

The Analysis and Response Toolkit for Trust (ARTT)

Difficult conversations on the internet and attempting to spread factual information can be psychologically challenging, unfriendly, and ultimately lead to failure despite the objective veracity of the information shared. The ARTT Guide aims to combat this by providing a web-based software assistant that provides a framework of possible responses for everyday conversations around complicated topics.

What is the Problem?

Contentious discussions over difficult topics are a hallmark of the modern social media landscape. Though the amount of information available on the web grows exponentially day by day, the interpretation and evaluation of information differs greatly based on the multitudes of viewpoints and perspectives across social media. As these sites tend to streamline user experience to focus on short-form simplistic text content, the difficulty of explaining an idea or adding important context to nuanced topics is exacerbated and increases polarization of online environments.

Added on to the intellectual challenge of how to write a response about a complex topic is the added challenge of avoiding alienating others or inciting harassment against oneself. This leads to a deep fatigue, even in those who want to write replies. In the face of this challenge of differing perspectives and easy distrust, there is a need for aid in navigating these difficult situations, to help foster trust and understanding between perspectives.

What is the Solution?

The Analysis and Response Toolkit for Trust (ARTT) Guide is a web-based software tool intended to help with difficult online conversations. The tool is comprised of two parts: Analysis of posts and their content, followed by the Response tool giving insights on effective avenues of response. Bringing together ideas from conflict resolution, media literacy, and psychology, the ARTT Guide is not built to win arguments or shut down others, but rather foster trust and build bridges. With this tool, a large emotional and psychological burden on those motivated to spread information (such as health communicators, journalists, librarians, or just amateur volunteers) can be lifted.

What is the Competitive Advantage?

The key difference in the approach of the ARTT guide is the emphasis on the diversity of approaches to responding in difficult conversations. Integrating modern research in psychology

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and conflict management, the ARTT Response Model aids a user in understanding, informing, and connecting with another party, all while keeping in reserve the option of disengaging with the conversation. By facilitating open, respectful exchanges about information on issues that touch our day-to-day lives, ARTT aims to improve the tone and mutual respect of online conversations.