

PLS

PLAIN LANGUAGE STATEMENT AND CONSENT FORM

Date: 6th June, 2020

Full Project Title: Think again: evaluating a brief training exercise on social media consumption

Principal Researchers: Dr Mathew Ling

Associate Researchers: Dr Anna Klas

Student Researcher: Ms Rachel Stewart, Ms Monique Slaviero, Ms Fiona Fox

We are testing the impact of a brief interactive activity on how people approach content on social media. You have been invited as a member of the *Prolific* community.

If you choose to take part in this study, you will be asked to complete a short online survey. This will capture some basic information about who you are and what you believe across a range of topics discussed online, you'll then be given one of two brief tasks that will train you to look out for certain things in online content, after which we will test how effective this training was. These tasks may contain images, but alternate text is provided if you require it. The survey will take 15 minutes to complete and you will be paid £1.60 for your participation.

While we cannot guarantee any personal benefit from taking part in the training, the results will help us to understand whether these types of exercise may be useful in making online communication more healthy overall. The risk of harm to you is not expected to be greater than that experienced in everyday life.

Communication of results and data

In order to maximise the benefit of your participation to the public, the results of this study will be published in formats including academic journals, social media, student theses and at academic conferences. If you wish to view the results from this study, a summary of results will be released at the following web address after December

2020 (<https://osf.io/h3awj/>).

As part of our commitment to transparency in research, and consistent with the National Statement on Ethical Conduct of Human Research, we will publish all data collected to address our research questions. After removing any identifying features from the dataset, this de-identified data will be published in a public, online data-store at the Open Science Foundation (<https://osf.io/pxytu/>)

Research participant rights

Participation in this study is voluntary. You have the right to decline to answer any questions if you experience any discomfort. At the beginning of the online survey, you will be asked to indicate your consent to participate in the study.

At all stages of this study, the research will be monitored by Principal Researcher Dr Mathew Ling. If you have questions relating to this research project, you can contact Mathew via email (m.ling@deakin.edu.au) or telephone +61 03 924 46475 (Australian phone number).

Complaints

If you have any complaints about any aspect of the project, the way it is being conducted or any questions about your rights as a research participant, then you may contact:

The Human Research Ethics Office, Deakin University, 221 Burwood Highway, Burwood Victoria 3125, Telephone: 9251 7129, research-ethics@deakin.edu.au

Please quote project number HEAG-H _2020

Indicating your consent

If you'd like a copy of this Plain Language Statement for your records, you can download one at the following link:

By clicking the button below, you agree that you have read and understood the Plain Language Statement, including the publication of de-identified raw data, and that you consent to participate in this research.

Demographics and pre-measures

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We'd like you to tell us a bit about yourself, so we can describe the total group of people who participated in our study. We won't be able to identify you from your responses here.

How old are you in years?

What is your gender?

What is the highest level of education you have completed?

- Less than high/secondary school
- High/secondary school graduate
- Technical/Trade School diploma
- Associate degree
- Bachelors degree
- Professional degree
- Doctorate

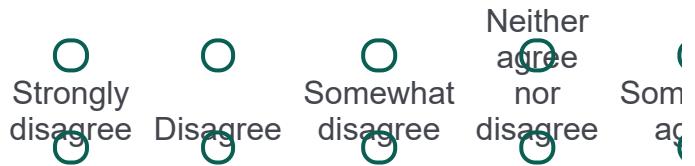
The next set of questions will help us understand your beliefs and values, which may shape your later responses. Please respond honestly regarding your beliefs.

Neither
agree
Strongly
disagree Somewhat
Disagree nor
disagree Som
disagree agree

Vaccination is one of the most effective ways to prevent diseases.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Neither agree nor disagree	Strongly agree
I believe more people should adopt a vegan diet.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Strongly disagree
I believe in listening to people who are different from me to try and understand them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Children these days are exposed to a harmful amount of "screen time".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Diseases had already begun to disappear before vaccines were introduced, because of better hygiene and sanitation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
All people deserve free and equal treatment regardless of gender identity, race, sexual orientation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Giving a child multiple vaccinations for different diseases at the same time can overload the immune system.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Complementary and alternative medicines are ineffective for real health complaints.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
5G communications technology poses significant risks to health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
I feel comfortable with future generations inheriting the climate as we're leaving it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Complementary and alternative medicines are a safer alternative to conventional medicine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Social media platforms like Twitter and Facebook are a force for good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Global warming is unrelated to human activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Complementary and alternative medicines support the body's natural ability to heal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
People should avoid consuming Genetically Modified Organisms (GMOs).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree
Climate change is a real and concerning issue facing humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Somewhat agree	Neither agree nor disagree

Fruit and vegetables produced according to Organic standards are healthier and more nutritious.

Asylum protection is an important right for all.



intervention-start

These page timer metrics will not be displayed to the recipient.

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Everyday, we encounter information that tells us about the state of the world. This can arise from a variety of sources, including news articles, social media posts and even in conversations with others.

However, sometimes this information turns out to be false, either because new information comes to light, or there may have never been evidence to support the claim in the first place.

It's important to be mindful of what we believe and share with others, particularly in this modern era of photoshop, misinformation, and fake videos.

Misleading information can have impacts on your health and well-being, and that of others. So it's important that you approach the information around you critically. That is, stop and consider whether the information might be true instead of simply accepting or dismissing it immediately.

There are a range of techniques that we can use to critically evaluate the truthfulness of information that we share and consume. Including identifying the trustworthiness of the information source, evaluating the quality of evidence they provide, and looking for clues that they want you to “feel” instead of think.

Critically evaluating information and acknowledging that we may not have sufficient knowledge to judge a claim's accuracy can help us better detect misinformation in the future. In doing so, we are able to make better decisions and think twice before sharing potentially harmful misleading information with others.

Let's do an exercise to practice picking potential misinformation.

intervention - Block 1

 **GMO Free USA**
@GMOFreeUSA

One of the BEST stories from 2019
Morgan Freeman Converted His 124-Acre Ranch Into A Giant Honeybee Sanctuary To Save The Bees



Morgan Freeman Converted His 124-Acre Ranch Into A Giant Honeybee Sanctua...
Morgan Freeman, the actor, film director and philanthropist has added a new title to his name: Beekeeper. The 81-year-old celebrity decided to convert his 124-acr...
[forbes.com](#)

2:24 AM · Jan 3, 2020 · Twitter Web Client

44 Retweets 76 Likes

Do you think this is trustworthy enough to share?

Yes No

intervention - Block 2

You got that one right!

We didn't think there was a problem with that one.

While GMO free USA might not be a reliable source on it's own, it is linking to a newspaper, which has to adhere to professional standards regarding the accuracy of their reporting. So it's probably ok.

What about this next one?



jeff sekerak

@jeffsekerak



GMO's are safe. 5G is safe. Mandated injections are safe! So some say. Research a bit and you'll find: They worship demonic entities, drink the blood of children, & hunt full-grown humans for fun. If they say it's safe. RUN THE OTHER WAY.

9:24 PM · Apr 20, 2020 · [Twitter for iPhone](#)

114 Retweets 265 Likes



Do you think this is trustworthy enough to share?

 Yes No

intervention - Block 3

You got that right!

We think you ought to be more cautious with posts like this.

This post is fairly sensational. Be wary of inflammatory language as it often makes you go with your gut reaction instead of taking time to think about whether you should trust something or not. Always take the time to consider whether you have reasons to trust something, or you're just being pushed into an emotional response.

What about this one?

 **ABC Australia**  @ABCAustralia · 28 Feb

Uber's plans for a helicopter-based service above Melbourne have been revealed, with previously secret documents detailing an ambitious trial starting as soon as this year. ab.co/3837BVp (via [@abcnews](#))



Uber Air's plans for 1,000-strong Melbourne helicopter fleet revealed - ...
About 1,000 helicopters flying below 500 metres at up to 320 kilometres per hour — this is Uber Air's vision for Melbourne, as revealed in ...
abc.net.au

1 1 1 

Do you think this is trustworthy enough to share?

- Yes
- No

intervention - Block 4

You got that right!

We didn't think there was any issue with this.

While “ubercopters” might seem farfetched, this is a verified account of a news outlet linking to their own reporting and so they have to adhere to reporting standards. Later evidence might conflict with this report, but as a starting point, it's reasonably trustworthy.

What about this one?



Mercy For Animals @MercyForAnimals · Apr 30

"Eating a vegan diet—it's just so much healthier—and you avoid a lot of toxins that could age your skin and your body."

Happy birthday, #MichellePfeiffer! 🎉 You're beautiful inside and out. ❤️



Michelle Pfeiffer: Veganism Is My Fountain of Youth

In a recent tell-all article with Urbanette, Michelle Pfeiffer revealed her secret to looking young: veganism.

mercyforanimals.org

7

126

460

Do you think this is trustworthy enough to share?

Yes

No

intervention - Block 5

You got that right!

It might be worth being more cautious about posts like this.

While "Mercy for animals" is a verified account, as an animal rights organisation, they have a "conflict of interest" in that their general goals may undermine their trustworthiness on the issue of veganism for health reasons. **Trustworthy sources are free of conflicts of interest and have relevant expertise.**

What about this one?

 **Smarthabits** @Smarthabits1 · Mar 19

From better gut health, increased energy levels, lower cholesterol levels to reducing your risk of heart disease, the benefits of gluten-free are endless. Make the transition today by excluding anything that might contain gluten from your diet.



Reply  Retweet  Like  Share 

Do you think this is trustworthy enough to share?

- Yes
- No

intervention - Block 6

You got that right!

It might be worth being more cautious about posts like this.

The claims don't sound too extreme, but what evidence have they given you? This is just a series of claims without evidence and a photo of bread. **Think about the evidence that you're being provided** to support the position and don't trust what you can't verify. Remember, claims without evidence can be dismissed without evidence.



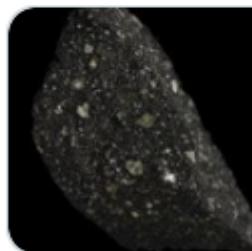
ABC Science @ABCscience · May 5

Sometimes the secrets of the cosmos can literally fall in your backyard. At least that's what happened for the Murchison folk back in 1969.

Read about the 4.6-billion-year-old Murchison meteorite here:

ab.co/2Wo35gA

#ABCCatalyst



'Something has fallen out of the sky in a place called ...
It startled the cows, intrigued the locals and excited
scientists around the world. Fifty years on, the ...

1

6

20

Do you think this is trustworthy enough to share?

Yes

No

Spacer - intervention

You got that right!

We don't think there's anything particularly untrustworthy about that post.

The content is linked to an article on a science news page. Given the journalists have to verify their reports, it's probably safe to trust.

We're going to show you a twitter feed on the next page.

Please pay attention to the presented content as we'll be asking you some questions about it afterwards.

Note: you won't be able to advance from the next page for at least 15 seconds.

Control-start

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Everyday, we encounter information that tells us about the state of the world. This can arise from a variety of sources, including news articles, social media posts and even in conversations with others.

However, sometimes this content can reinforce prejudices, or cause harm to sensitive audiences.

It's important to be mindful of what we consume and share with others, particularly in this modern era of diversity, plurality, and inclusion.

Harmful information can have impacts on both your wellbeing, and that of others. So it's important that you approach the information around you critically. That is, stop and consider whether information is inclusive and appropriate, instead of simply accepting and sharing with others.

There are a range of techniques that we can use to evaluate the appropriateness of information that we share and consume. This includes assessing the potential impact on others of differing genders, sexuality, age, race, financial status, or religions.

Critically evaluating content and acknowledging that we may not have sufficient knowledge to know whether something might be harmful can help us to be more sensitive to others in the future. In doing so, we are able to make better decisions and think twice before sharing potentially harmful content with others.

Let's do an exercise to practice picking potentially harmful content.

Control - block 1



ABC Australia @ABCaustralia · 28 Feb

Uber's plans for a helicopter-based service above Melbourne have been revealed, with previously secret documents detailing an ambitious trial starting as soon as this year. ab.co/3837BVp (via @abcnews)



Uber Air's plans for 1,000-strong Melbourne helicopter fleet revealed - ...

About 1,000 helicopters flying below 500 metres at up to 320 kilometres per hour — this is Uber Air's vision for Melbourne, as revealed in ...

abc.net.au

1

1

1

Do you think this is safe to share?

Yes

No

Control - block 2

You got that right!

We don't think there's anything particularly harmful in that post.

While people might feel strongly about rideshares, uber, and local helicopters, there's nothing particularly insensitive about this.

What about this one?



amazingjokes

@AmazingJokes

#HeyVegans (Feb 19th #AmazingJokes #image) Follow and/or Retweet for more! amazingjokes.com

HEY VEGANS,

I killed this cow because it was eating your food.

You're welcome.



amazingjokes...

4:10 PM · Feb 19, 2019 · Amazing Jokes



Do you think this is safe to share?

- Yes
- No

Control - block 3

You got that right!

It might be worth thinking through the implications of these kinds of posts a little more.

Perhaps you don't share their worldview, but mocking other's closely held values, whether they seem absurd to you or otherwise, devalues them as human.

What about this one?



David 🌸🌸🌸 @David39133380 · May 7

Banksy produces new image to be auctioned for NHS charities. The guy may not be the most technically gifted artist but his concepts and message are always 100% spot on.

Well done Banksy, wherever and whoever's you are! 🎉🎉🎉



4

23

106



Do you think this is safe to share?

- Yes
- No

Control - block 4

You got that right!

We don't think there's anything particularly harmful in that post.

Aside from maybe Banksy themselves, this is unlikely to cause anyone any harm.

What about this?



Przemyslaw Stroinski @stroinskip · May 1

Many people counting on them experience, but is some theory that brain at some age start shrinking, and they become reckless and irrationaly ruthless.
bit.ly/2VQTkbJ #nooffence #power #Elderly



Why Do Such Elderly People Run America?

Sanders is too old. So is Biden. Trump too.

🔗 theatlantic.com



Do you think this is safe to share?

Yes

No

Control - block 5

You got that right!

It's probably worth thinking through that a little more.

While it may be uncontroversial that the average age of US presidential candidates is quite high, the claims about the elderly are highly prejudicial, and the #nooffence hashtag doesn't really make it not offensive. It pays to **be careful when claims are made about whole groups of people**, irrespective of what that group is.

What about this one?



Zora Suleman
@ZoraSuleman

A 69 year-old man's launching a court battle to change his legal age.

Dutch entrepreneur Emile Ratelband says if transgender people can change their sex, then he should be allowed to change his date of birth from 1949 to 1969!



4:27 PM · Nov 8, 2018 · Twitter Web Client

8 Retweets 14 Likes



Do you think this is safe to share?

- Yes
- No

Control - block 6

You got that right!

It might be worth thinking through the implications of these kinds of posts a little more.

This might seem harmless, but it minimises the real and significant hardships transgender people experience to have their rights recognised. These type of things make light of the abuse and discrimination transgender people face and so **it's best to be careful when sharing things that reference traditionally disadvantaged groups.**

What about this tweet?



GMO Free USA
@GMOFreeUSA



One of the BEST stories from 2019

Morgan Freeman Converted His 124-Acre Ranch Into A Giant Honeybee Sanctuary To Save The Bees



Morgan Freeman Converted His 124-Acre Ranch Into A Giant Honeybee Sanctua...

Morgan Freeman, the actor, film director and philanthropist has added a new title to his name: Beekeeper. The 81-year-old celebrity decided to convert his 124-acr...

[forbes.com](#)

2:24 AM · Jan 3, 2020 · Twitter Web Client

44 Retweets **76** Likes

Do you think this is safe to share?

- Yes
- No

Spacer - control

You got that right!

We don't think there's anything particularly harmful in that post.

If anything, it's kinda uplifting.

We're going to show you a twitter feed on the next page.

Please pay attention to the presented content as we'll be asking you some questions about it afterwards.

Note: you won't be able to advance from the next page for at least 15 seconds.

Test - CAM



PETA ✅ @peta · May 21

They're forcing her to jump through literal rings of fire.

She's under a constant threat of violence if she doesn't do what they want.

Help tigers like her! peta.vg/2sug



200

71

135



Homeopathy Plus! @HomeopathyPlus · Apr 29

Homeopathy Tops Cam Study: A Northern Ireland Government study found that alternative and complementary therapies offered significant health benefits and reduced healthcare costs

homeopathyplus.com/homeopathy-top...

#Study #Healthbenefits #healthcosts #Homeopathy



[Comment](#)[Retweet 7](#)[Like 13](#)[Share](#)**Land of Food** @landoffacts · May 21

Chocolate Dipped Reese's Peanut Butter Cup Oreo Sandwich

[Comment 52](#)[Retweet 44](#)[Like 89](#)[Share](#)

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Test - Climate

**PETA** @peta · May 21

They're forcing her to jump through literal rings of fire.

She's under a constant threat of violence if she doesn't do what they want.

Help tigers like her! peta.vg/2sug



200

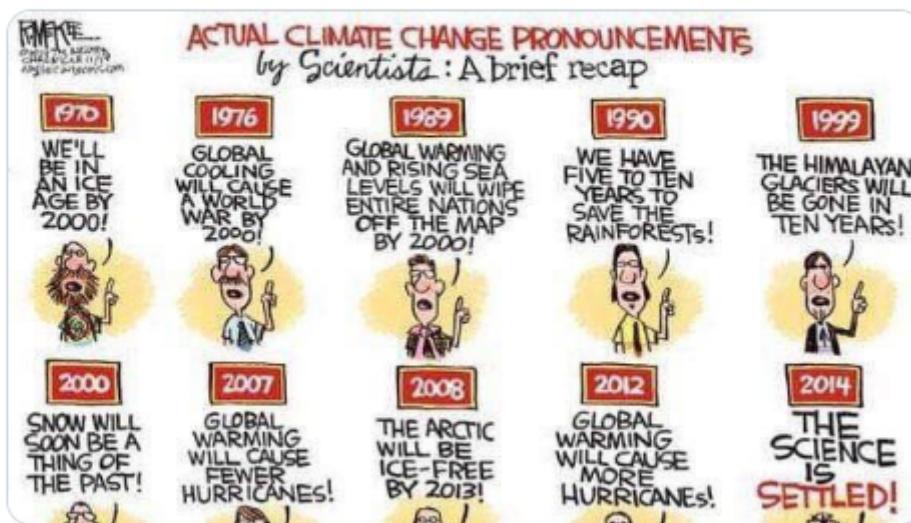
71

135



Neil Hamilton MS/AS @NeilUKIP · Aug 31, 2019

So-called scientists and **climate** experts can't even settle the science amongst themselves but are more than happy to impose further financial burdens on the poorest in society #ClimateHoax



20

108

184



Land of Food @landoffacts · May 21

Chocolate Dipped Reese's Peanut Butter Cup Oreo Sandwich





52

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Test - Vax



PETA ✅ @peta · May 21

They're forcing her to jump through literal rings of fire.

She's under a constant threat of violence if she doesn't do what they want.

Help tigers like her! peta.vg/2sug



200

71

135



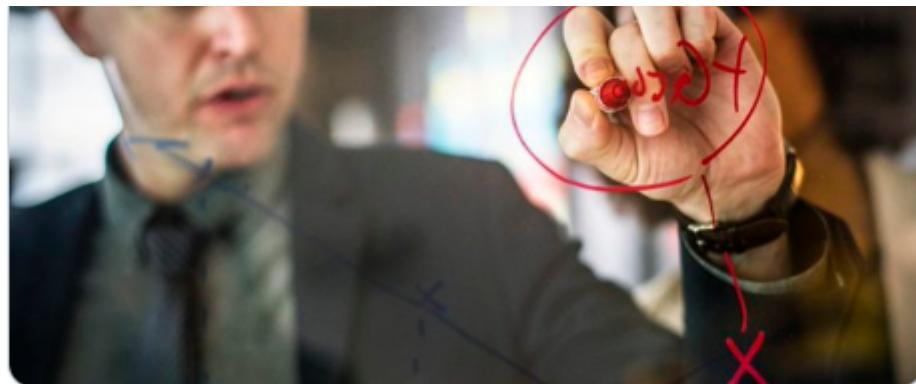
LotusOak @LotusOak2 · Jun 21

UK Scientist Speaks Out About the Dangers of #Aluminum Adjuvants in #Vaccines

vactruth.com/2018/12/21/dan...

#LearnTheRisk #VaccineSafety #VaccineInjury



[Comment](#)[Retweet](#) 52[Like](#) 66[Share](#)**Land of Food** @landoffacts · May 21

Chocolate Dipped Reese's Peanut Butter Cup Oreo Sandwich

[Comment](#) 52[Retweet](#) 44[Like](#) 89[Share](#)

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qual-review

What did you see in the twitter feed presented? Would you have any concerns about sharing any of the posts you saw?

post measures

We want to re-assess your beliefs after our exercise, so will ask you the same questions from the beginning. Please respond honestly about your beliefs **as they are now.**

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Som ag
Fruit and vegetables produced according to Organic standards are healthier and more nutritious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable with future generations inheriting the climate as we're leaving it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Complementary and alternative medicines support the body's natural ability to heal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media platforms like Twitter and Facebook are a force for good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5G communications technology poses significant risks to health.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Climate change is a real and concerning issue facing humanity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Som ag
Children these days are exposed to a harmful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

amount of "screen time".

All people deserve free and equal treatment regardless of gender identity, race, sexual orientation.

Diseases had already begun to disappear before vaccines were introduced, because of better hygiene and sanitation.

People should avoid consuming Genetically Modified Organisms (GMOs).

Vaccination is one of the most effective ways to prevent diseases.

I believe in listening to people who are different from me to try and understand them.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree
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I believe more people should adopt a vegan diet.

Complementary and alternative medicines are ineffective for real health complaints.

Global warming is unrelated to human activities.

Giving a child multiple vaccinations for different diseases at the same time can overload the immune system.

Complementary and alternative medicines are a safer alternative to conventional medicine.

Asylum protection is an important right for all.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree
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Intervention end

Thank you for participating in our study. This study was testing the effects of a critical reading exercise for mitigating the effects of misinformation. You were allocated to the intervention condition, and as such did not see the control condition. If you'd like a summary, you can [click here](#).

You were specifically exposed to a misinforming tweet on climate change.

The tweet in question highlights some dire predictions in the past that have not been borne out, but in many of these cases, [the predictions were not made by scientists and were misreported by the media](#).

It is inevitable that some predictions will be wrong, both underselling and overselling the risks of climate change, but the overwhelming consensus of climate scientists around the world that [climate change is real, it is caused by humans, and will have significant impacts on humanity and the environment in the future.](#)

You were specifically exposed to a misinforming tweet on vaccination.

The tweet in question merely indicates a UK scientist had raised concerns about Aluminium in vaccines. It's easy to find one scientist who believes anything especially if you look at all scientists, instead of just ones with *relevant* expertise. The overwhelming consensus amongst scientists in relevant fields like medicine and neuroscience, based on robust evidence, is that the [aluminium added to vaccines to improve their efficacy is safe](#), and overall that [vaccinations are safe](#) and are [rigorously monitored](#).

You were specifically exposed to a misinforming tweet on complementary and alternative medicines.

The tweet in question indicates a study suggested complementary and alternative medicines including homeopathy had health benefits and reduced costs. Given it was being shared by a homeopathy account, one might be a little more suspicious. The [study in question was conducted by a market research company](#) and isn't designed to test if the treatment actually had real benefits (i.e. being better than a placebo) only that participants felt better, which given many of the participants had severe symptoms to begin with isn't that high a bar.

There is presently [no evidence that homeopathy is effective for the treatment of any condition](#).

If you have any feedback on this study, please feel free to provide it below.

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Control end

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You were specifically exposed to a misinforming tweet on climate change.

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It is inevitable that some predictions will be wrong, both underselling and overselling the risks of climate change, but the overwhelming consensus of climate scientists around the world that [climate change is real, it is caused by humans, and will have significant impacts on humanity and the environment in the future](#).

You were specifically exposed to a misinforming tweet on vaccination.

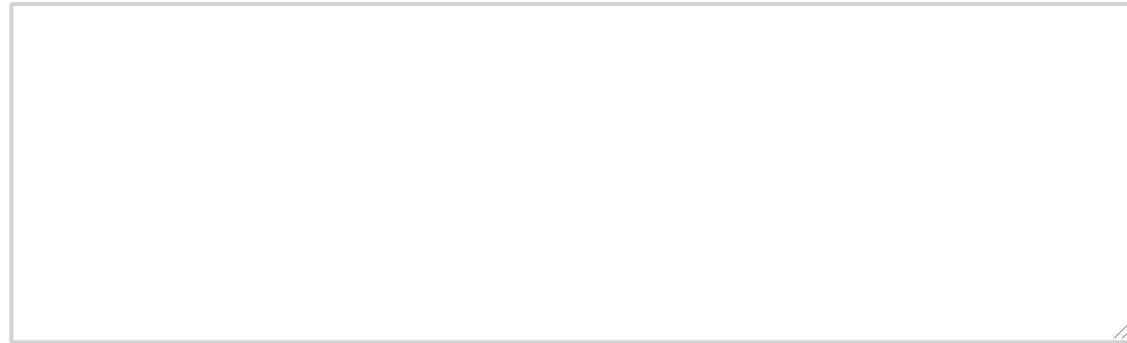
The tweet in question indicates a UK scientist had raised concerns about Aluminium in vaccines. In practice, the scientist is a chemist, not a neuroscientist, and he is not presenting strong evidence for aluminium in vaccines being harmful at all. It's easy to find one scientist who believes anything, but the overwhelming consensus amongst scientists with relevant expertise, based on robust evidence is that [aluminium adjuvants are safe](#), and overall that [vaccinations are safe](#) and are [rigorously monitored](#).

You were specifically exposed to a misinforming tweet on Complementary and Alternative medicines.

The tweet in question indicates a study suggested Complementary and alternative medicines including homeopathy had health benefits and reduced costs. Given it was being shared by a Homeopathy account, one might be a little more suspicious. The [study in question was conducted by a market research company](#) and isn't designed to test if the treatment actually had real benefits (i.e. being better than a placebo) only that participants felt better, which given many of the participants had severe symptoms to begin with isn't that high a bar.

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Deakin University CRICOS Provider Code 00113B.

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