

Video Segment 3: Can Data Save the Media?

NOTE-TAKING GUIDE

“If you think about the media ecosystem...different actors are producing content that could be relevant to public opinion and the information people are getting.” -Dr. Duncan Watts

The **Penn Media Accountability Project** strives to reveal and analyze bias in the news. Consider the definition of media bias (see the linked vocabulary below) and then take note of various ways that this research initiative at Penn’s Computational Social Science Lab is working to build a huge database of news for researchers and journalism watchdogs to study:

- 1.
- 2.
- 3.
- 4.

What is the relevance of this statement by Dr. Duncan Watts as it relates to valuable insights his research has revealed? “People in the research community have essentially been ignoring television as a source of misinformation over the last several years and focusing very much on social media.”

How are the following data sources helping to inform research on bias in the media and reveal truths?

Nielsen:

TVEyes:

Behavioral Data:

Reflection: While we've heard a lot about **fake news** in recent years, Professor Duncan Watts and PennMAP have discovered that there is not nearly as much of it as everyone thinks. He is more concerned about whether there is bias in all those other posts and articles – the ones that are real. For example, mainstream media often chooses to write about one topic more than another, which is its own kind of bias – as is how they frame a particular story. Where do you read most of your news? How are you influenced by media bias? Do you believe everything you read? How does biased information affect your beliefs?

THE LANGUAGE OF BUSINESS

(Linked terms are defined in the Wharton Global Youth Video Glossary)

[Advertising Metrics](#)

[Media](#)

[Data](#)

[Media Bias](#)

[Democracy](#)

[Nielsen](#)

[Demographics](#)

Academic Research: Research conducted by faculty at a university like Penn that focuses on creating new ideas and perspectives. Academic researchers read all the existing studies and papers examining a specific topic or theory and then see where they can add value with new experimentation and insight.

Advertiser: A person or company that advertises or promotes a product or service through various means, including T.V. commercials, print ads, billboards and web-based ads.

Artificial Intelligence or AI: Intelligence demonstrated by machines (computers), rather than humans.

Behavioral Data: Data generated by, or in response to, a customer's engagement with a business; data analysts can look for patterns in behavioral data.

Beyond Business: An ongoing conversation at the Wharton School of the University of Pennsylvania that explores the most complex and pressing issues impacting individuals and organizations across the world. Each year Wharton Global Youth creates [Explore Business mini-sites](#) around different Beyond Business themes.

Consumption Patterns: Identifying patterns of spending or usage among certain groups within categories of products, like food, clothing and even media.

CNN: A 24-hour cable news network.

Data Analytics (or just Analytics): The systematic computational analysis of data or statistics. It is used for the discovery, interpretation, and communication of meaningful patterns in data.

Dataset: A collection of data.

Dean Knox: An assistant professor of operations, information and decisions at the Wharton School of the University of Pennsylvania and co-founder of [Research on Policing Reform and Accountability](#).

Duncan Watts: A professor of operations, information and decisions at the Wharton School of the University of Pennsylvania and director of the Computational Social Science Lab at Penn, where he leads the [Penn Media Accountability Project](#).

Erika James: Dean of the Wharton School with research interests in crisis leadership, workplace diversity and management strategy.

Fake News: False or misleading information that is presented as legitimate news.

Hamsa Bastani: An assistant professor of operations, information and decisions at the Wharton School of the University of Pennsylvania, who has been analyzing dark web data related to human trafficking to provide new insights into online sex-trafficking recruiting practices and, more broadly, illicit supply chains on online platforms.

Heterogeneous Producers: Media producers who are diverse in their content, as opposed to a homogenous producer that consists of parts or elements that are all the same.

Machine Learning: Using and developing computer systems that learn and adapt by using algorithms and statistical models to analyze and understand patterns in data.

Mainstream Media: Traditional or established broadcasting or publishing outlets (The New York Times) that are read by many people and inform their worldview.

Misinformation: Incorrect or misleading information that amounts to getting the facts wrong. It is often compared with disinformation, which is false information that is deliberately intended to deceive.

Media Framing: The angle or perspective from which a story is told.

Media Metrics: Data that helps you measure the frequency and impact of media on your company's operations and revenues.

Penn Media Accountability Project (PennMAP): An interdisciplinary research project of the Computational Social Science Lab at the University of Pennsylvania dedicated to enhancing media transparency and accountability at the scale of the entire information ecosystem.

The New York Times: A well-read New York City-based daily newspaper available both digitally and in print.

TVEyes: A media monitoring firm with a global search engine for TV, radio and online video and audio. It provides a TV and radio-monitoring platform that lets its users search, view, report on, analyze and archive U.S. audio and video content.

Web Publisher: A person or company that uploads, creates and/or edits content on web pages.

Third-party Company: A company that provides a service for another company or for its customers.

The Wharton School: The Wharton School, also referred to as just Wharton, is the business school of the University of Pennsylvania, a private Ivy League university based in Philadelphia, Pennsylvania. Wharton is a world leader in business education and a hub for academic research in all areas of business.

EXPLORE MORE IN WHARTON MAGAZINE

[The Data Will Save Us](#)