Media Attention to Science

Kiran Garimella, Han Xiao
Aalto University/HIIT
{kiran.garimella,han.xiao}@aalto.fi

Dataset available at: https://users.ics.aalto.fi/kiran/mediaAttentionScience/

Motivation

Stringhini
l_string

Follow

Our work on cuisines is on MIT Technology Review! technologyreview.com/s/602790/how-d … @sajadmanesh @realhamed @mircon @emilianodc_ @yelenamejova

Haddadi
amed
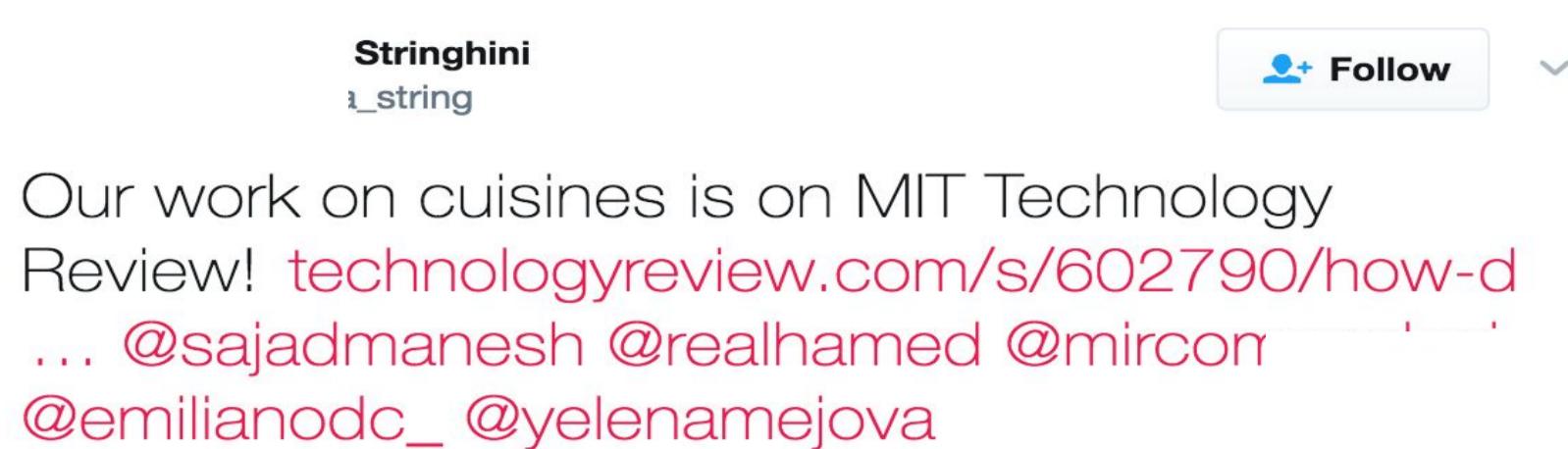
Coverage of our work & interviews on our papers with the #foodporn goddess @yelenamejova @CNNI

Heldman
eheldman

Follow
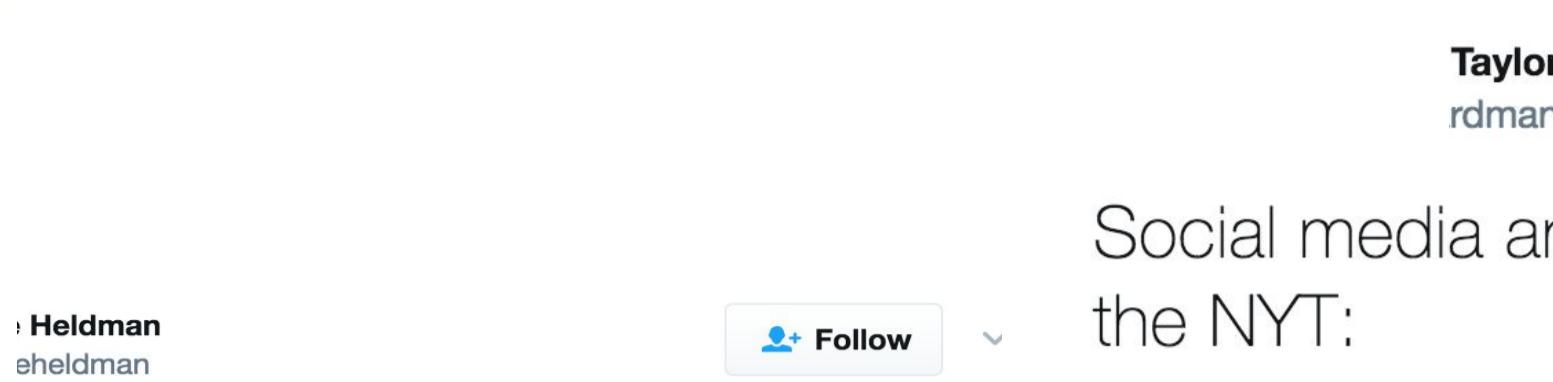
Our new research tool featured in the @newyorktimes110! It revolutionizes media content analysis. nytimes.com/2016/09/15/mov … @GDIGM #GDIQ

Taylor
rdman

Follow

Social media and well-being research featured in the NYT:

Kooti
14 · BuzzFeed ·

Our study on how people spend money on iPhones, with Kristina, Luca, Mihajlo Grbovic, and Eric Bax.

Research Questions

- Has media attention to science changed over the past decade? - **YES**
  - Can we predict if a paper will get media attention? - **NO**

Dataset

- PNAS papers for the last 13 years (44,000)
- Coverage in news media
- Social media (facebook, twitter, reddit, etc)
- Number of downloads
- Number of citations

138

See more details

Picked up by **11** news outlets
Tweeted by **71**
On **1** Facebook pages
Mentioned in **1** Google+ posts
Reddited by **1**
73 readers on Mendeley

Image credit: http://www.pnas.org/content/113/16/4416.%20abstract?tab=metrics (altmetrics)

Experiments

1. Has media attention increased over the years?
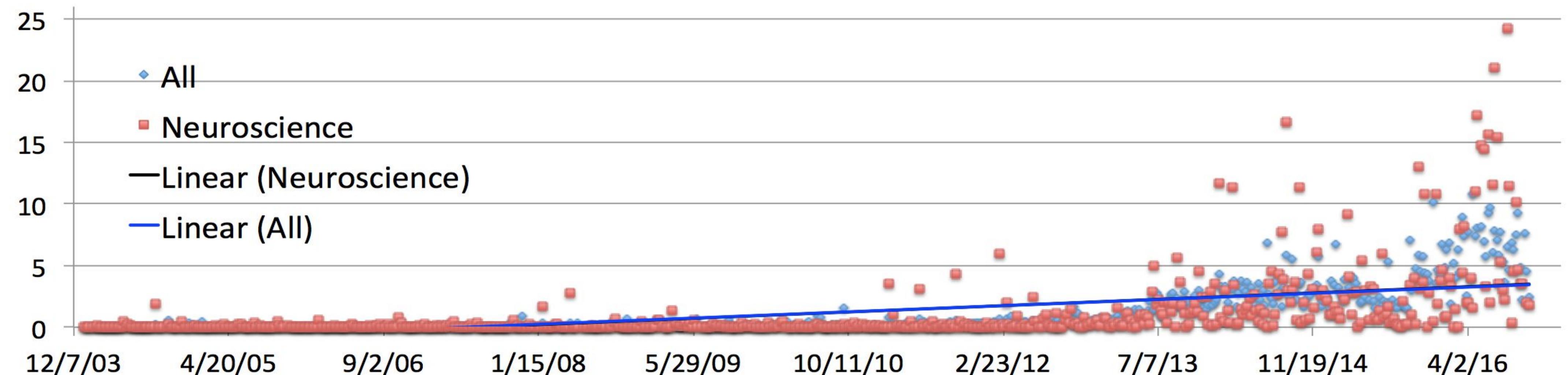

2. Does media attention bring scientific attention?
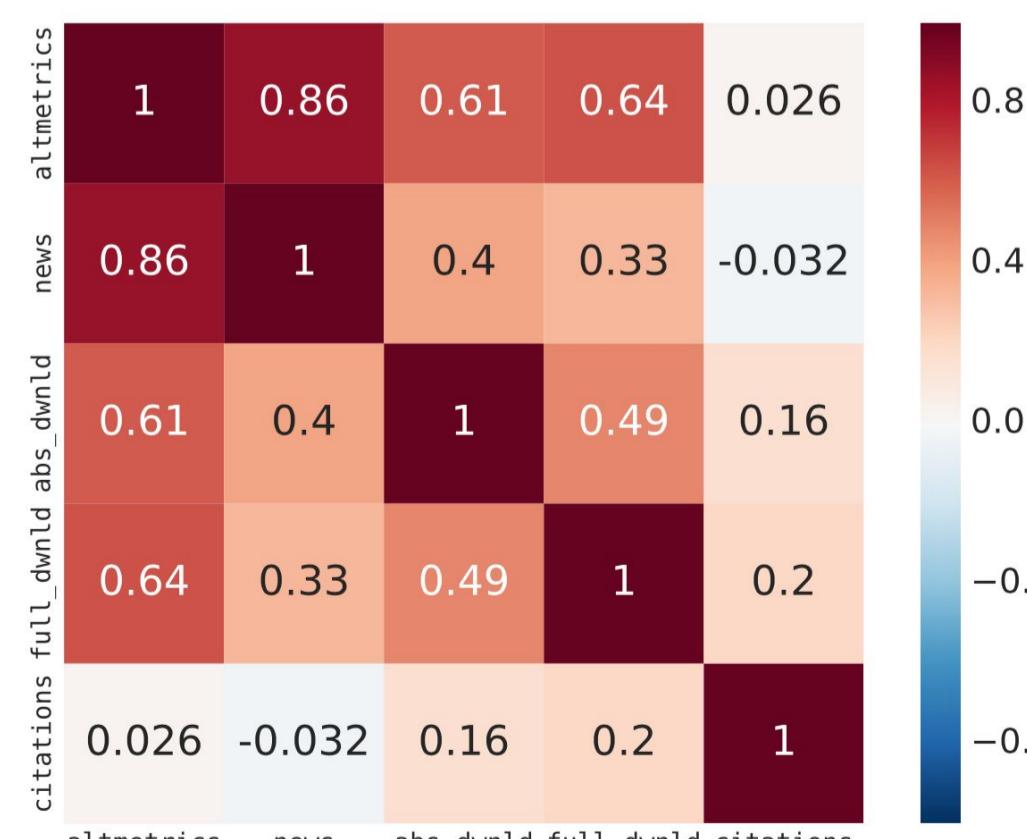
Figure 3: Heatmap of correlations. *altmetrics*: Altmetric score, *news*: Number of mentions in news media, {*abs, full*}_*dwnld*: Number of downloads of the abstract and full version of the paper.

3. What features might get you media attention?

Table 1: Top 10 correlated features with media attention.

Feature	Coefficient
psychological_and_cognitive_sciences (field)	0.154
health (abstract)	0.112
people (abstract)	0.095
united (abstract)	0.08
earth_atmospheric_and_planetary_sciences (field)	0.08
sustainability_science (field)	0.078
decades (abstract)	0.077
climate (abstract)	0.074
mortality (abstract)	0.074
century (abstract)	0.074