**User Experience and Artificial Intelligence Assignment4**

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**Summary**

Sundar (2008) proposes the MAIN model—comprising Modality, Agency, Interactivity, and Navigability—to explain how users judge the credibility of digital media based on technological affordances. Each affordance triggers specific cues, which in turn activate cognitive heuristics that shape credibility evaluations. The study highlights that young users often rely more on interface features than content itself when assessing credibility.

**Critical Reflections**

While the MAIN model offers a structured approach to understanding credibility judgments, it overemphasizes surface-level cues like novelty or aesthetics, potentially leading users to trust misleading content. The model assumes consistent heuristic activation across users, but in reality, responses vary depending on cognitive traits and digital literacy. Hence, its generalizability is limited, and it may oversimplify the complex nature of credibility assessment.