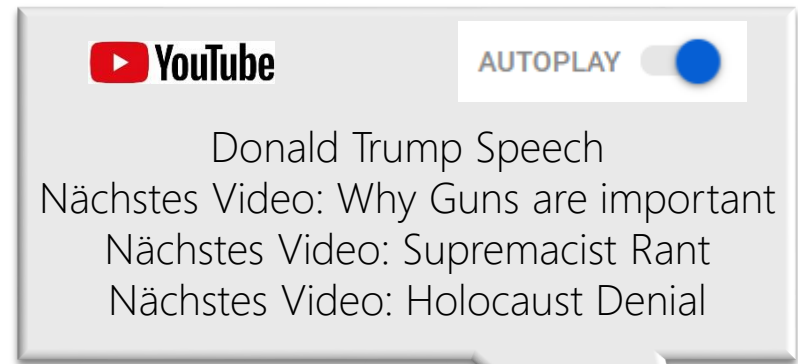


<input type="checkbox"/>	Aaron 🍔🍷🎮 Received 25s ago	730 🍔🍷💜
<input type="checkbox"/>	Luke Williams Received 01:30	44 🍔🍷
<input type="checkbox"/>	Leon Received Mon 21:34	420 🍔🍷🍷
<input type="checkbox"/>	Kirsty Received Mon 20:46	32 🍔🍷
<input type="checkbox"/>	Jamie Hicks Received Mon 20:26	178 🍔🍷

Quelle: https://cdn-images-1.medium.com/max/1600/1*0TON-J0aPTux_5IB-v5I_Q.jpeg

Interaktionsmaximierung – Personalisierung

- Nutzer/innen bewegen sich in „Echokammern“ / „Filterblasen“
- Kontakt nur mit Inhalten, die den eigenen Interessen entsprechen
- „Autopropaganda“
- vom Mainstream zu den Extremen



Quelle:
<https://porcelainfacespa.com/blog/vegetables-for-your-skin/>

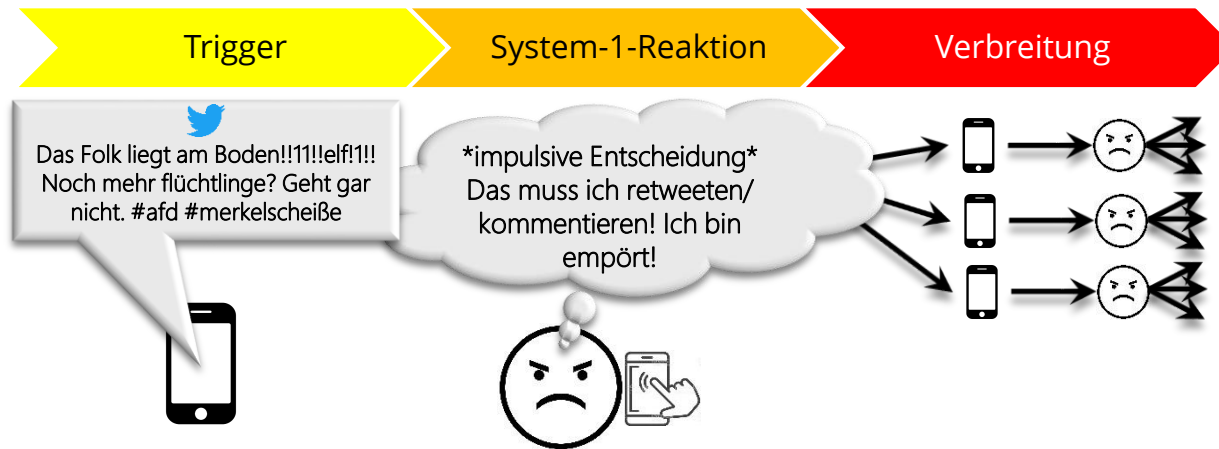


Quelle:
<https://factly.in/ugc-requests-universities-ban-junk-food/>



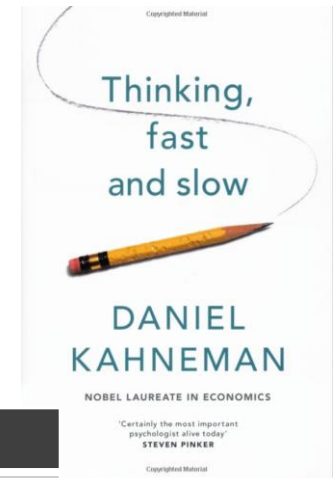
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Interaktionsmaximierung – System-1-Interaktionen



- Kommentieren, Sharen, Reacten, Retweeten kann schnell, emotional, mühelos, impulsiv geschehen
- Umgehung von System-2-Kognitionen (kein tiefes Verstehen, Reflexion)

System 1	System 2
schnell	langsam
emotional	rational
fehlerhaft	wenig fehlerhaft
immer „aktiviert“	selten „aktiviert“
unbewusst	bewusst
mühelos	anstrengend
impulsiv	willentlich



Quelle:
<http://aestheticblasphemy.com/blog/book-reviews/non-fiction/book-review-thinking-fast-and-slow-by-daniel-kahneman/412>

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Folgen der Interaktionsmaximierung

Designentscheidung	Auswirkung
Abhängigkeit	<ul style="list-style-type: none">• Verringerter Wohlbefinden• Zeitverschwendung
Aufmerksamkeitsfang	<ul style="list-style-type: none">• Schwindende Konzentrationsfähigkeit• „Skimming“ statt verstehendes Lesen• Informationen nur im Kurzzeitgedächtnis
Nudging	<ul style="list-style-type: none">• Verhaltensmanipulation• Zeitverschwendung
Reziprozitätsdruck	<ul style="list-style-type: none">• Kommunikationsstress• Ablenkung
Personalisierung	<ul style="list-style-type: none">• fehlende Weltbildkorrektur• Fragmentierung von öffentlichen Diskursen• Radikalisierung
System-1-Fokus	<ul style="list-style-type: none">• kein „vernünftiger“ öffentlicher Diskurs• Polarisierung / Radikalisierung• Negative Emotionen• Empörung• Hate-Speech

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Besseres Design

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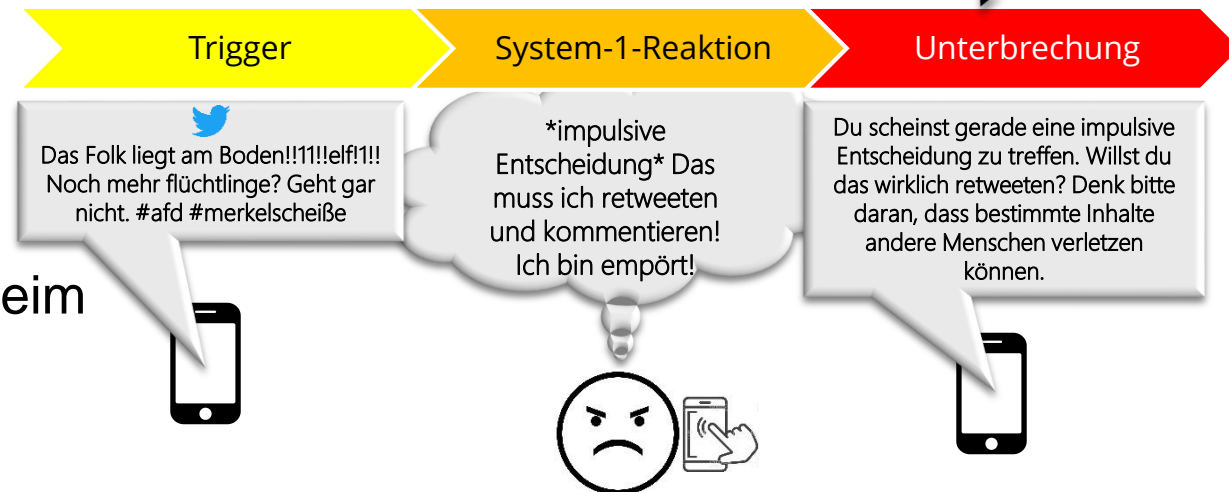
Besseres Design – System-2-Interaktionen

Machine Learning – Natural Language Understanding (NLU)



- Interaktionskaskaden verlangsamen

- Hürden erstellen beim
 - Posten
 - Kommentieren
 - Sharen



- Beispiel Tech-Blog NRKbeta
 - Nutzer/innen müssen Quiz beantworten

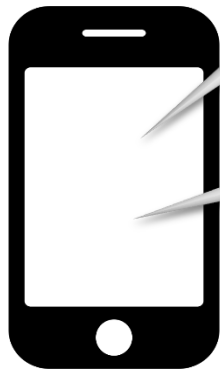


Quelle: <https://cdn.netzpolitik.org/wp-upload/2017/03/nrkbeta-kommentar-730x484.jpg>

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Besseres Design – Abhängigkeitsvermeidung

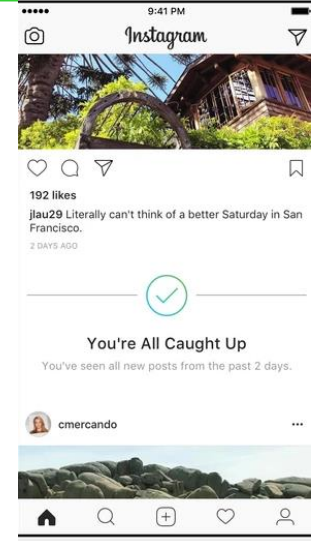
- Bewusste Techniknutzung fördern
- Anstöße zur Reflexion des Nutzungsverhaltens



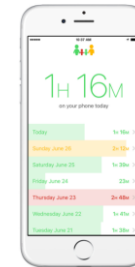
Sie starten gerade eine App, die im Verdacht steht, abhängig zu machen. Wie viel Zeit wollen Sie mit der App verbringen?

15 Minuten

Sie haben die letzten 15 Minuten mit der App verbracht. Wollen Sie die App nun schließen?



https://techrunch.com/wp-content/uploads/2018/07/YACU_EN.png?w=334



Quelle: <https://www.apfelpage.de/wp-content/uploads/2017/10/App-der-Woche-Moment-564x272.png>

Beispiel Produktivitäts-App „Moment“

Beispiel Produktivitäts-App „Forest“



Quelle: <http://www.factorytwofour.com/wp-content/uploads/2015/11/Forest-App-Screenshots-1200x709.jpg>

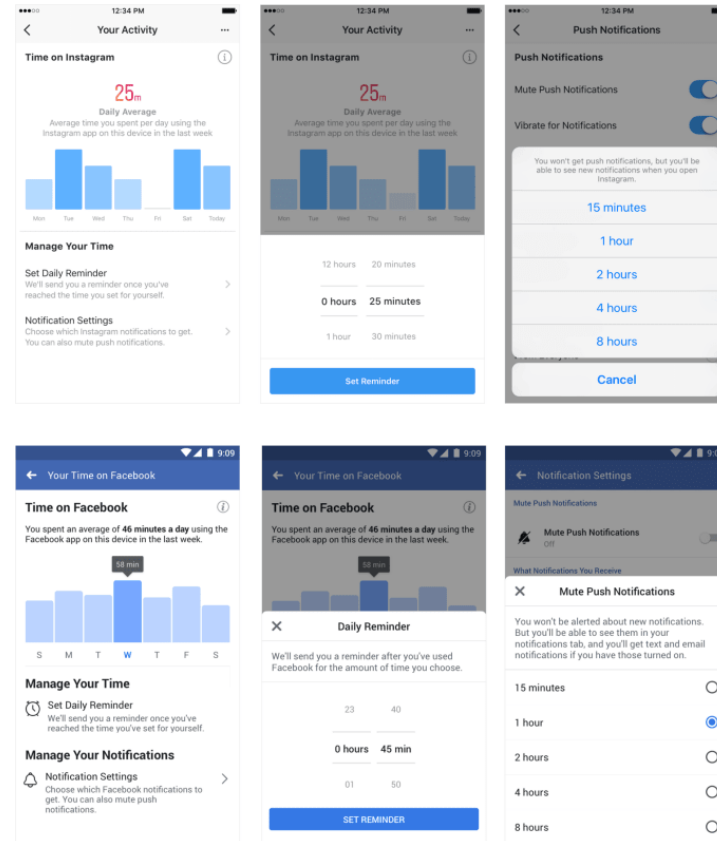
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Besseres Design – Abhängigkeitsvermeidung

- Facebook (inkl. Instagram) ist aktiv geworden
- neues Dashboard mit Nutzungszeiten
- Möglichkeit eines Zeitalarms
- temporäres „Muten“ von Push-Notifications auf dem Homescreen

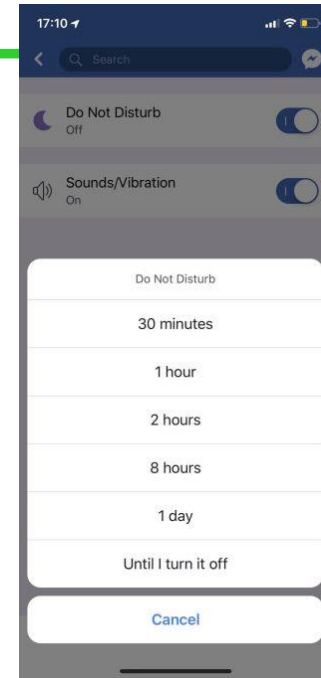


<https://www.buzzfeednews.com/article/nicolenguyen/instagram-facebook-addiction-time-well-spent>

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Besseres Design – Notifications

- Notifications sind standardmäßig deaktiviert
- Aktivierung erfolgt über Opt-In
- keine „Mehrfach-Notifications“
 - Ton, Vibration, Startscreen, Email, Benachrichtigungszeile etc.
- nur noch Notifications von Nachrichten von „wichtigen“ Menschen



<https://techcrunch.com/wp-content/uploads/2018/07/unnamed.jpg?w=314>

Du hast gerade die App XY installiert. XY kann Benachrichtigungen an dich schicken. Diese können dich allerdings ablenken. Willst du die Benachrichtigungen aktivieren?

- Nein
- Ja
- nur LED
- nur Vibration
- nur Benachrichtigungsleiste

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Besseres Design – Homescreen

- nur noch „wichtige“ Apps auf Homescreen
- Apps mit Suchtpotential so einrichten, dass sie schwieriger zu starten sind
 - im Menü „versteckt“
 - durch Eintippen des Namens starten



Du hast die App XY heute bereits 24 mal gestartet und für 78 Minuten genutzt. Willst du sie erneut starten?

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Besseres Design – Keine Metriken

- Metriken bewirken
 - Konkurrenzdenken
 - Wettbewerbsstress
 - Vergleichszwang
 - Neid
 - Anerkennungsgier
- Metriken entfernen
 - Beispiel
„Demetricator“

Like · Comment · Share · 12 hours ago · 🌐

👍 10 people like this.

📄 3 shares

💬 View all 7 comments



Like · Comment · Share · recently · 🌐

👍 people like this.

📄 shares

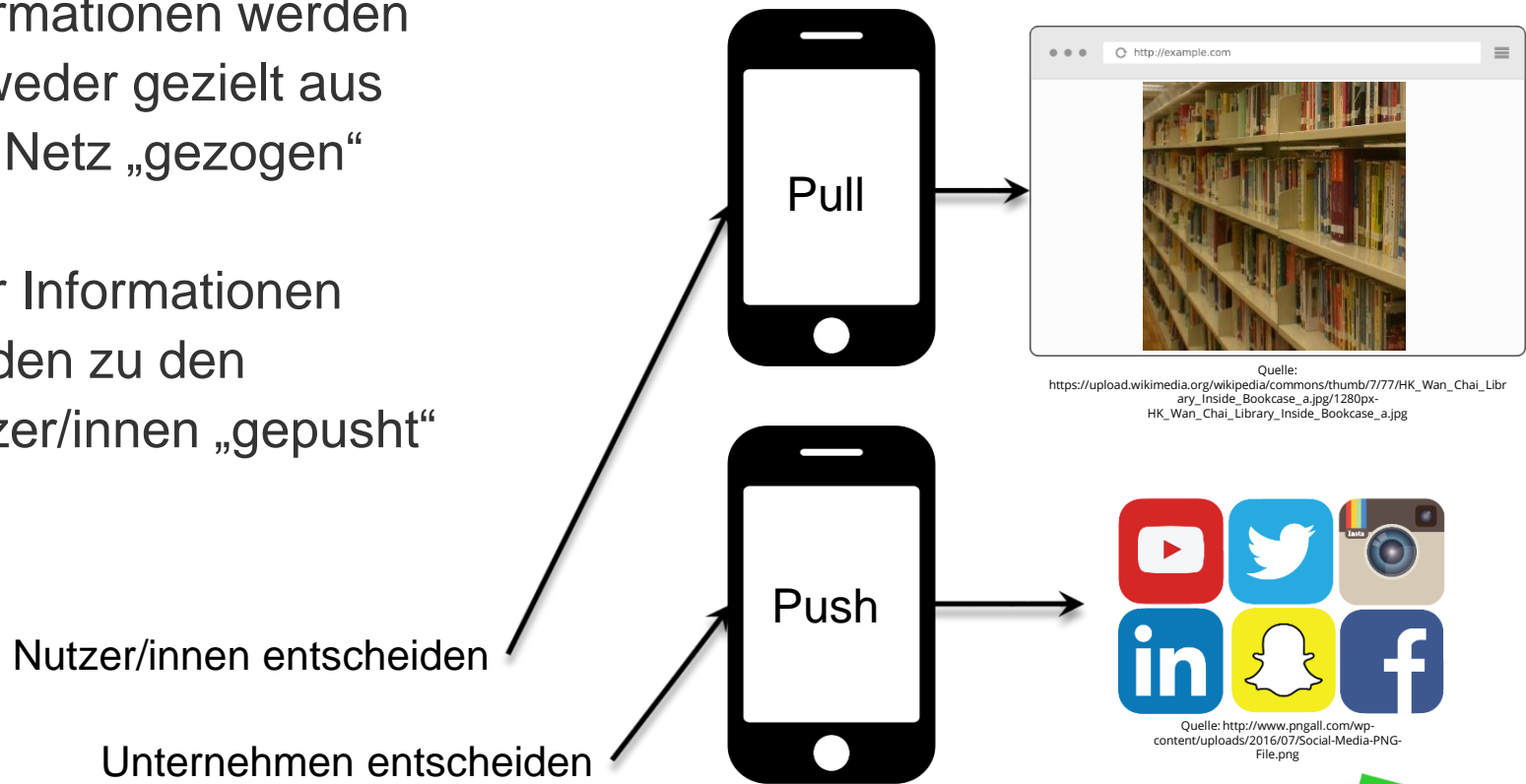
💬 View all comments

Quelle: <https://bengrosser.com/wp-content/resources/fbd-home-master.gif>

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Besseres Design – Pull statt Push

- Informationen werden entweder gezielt aus dem Netz „gezogen“
- oder Informationen werden zu den Nutzer/innen „gepusht“



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Besseres Design – Feedsortierung



- individuelle Anpassung des Feeds
- andere Reactions
 - bislang „Like“, „Love“, „Haha“, „Wow“, „Traurig“, „Wütend“
 - was ist mit „diskriminierend“, „verletzend“, „sinnlos“, „respektvoll“, „aufbauend“, „bereichernd“ etc.?



Bislang bestimmt unser Standardalgorithmus, dass denjenigen Inhalten Relevanz beigemessen wird, mit denen wir glauben, dass du am ehesten interagieren wirst. Du kannst jedoch auch selbst bestimmen, wie du Relevanz verteilen willst!

Welche Inhalte präferierst du in deinem Feed?

- | | | | | |
|--------------------------|------------|---------------|--------------------------|----------------|
| <input type="checkbox"/> | Politik | [einseitig | <input type="checkbox"/> | vielseitig] |
| <input type="checkbox"/> | Umgang | [rau | <input type="checkbox"/> | nett] |
| <input type="checkbox"/> | Inhalt | [unterhaltend | <input type="checkbox"/> | anspruchsvoll] |
| <input type="checkbox"/> | Freunde | [enge | <input type="checkbox"/> | alle] |
| <input type="checkbox"/> | Aktualität | [wichtig | <input type="checkbox"/> | unwichtig] |
| <input type="checkbox"/> | Menge | [viel | <input type="checkbox"/> | wenig] |
| <input type="checkbox"/> | ... | | | |

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Besseres Design – Filterblasen

- Präsentation von Content der politischen „Gegenseite“ kontraproduktiv
- Personalisierungskriterien transparent machen

Exposure to Opposing Views can Increase Political Polarization: Evidence from a Large-Scale Field Experiment on Social Media

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Du willst den Artikel des Breitbart News Network teilen. Dies werden jedoch wahrscheinlich nur Kontakte von dir sehen, die ohnehin einer Meinung sind mit dem Inhalt des Artikels. Trotzdem teilen?



GEFÖRDERT VOM

Besseres Design – Fake-News

- Markierung von oder Warnung vor Fake-News kontraproduktiv
- Kontextanreicherung von Nachrichten
 - „related stories“



Du hast gerade einen Artikel der Flat Earth Society gelesen. Das könnte dich auch interessieren:
<https://de.wikipedia.org/wiki/Erde>

OPEN Neural correlates of maintaining one's political beliefs in the face of counterevidence

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People often discount evidence that contradicts their firmly held beliefs. However, little is known about the neural mechanisms that govern this behavior. We used neuroimaging to investigate the neural systems involved in maintaining belief in the face of counterevidence, presenting 40 liberals with arguments that contradicted their strongly held political and non-political views. Challenges to political beliefs produced increased activity in the default mode network—a set of interconnected structures associated with self-representation and disengagement from the external world. Trials with greater belief resistance showed increased response in the dorsomedial prefrontal cortex and decreased activity in the orbitofrontal cortex. We also found that participants who changed their minds more showed less BOLD signal in the insula and the amygdala when evaluating counterevidence. These results highlight the role of emotion in belief-change resistance and offer insight into the neural systems involved in belief maintenance, motivated reasoning, and related phenomena.

Polit Behav (2016) 32:303–330
DOI 10.1007/s11109-016-9112-2

ORIGINAL PAPER

When Corrections Fail: The Persistence of Political Misperceptions

Brendan Nyhan · Jason Reifler

Published online: 30 March 2010
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Abstract An extensive literature addresses citizen ignorance, but very little research focuses on misperceptions. Can these false or unsubstantiated beliefs about politics be corrected? Previous studies have not tested the efficacy of corrections in a realistic format. We conducted four experiments in which subjects read mock news articles that included either a misleading claim from a politician, or a misleading claim and a correction. Results indicate that corrections frequently fail to reduce misperceptions among the targeted ideological group. We also document several instances of a “backfire effect” in which corrections actually increase misperceptions among the group in question.

Keywords Misperceptions · Misinformation · Ignorance · Knowledge · Correction · Backfire

The Implied Truth Effect Attaching warnings to a subset of fake news stories increases perceived accuracy of stories without warnings

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What can be done to combat political misinformation? One widely employed intervention involves attaching warnings to news stories that have been disputed by third-party fact-checkers. Prior work shows that the impact of such warnings may be undermined by politically motivated reasoning. We raise another possible negative consequence: an “implied truth” effect whereby false stories that fail to get tagged are considered validated, and thus are seen as more accurate. Such an effect is particularly important given that it is much easier to produce misinformation than it is to debunk it. Across five experiments (N = 5,271), we find that while warnings do lead to a modest reduction in perceived accuracy of fake news relative to a control condition, we also observed the hypothesized implied truth effect: the presence of warnings caused untagged stories to be seen as more accurate than in the control. Furthermore, the implied truth effect was larger (a) for fake headlines that were more plausible at baseline; and (b) among subgroups who were more likely to believe fake news at baseline (Trump supporters and young adults). The implied truth effect presents a major challenge to the policy of using warning tags to fight misinformation.

Key Words: fake news; news media; social media; fact-checking; misinformation

GEFÖRDERT VOM

 Bundesministerium
für Bildung
und Forschung

Fazit

GEFÖRDERT VOM



Fazit

- Designveränderungen widersprechen perfektionierter Datenökonomie
- Plattformbetreiber werden nicht selbst aktiv

„It’s advertising that incentivizes platforms to monetize our attention. It’s advertising that incentivizes platforms to reward sensationalist content that drives engagement. It’s advertising that incentivizes platforms to package our data to sell to third parties. Advertising is the root of the problem. Addictive design is just one of the results.”

Stolzoff, Simone (2018): Technology's "Time Well Spent" movement has lost its meaning (Quartz). Online verfügbar unter <https://qz.com/1347231/technologys-time-well-spent-movement-has-lost-its-meaning/>, zuletzt geprüft am 08.10.2018.

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Fazit

- Veränderung des Geschäftsmodells?
 - Verstaatlichung?
 - Finanzierung aus Steuergeldern?
 - Finanzierung aus Mining von Kryptowährungen?
 - Finanzierung aus Nutzerbeiträgen?
- Nutzer „zahlen“ immer
 - mit ihren Daten
 - mit ihrem Wohlbefinden
 - mit der Erosion gesellschaftlicher Werte
 - mit der politischen Sicherheit
 - oder eben mit Geld!

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