

## Cycle 1: Insights and needs finding Results

1. How might we define what is facts and make users understand the standard?
2. How might we convey an answer to be desirable for different user groups?
3. How might we make the end to end fact-checking natural and easy to use?

### Following missions:

1. Define user groups
2. Test different facts standards with real different users
3. Set a scenario for feature development

## User interview 1

Interviewee name: Hanna

### Insights:

1. There isn't necessary to response how much the news is fake. The user needs what is the real thing directly. (User flow)
2. The user trusts the accuracy of voice interaction but not sure about if under the scenario we set, if that is possible to give response based on a certain sentences or a piece of information. (How to make sure the machine could catch the sentence or news the user want to check?)

### Notes:

1. Fake news
  1. What is the main source of fake news in your life?

I feel like I kind of know something I watch a lot of like comedy. Like political comedy, nighttime show things that like to play fake what I would consider fake news clips and I think what they would also consider.

I don't like interact with these things when I'm aware of them like Breitbart News or like whatever they run. Maybe it's not called Breitbart me. It's called like something else that one. So there's one guy that like goes to colleges and maybe he's not fake news. He might just be like a racist white guy, but I just really hate him and I feel the need to express it at this time.

And then also just like Fox News on TV. Hmm Fox News. I believe that like the perhaps it's not like truly fake but I think like the things that they say are purposefully misleading so that people like don't actually understand what's going on in situation. So it might not be like it's less fake than like the Breitbart stuff like the things that are just like straight up wise or like there's one guy. He has like a podcast or something or like a radio show and he just. His is like complete fake news. I forget his name, but he's like big on conspiracy theories. Like he's like the type of person that says like mass shootings are like not real like they're like the government trying to like his name is something crazy is names like Adam douche nozzle or something.

I think there's like spin where they are just like. Like synthesizing information into something that like, you know, like the like they're like putting a spin on it that seems like really crazy and then there's things that are just like not real like when like conspiracy theories that are or just like straight up lies where it's just based on absolutely nothing. Okay, and like sometimes like Fox News, it's like Based On A Rail. Event and they just like say something crazy like they interpret it in a crazy way but like the actual event happened cool.

## 2. What is your current solution for reducing fake news around you?

I just only read like NPR like I already have the sources that I like and so I only go to them. Okay that I like already. So I never like I personally never felt like I had a problem with fake news, you know, so like I don't have to reduce it because I never liked interacted with it. Yeah, so.

## 3. What functions or products you expect?

### 2. Automated fact checking

Sometimes I think I feel like I've seen the CNN that has like an instant fact Checker like. Response like some some news Outlet. I know have like started doing fact-checking. I think dirt like maybe after Trump got elected to like at least fact-check what candidates are saying because they're not like they're just candidates. And so people that you know, like they felt the need to actually like fact check with her saying and debates or speeches or whatever. So I think I've heard of that is maybe not fake news because it's. What a candidate says but that makes it onto the news. So I like it so news. Yeah, it's something do perceive like any benefit broad by the automatic fact-checking like the function you mention you see a news. Yeah, I think like it helps you like you can't know if like the, you know, the president is giving a speech and he. Cites a statistic or like a paper or something. I don't think he's sites papers. But like if he cites a statistic I want to know if that's like real. I'm not I'm not going to know like all the body of knowledge that he's drawing on cause there's like a million people working for him in like writing speeches and stuff. So like it's nice to have it be nice to have like an automated fact Checker. The question would be like what makes you trust that fact checked her any more than the person saying the things you know, Yeah, like what is a fact?

1. Do you perceive any benefits brought by AFC?
2. Do you perceive any drawback brought by AFC?

3. Expected impact
4. Expected functions
5. Thoughts

I would think well, like I said, I think it would be like most helpful. If you're watching like political candidates real time, and they're like citing stuff. So I think it's pretty easy to avoid. Things that you know have like a certain spin. Like I said, I don't ever I would never like watch Fox News because I know what it is. It's like I don't need like a fact Checker to go through like Fox News because I would just never like it's would be ridiculous. But like a candidate especially like local ones like the local like Chicago Mayoral race that recently finished just like yeah, it would be interesting to fact check those people in what they say and like political candidates that like maybe. You know, they're not like affiliated with a certain news outlet but they're being reported on by all of the news outlets. So it'd be interesting to have fact checking for those but then I don't know if it was on a news Outlet like a it was on like MSNBC. I'd assume that the fact Checker had the same bias as MSNBC and if like the fact Checker was was on Fox. I'd assume that the fact Checker had the same bias as Fox. Interesting. Yeah cool.

### 3. Voice interaction

1. Current usage self-evaluation **A**
  - A. Own one and daily use for some crucial purpose, like...
  - B. Own one and weekly use for some side functions, like...
  - C. Have one and daily use under some public environments, for...
  - D. Don't have one but occasionally use to finish some missions, for...
  - E. Don't have one and rarely use
2. If used, could you run through you experience, like scenarios/contexts/missions/purposes

So another part is about voice interaction. So do are you currently using songs thing like that? I have a Google home cool. So so like Sarah five levels you own one and daily use for some crucial purpose. Yeah. I mean I use it for like an alarm every day and I actually. That is the only interaction. No, I have it read me the news in the morning. Sometimes like weekly or daily. Like if I'm if I have like an extra like time in the morning like this morning. I had to go to class in the morning. So I didn't I've like felt a little bit more rush but tomorrow I don't have class in the morning. So I'll probably like have a moment where I'm like read me the news and then I like drink my coffee ready. Yeah. So it depends on kind of how the day looks but yeah, I have it read me the news occasionally. Is there any other function you are currently using my like have it set timers for me a lot. Like if I do laundry, how do you feel about that voice interaction? Is that accurate? I think oh, I mean I haven't I guess I have it play Spotify. I like yeah, I like using it like sometimes I just have it placed Spotify. do other things. So yeah, I don't know. I like I do think that this like I think the voice interaction is pretty good cool.

3. The scenario is when you listening to podcast or watching TV, your hear a news sounds like wired. Then you ask Alexa "" to check the new you heard. And Alexa

answered: “”. And then you ask a following question “”. And Alexa give you a more specific answer.

Oh interesting. Yeah. I'd say like Hey, Google like is that bullshit or something? That's probably what I'd say. I mean, I don't I don't think it has that function now, but like if it was in the same room and was like already hearing the TV then yeah, I just be like or I'd say like check it or like that chicken. So Google that check for like Fastback cool. So what kind of reaction or response the response you expect so I'd hear the woman being like. Hello Hannah getting up and then it would be like. President Trump is an idiot. Yes. Just I don't like like something like like 70% through and sort of percent fake something like that or totally know I'd want it to tell me like what the fact is what if. Yeah, like if someone said something wrong, I want to hear the thing. That's right. Okay, but that is the following question after the breathe out. Right? Like you feel say check it and then the response is like 60% real so I don't know what 60% real is like I don't care how like what percentage like something like that. That means nothing to me. I just want to hear what is real. Good point. Yeah. Okay, that's all. Okay good. I hope that was helpful.

**The example mentioned: CNN fact check**

## **User interview 2**

**Interviewee name: Joan**

### **Insights:**

- 1. The user's main concern is the smart home product would always listen to you if you turn on this functions for fact checking. (Application setting)**
- 2. The user doesn't trust the response given by the AI since the user don't know the standard of fact checking algorithm. (Make the response reliable)**
- 3. When you read news through screen, is there any possibility to provide a function to allow user quick check or compare the information source of a particular sentence. (Function accessibility)**
- 4. When giving response or result of the fact checking, could the machine give people's opinion and scientific facts separately? (User flow)**

### **Notes:**

1. Fake news
  1. Thoughts
  2. What is the main source of the fake news in your life?
  3. What is your current solution for reducing fake news around you?
  4. What functions or products you expect?

So like I use social media, but that's not necessary for news. That's more of yeah, like just checking up on other people's but I also like I have them use the Apple news app on my phone and I listen to podcasts sometimes. Yeah, what kind of podcast so. I used to listen to like NPR news, but now I like switch over to more like I like an hour podcast of like a topic instead of just like the traditional music. So like do you know anything about out?

## 2. Automated fact checking

1. Do you perceive any benefits brought by AFC?
2. Do you perceive any drawback brought by AFC?
3. Expected impact
4. Expected functions
5. Thoughts

Maybe the first question that popped in my pop into my head is how does it do it? Is it accurate and like what about New Star like opinion-based like it's got some news is like. Opinion section that's like a person's opinion. Yes by your house today. How does the system work around that so what do you mean? So what is the like the standard for you about the accuracy? like like. If I would I don't know about system at all like but I feel like if I if people become like comfortable with it like then yeah, like who feel like something like we are controlled by a I like all the information are like judged by Ai and like but a lot of. It's you want different opinion about facts like yeah, I I want to fact-check the the fact check. Yeah. Yeah, so like do perceive like any benefits brought by that kind of technology. I think it could be like a rough like kind of like Foundation of okay, maybe like it's a little pop up like. This new seem like it should be fact check with the snow seem like it's a fake news. And then I think the humans still should have the control going and like checking it themselves because. like how would you rely on? I don't know it's hard. It's hard to rely on just like so like maybe the machine could give you a response like. Like you've done uses is is real and then you could also have the accessibility to check the original where the real news, right? Yeah. So like do you have any expected function or product about that like could be developed based on that kind of Technology? Like like a desired features yes or some scenarios. look you prefer preferably to news that technology in your life, maybe like. Like I feel like it might be cool if it's like. maybe when you're scrolling and some app and. It can like. have I don't know how exactly the mechanical reward for like maybe we can like prompt you when there's up and I'm a piece of information that might be faking use and then it's like a

question mark. This might be fake news because. A b or c and and I provide you like the link to. link of resources that you can go and like or maybe provide different points of view because like a little I'll feel really weird if they only give you one link to yeah because look like okay what how do you use this link? And if it's a really complicated issues, I feel like looking at one link or. Looks like only one source. So if it could prompt you multiple different sources, and also I think it shouldn't have any like definite like you should think this way. Yeah, yeah, or else I feel like. Also, like the definition of fake news or like True News is like who Define that like, I don't think this system should like the fine it for people and make like a very definite definition of what should be trite and what should be wrong. It can be like, oh people maybe like based on these data. We realize people are saying that this is. The fake news because of Source ABC by doing three different.

### 3. Voice interaction

#### 1. Current usage self-evaluation: **D**

- A. Own one and daily use for some crucial purpose, like...
- B. Own one and weekly use for some side functions, like...
- C. Have one and daily use under some public environments, for...
- D. Don't have one but occasionally use to finish some missions, for...
- E. Don't have one and rarely use

#### 2. If used, could you run through your experience, like scenarios/contexts/missions/purposes

Yeah, sometimes like sometimes series but my father. Also, I don't use it anymore and sometime like GPS. My dad is driving out like yeah, put it up.

- i. So do you use something like the Smart Home Products like Alexa? What do you think?

What do you think about the I think I'm pretty intrigued to like get one when I'm like older and I think I. Money to buy it, but at the same time, I don't think I'm it's not necessary thing. Yeah, so it's not is not about the affordable but useful it's not useful for you know, like the only thing that I really want is like in the morning I can like listen to music while I'm brushing my teeth and already but right now I'm like living with. People so so you like to put them in the bathroom or maybe not in the bathroom, like maybe my bedroom. Okay. So do you have any concern about these smart home put up one concert is like it's listening to me all the time. Yeah. Like if ya like you we want to combine the technology like fact-checking was the smart home. It will always listen to yeah.

#### 3. The scenario is when you listening to podcast or watching TV, your hear a news sounds like wired. Then you ask Alexa "" to check the new you

heard. And Alexa answered: “”. And then you ask a following question “”. And Alexa give you a more specific answer.

I'm wondering about this piece of news and then I'll tell you what the sixty percent accurate me in this case like you are listening to a news and then you you heard something weird. Yeah using used you are thinking about that pieces of big news and then you. Go home, like Tech that check that sentences for me. This is just one sentence or is it like a paragraph? I think maybe just a ride before you're asked. And that sentence I think it's a immediate so you need to ask right away. Yeah. So one question I have is I think one sentence sometimes it will take over your piece of the news. Yeah, and that might be like tricky for the AI to like determine its like if it's in the wrong context, even this segment is true, but like it's not the contacts than that cool. That would be helpful. And also another Point another thought I have is I feel like it's creepy because listening to everything and like a conversation with like people like. Maybe I'll just need to talk when my Google home is not here with my friends on sensitive top or likes topic that I feel like I don't it's like there's no right or wrong answer. It's like just purely based on your maybe your culture and maybe you're like, yeah ideology men like. I'll be curious of what the Google home think about it but like if it's like judge the conversation in a weird way, I'll be out get a method by it. So I don't know like yeah, so you are going to use that function for fact-checking what kind of response you expect to get like like I mentioned like 60% real or just to give you the. More correct information so I don't really understand this as I heard 60% I know like okay, maybe 60% of the sentence is correct, but it means not know much. Yeah, it didn't mean much to me. I feel like maybe some response can be. I so. So if I asked if. like. if I ask something and then the Google home can like provide. Some people say this some people say that and then another group of people say it because they look at it from this point of view. So like an example can be I think. arranged marriage is a violation. In a human right because. The person don't have the freedom to like shoes with married to for like the Google home can like respond in a way. It's like a sort of group of people think arranged marriage is reasonable because it's a culture and that we're like no other reason but yeah, and then another and then maybe like in certain culture like. Arranged marriage me blah blah blah and like a certain like feminism groups a lot. Like so like give you some references to help you. How cute judge but I hope you understand. Like I said you understood like this is a complicated topic and like there's multiple point of view. So this is maybe this example is more toward like opinion. Yeah, but I like in terms of fact, maybe like if it's like. a science smack that I think that might be easier to like. Yeah, it's proven by certain research group that Earth is brown. Cool. Thank you. It's very hot. I don't know.