CREDIBILITY COALITION

Credibility Coalition Study Instructions

Instructions for Using Check and Doing Annotations

Thanks for participating in this project! The crucial work you do will help support the broader efforts of the Credibility Coalition. In this study, you'll be asked to do the following, which we expect will take about 10 hours of your time:

1. Review a set of 50 articles.
2. Annotate them with basic response questions.

To get started, here are the major steps:

1. Fill out this new participant survey if you haven't already.
2. Review the annotation guide below for an overview of the questions you'll be asked to answer.
3. Use the login credentials you are issued via email to access the study at https://checkmedia.org/.
4. This should take you directly to your project where you can begin your work. At any point, you can login and see your project and status on the homepage (click your user icon on the top right of each page to be taken back to your main portal if you wish).

For each article

5. In your project, you will see an item view, like below, of a list of articles for you to review, along with their corresponding tasks. **RED** means the article has not been started, **ORANGE** means the article is in progress and **GREEN** means the article is done. You must make sure each article is **GREEN** to complete your study.

ARTICLE
NASTY RESPONSE After Ocasio-Cortez Blames Hurricane on Climate...
🔗 9 days ago   📶 LifeZette   0 / 7   ⌄

ARTICLE
A plastic-eating enzyme evolved in a recycling plant, so scientists...
🔗 9 days ago   📶 ABC - Australian Broadcasting Corporation   0 / 7   ⌄

ARTICLE
US cities losing 36 million trees a year, researchers find
🔗 9 days ago   📶 Naomi Larsson   0 / 7   ⌄

ARTICLE
'Life changing' climate report under debate
🔗 9 days ago   📶 bbcnews   0 / 7   ⌄

6. Click on the first item. You will see a list of questions, like below, to respond to.

7. Read each article thoroughly and respond to the tasks in order. Some of these might require some side research.
8. If you cannot answer a question, please do not leave the field blank; instead, type in "could not locate."
9. Important: **you must hit "ANSWER TASK" after each item to save your work and you must complete all required tasks (those marked with asterisks).** Again, make sure you complete all required tasks so that each article is marked **GREEN**.
10. If you want to add any additional notes, click the "notes" button, which looks like this:

11. Move on to the next article in order.

Other Notes

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12. **<u>PLEASE MAKE SURE TO COMPLETE YOUR PROJECT ON TIME. Timeliness is very important to our ability to evaluate the results, which is why the full stipend is tied to answers completed on time. Please refer to the Informed Consent table for the prorated schedule.</u>**

13. If you need help with Check, be sure to check out our [Product Guides](#).

14. Please be sure to **complete every task on all 50 articles**.

15. If you are having problems with paywalls, try accessing articles on different browsers and using incognito mode. You can also find credentials for major news sites below.

16. We encourage you to use a timer and be judicious with your time. Try not to spend more than 10-15 minutes per article.

17. Please make sure to **turn off any ad-blockers** you may have installed on your browsers. This will provide you and with inaccurate representations of pages and will provide us with inaccurate data.

18. If an article seems to have disappeared, you can copy its URL and paste it in https://archive.fo/.

19. Please notify ▒▒▒▒ when you complete your tasks so we can provide you with your stipend.

20. Finally, please complete our [post-annotation survey](#) when you are finished with everything.

If you have any questions, please reach out to ▒▒▒▒▒▒▒▒▒▒▒▒ Thank you again!

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Annotation Guide

Below please find a guide to all the annotations.

Rate your impression of the credibility of this article

- Very low credibility
- Somewhat low credibility
- Medium credibility
- Somewhat high credibility
- Very high credibility

Emotional Valence: Headline

Readers can be misled by the emotional tone of articles. Look for examples of emotional valence, particularly around the positivity or negativity of the language.

Is the language **of the headline** extremely negative, extremely positive, or somewhere in the middle?

- Extremely negative
- Somewhat negative
- Neither negative nor positive
- Somewhat positive
- Extremely positive

Clickbaitiness (of headline)

"Clickbait" is defined as "a certain kind of web content that is designed to entice its readers into clicking an accompanying link."

Rate the degree to which the headline is clickbait.

- Very much clickbaity
- Somewhat clickbaity
- A little bit clickbaity
- Not at all clickbaity

If applicable, what clickbait headlines does this article employ? Please select all that apply.

- Listicle ("6 Tips on ...")
- Cliffhanger to a story ("You Won't Believe What Happens Next")
- Provoking emotions, such as shock or surprise ("...Shocking Result", "...Leave You in Tears")
- Hidden secret or trick ("Fitness Companies Hate Him...", "Experts are Dying to Know Their Secret")
- Challenges to the ego ("Only People with IQ Above 160 Can Solve This")
- Defying convention ("Think Orange Juice is Good for you? Think Again!", "Here are 5 Foods You Never Thought Would Kill You")
- Inducing fear ("Is Your Boyfriend Cheating on You?")
- Other (if applicable, please describe other ways in which the title is clickbaity).

Title or Headline Representativeness

Article titles can be misleading or opaque about the topic, claims, or conclusions of the content. Rate the representativeness of the article title.

- Completely Unrepresentative
- Somewhat Unrepresentative
- Somewhat Representative
- Completely Representative

If applicable, how is the title unrepresentative of the content of the article? Select all that apply. If "other," please elaborate further.

- Title is on a different topic than the body
- Title emphasizes different information than the body
- Title carries little information about the body
- Title takes a different stance than the body
- Title overstates claims or conclusions in the body
- Title understates claims or conclusions in the body
- Other

Emotional Valence: Dek

Is the language **of the subheadline** extremely negative, extremely positive, or somewhere in the middle? If there is no subheadline, please respond with the same answer you gave for the tone of the headline.

- Extremely negative
- Somewhat negative
- Neither negative nor positive

- Somewhat positive
- Extremely positive

News or Opinion

Articles that appear on news outlets are not always news (or rather, factual information – something that's capable of being proved or disproved by objective evidence) but sometimes are editorials, which are opinion essays written by members of outlet staff or others in the readership community.

Is the article you are reading a news piece or an opinion piece?

- News
- Opinion
- Not sure

If you selected "Not sure," can you tell us more about why you are uncertain?

Rate your impression of the credibility of this article

Finally, please rate your impression of the credibility of the article once more.

- Very low credibility
- Somewhat low credibility
- Medium credibility
- Somewhat high credibility
- Very high credibility

That's it. You're done! You can now move on to the next article.