Fake New - Effect of accuracy on social media sharing E2 (10/2/2017) (#5815)

Created: 10/02/2017 10:47 AM (PT)
Shared: 08/28/2019 03:35 PM (PT)

1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
Does prompting people to think about accuracy decrease the likelihood that they will be willing to share fake news on Facebook?

3) Describe the key dependent variable(s) specifying how they will be measured.
Participants will be asked "If you were to see the above article on Facebook, how likely would you be to share it?". Responses will be recorded on a 6-point scale from "Extremely unlikely" to "extremely likely".

4) How many and which conditions will participants be assigned to?
Participants will be in one of two conditions: 1) Control condition where they indicate whether they would share a set of 12 fake and 12 real news studies on Facebook, and 2) Treatment condition where they are first asked to indicate how accurate they think a news headline in (as part of a pretest) and, subsequently, indicate their willingness to share a set of 12 fake and 12 real news studies on Facebook (as in the control).

Half of each type (fake v. real) is Pro-Democratic and half is Pro-Republican. The fake and real news headlines were pretested to be equally partisan.

Those in the treatment condition will be first given either a fake or a real headlines (both of which are neutral politically).

Participants will also be asked: "How important is it to you that you only share news articles on Facebook if they are accurate?" and will respond on a 5-point scale from not at all important to extremely important.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
We will begin by testing for an interaction between a condition (0=control, 1=treatment) and a news type (0=fake, 1=real). We will then test for a simple effect of news type in each of the two conditions (the effect is predicted to be larger in Treatment). We will also test for a simple effect of condition for each of the two types of news (the effect is predicted to be larger for fake news).

All analyses will be performed at the level of the individual item (i.e. one data point per item per subject) using linear regression with robust standard errors clustered on subject.

6) Any secondary analyses?
We will investigate whether the predicted treatment effect varies across levels of self-reported importance of accuracy for social media. Specifically, we predict that those who rate accuracy as less important will be more influenced by the manipulation (i.e., those who already think accuracy is important will be less influenced by our accuracy salience manipulation). For the importance of accuracy question, those who select 1-4 will be put in one group (less concern about accuracy) and those who select 5 will be put in another (more concern about accuracy).

We will explore whether the predicted treatment effect varies as a function of performance on the Cognitive Reflection Test (using a median split) and political ideology (forced choice between Democrat and Republican and/or Clinton and Trump).

We will also investigate potential differences in the treatment effect for the 2 counterbalance conditions in the treatment. Specifically, it is possible that the treatment effect is larger when the initial item is fake rather than real (or vice versa).

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
1200 participants from Mechanical Turk

8) Anything else you would like to pre-register? (e.g., data exclusions, variables collected for exploratory purposes, unusual analyses planned?)
Participants have to indicate having a Facebook account to complete the study.

Those who indicate anything other than 'yes' on the following question will be removed from the analysis: "Would you ever consider sharing something political on Facebook? Yes/No/I don't use social media"