Plan Overview

A Data Management Plan created using DMPonline

Title: Risk perception influences news (and fake news) virality in social media

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Template: LSE Data Management Plan for undergraduate and master's students dissertations

Project abstract:

The purpose of this study is to better understand how risk perception influences virality of news in social media. As for virality, we understand actions that gives further reach to news in social media platforms such as sharing, commenting and likes. Risk perception be a factor regardless of the news post being authentic or fake. Risk perception also make us more prone to fall prey to fake news. Feelings emerging from the risk could also trigger these actions even if the information is note deemed accurate. I have taken extracts from real news published in CNN.com based in the risk types identified by the psychometric paradigm of risk. One news post is is 100% authentic while another has been modified by changing the headline (increasing likelihood, scope or impact or reducing the timeframe of occurrence or with a contradiction from the original headline). I run a survey using a carrousel scheme in which users see 8 different news posts encountering the 4 types of risks, each with a true and a false headline. Subjects are asked if they have heard the story before, likelihood to share, comment or “like” the post in social media, the risk the news imposes to themselves or someone the care about and the accuracy of the news post.

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Risk perception influences news (and fake news) virality in social media

Dissertation title and abstract

Name

RISK PERCPETION THRIVES NEWS (AND FAKE NEWS) VIRALITY IN SOCIAL MEDIA

Department

- Social Psychology

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Supervisor

Jet Sanders

Please summarise your research question in no more than three sentences.

This is a mixed-methods survey data to better understand virality of news in social media. It addresses the question of how risk perception influences the virality (sharing, commenting or giving “like”) to news - both, true and fake news - in social media.

Data collection

Briefly describe the data that will be used, including any secondary sources, noting content, coverage, cost, availability, and terms of use.

Post news used extracts of CNN.com and include a photo, headline and a few introuctory sentences to the full content. A fake news version is then used by changing the original post headline. The headline is changed by one of the following criteria: 1) increasing likelihood, 2) increasing scope, 3) increasing impact, 4) reducing timeframe of occurence and/or 5) contradicitng the original headline.

Below every image being shown to subject, the following statement appears:

This post uses news segments from CNN.com and has been adjusted for experimental purposes.

Survey answers. Survey will be done using Qualtrics. Sampling will be done with Prolific. Current sampling cost estimates are at $500 - $1000 USD.

Terms of use are specified in consent form.

Informed consent and anonymisation of primary research data

If you are collecting primary data, describe your process of obtaining informed consent.

The first question in the survey is the following consent form:
Thank you for taking the time to participate!

I'm working on a study about jouranlism in social media. The study is divided into two sections.
In Section 1, you'll be shown 8 news posts. Once you have finished reading the news segment, please click next to proceed. You will be asked 8 questions regarding the news you have just read. Section 1 is estimated to last no longer than 15 minutes.

In Section 2, a set of 12 profile questions will be asked. Estimated time for Section 2 is 5 minutes.

Estimated time to complete the survey is less than 20 minutes.
You can withdraw from the study at any stage without explanation.

Your privacy is very important. Only the primary researcher and her/his supervisor will have access to the data. Results from this study will be presented at conferences and written up in journals as well as in the experimenter's MSc thesis. Results are normally presented in terms of groups of individuals. If any individual data were presented, the data would be anonymous, without any means of identifying the individuals involved. This project is in line with the ethical guidelines established by the Research Ethics Committee of the London School of Economics and Political Science.

If you have any questions you'd like to ask before starting the survey, please feel free to contact Eduardo Garza at E.Garza-Cavazos@lse.ac.uk.

IMPORTANT: In order to participate in this study, you need to be 18+ and speak English fluently.

If you have read all of the above, and are happy to participate, please choose 'Yes, I want to take part'

If you are collecting primary data that can identify living individuals, how will you anonymise that data to prevent identification?

It is done by Qualtrics and Prolific for which I'm not able to identify any individual that answered the survey.

Research ethics

Does your research involve human participants (living or dead), or involve data about directly identifiable human subjects?

- Yes

Storage and back-up

How will data be stored and backed up during the research? How will you manage access and security? Is the size of your data likely to be a problem?

Data will be stored in a google drive which can be accessde and shared to anyone interested during or after the experiment and dissertation. Access can be granted to anyone who requieres further detail of the data being collected by requesting access via google drive. Documents will use the following taxonomy: YYMMDD - LSE - Dissertation EGC_"Brief Description of the document" as for example: "190925 - LSE - Disseratation EGC_Raw Survey Results". Important to notice that google drive has the benefit to offer versioning. Data size does not seem to be a problem.