Laboratory for Social Machines

Machine intelligence $\rightarrow$ complex social problems
LSM Elections
Competition of Ideas
By Their Questions Shall You Know Them

Who does a better interview—a pro at CNN or the crowd from Reddit? The evidence is clear.
Objectives

[1]

Create a new form of presidential election analysis:

How responsive are Politicians and the Media to what’s relevant and important to the Public within the public sphere of the 2016 presidential election campaign?
Objectives

[2]

Promote more Responsive Elections ...

... by deploying deploying analyses, metrics and visualizations that improve the exchange of ideas in the public sphere of an election
The Voices

- Candidates
  - speeches
  - Campaign Orgs
  - interviews
  - PACs
  - websites

- Campaign Officials
  - ads/video
  - email
  - Surrogates
  - social

- Parties

- Voters
  - Twitter
  - Facebook
  - Non Voters

- Potential Voters

- Politicians

- Journalists
  - blogs
  - Comedians
  - late night
  - Hosts

- Media
  - print/online
  - Columnists
  - social
  - Pundits
  - TV news

- Bloggers

- Public
  - Reddit
  - Google
The Public Sphere

Politicians

Public

Media
1] Build the Electome

Map the Social Connections
The Electome

Comprehensive Map of Content and Network Connections among the Politicians, Media and Public
How does the public think about politics? Is there alignment or discord among the campaign narratives?

What the election’s about … what’s most important

Clusters of topics that form, shift and re-form

Range from “meta” [Obama/”Change”] to grounded [Immigration]

Span “ideas” to “process” [Policy, Personality, Politics]
3] Develop a metric for narrative alignment …

Among our 3 major groupings
Among sub groupings like party, medium, ideology
Among specific individuals + orgs

Politicians

Public

Media
Objective 1
Development

Highlight newly visible content and network relationships between the people and organizations we’ve mapped, for example:

• Which journalist narratives align most with Jeb Bush’s, and how do their network connections correlate with this alignment?

• How do Hillary Clinton’s Policy narratives “echo” throughout the Public conversation compared to Marco Rubio’s?

• How does sentiment vary between the Media and Public groups, and how it responds to stimuli from Politicians?

• Do we see Politics narratives propagate along network connections differently than Personality or Policy narratives?

• Are there specific Policy narratives that we can correlate w/network connections?
Objective 2

Deployment

Promote a more responsive exchange of ideas in the public sphere among Politicians, the Media and the Public

- LSM election content (online and mobile)
- LSM analyses, metrics + data samples for news organizations
- LSM interactive “dashboard” for public use
- Electome Local Edition - beta test
- Evolution into the civic arena beyond 2016