

Misinformation Qualitative Analysis

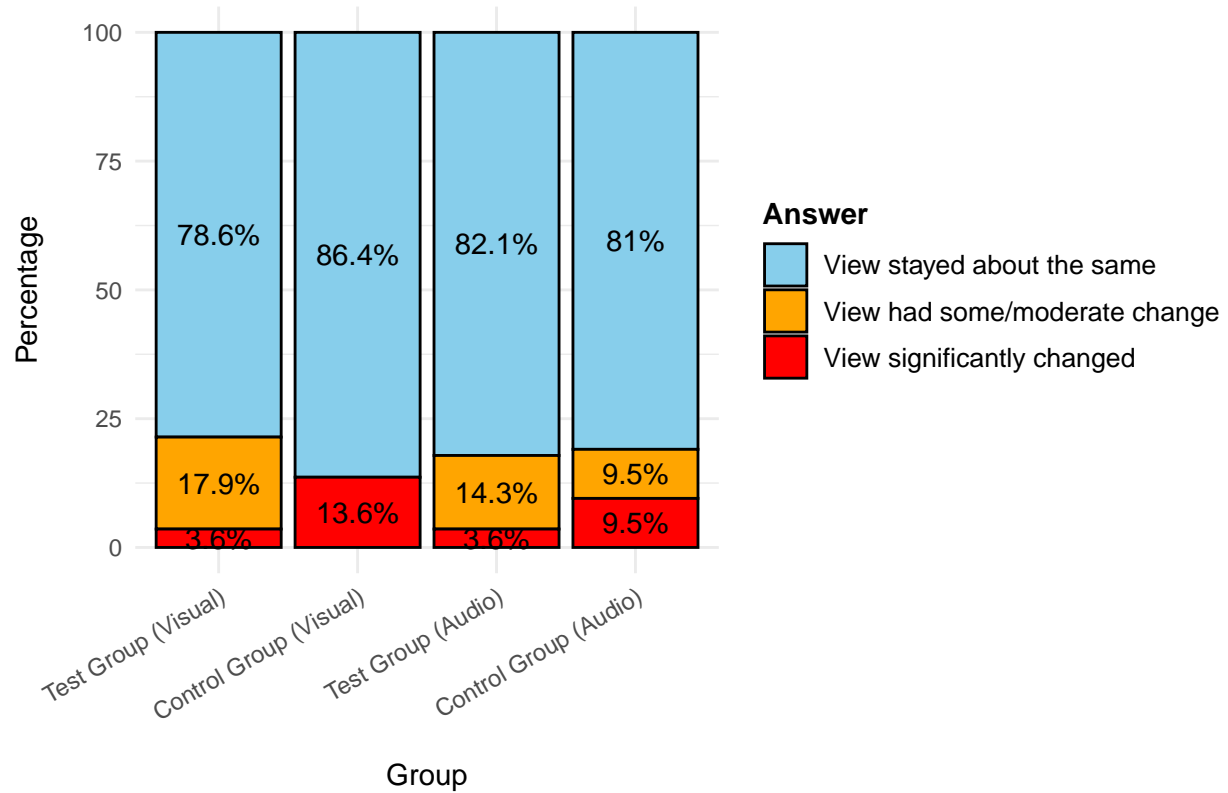
Kendall Beaver

2025-03-24

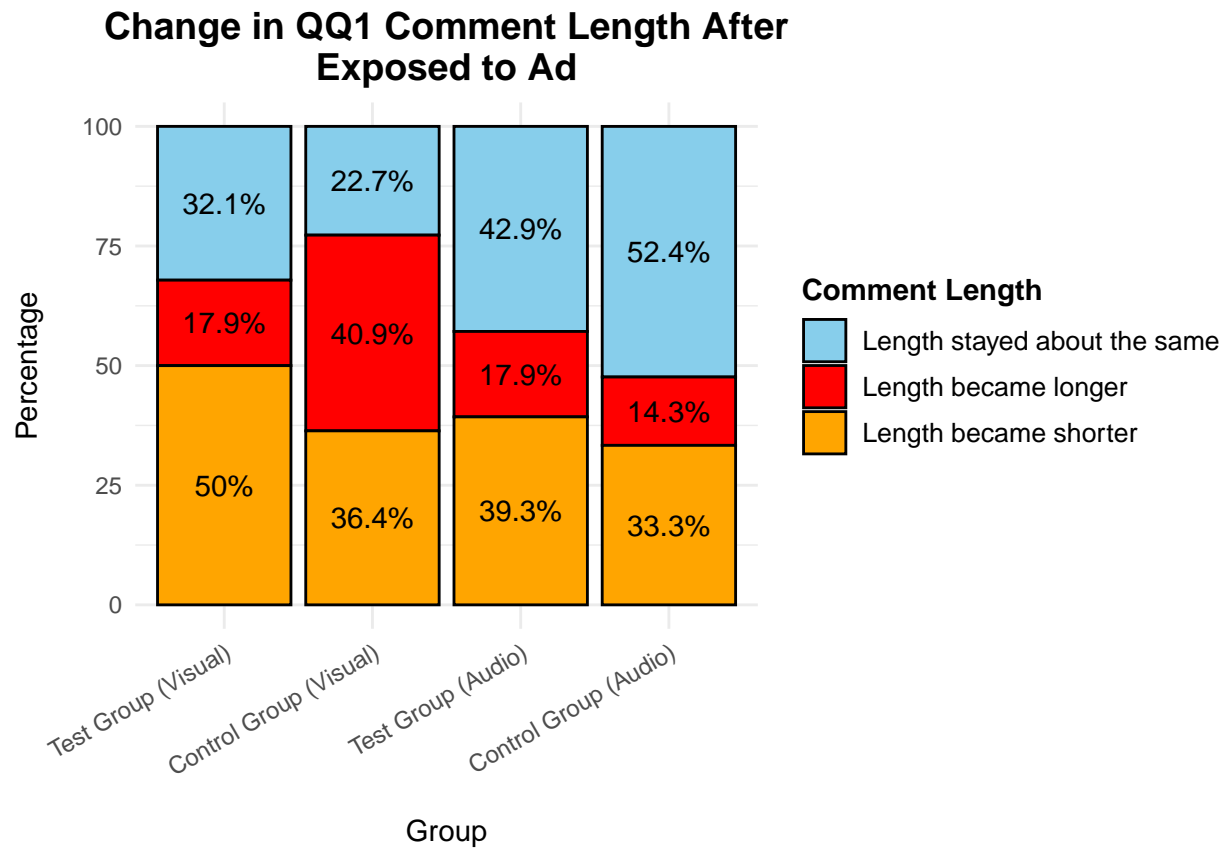
Pilot Study

QQ1: *What are some reasons you think people are attracted to radical groups?*

Change in QQ1 Answer After Exposed to Ad

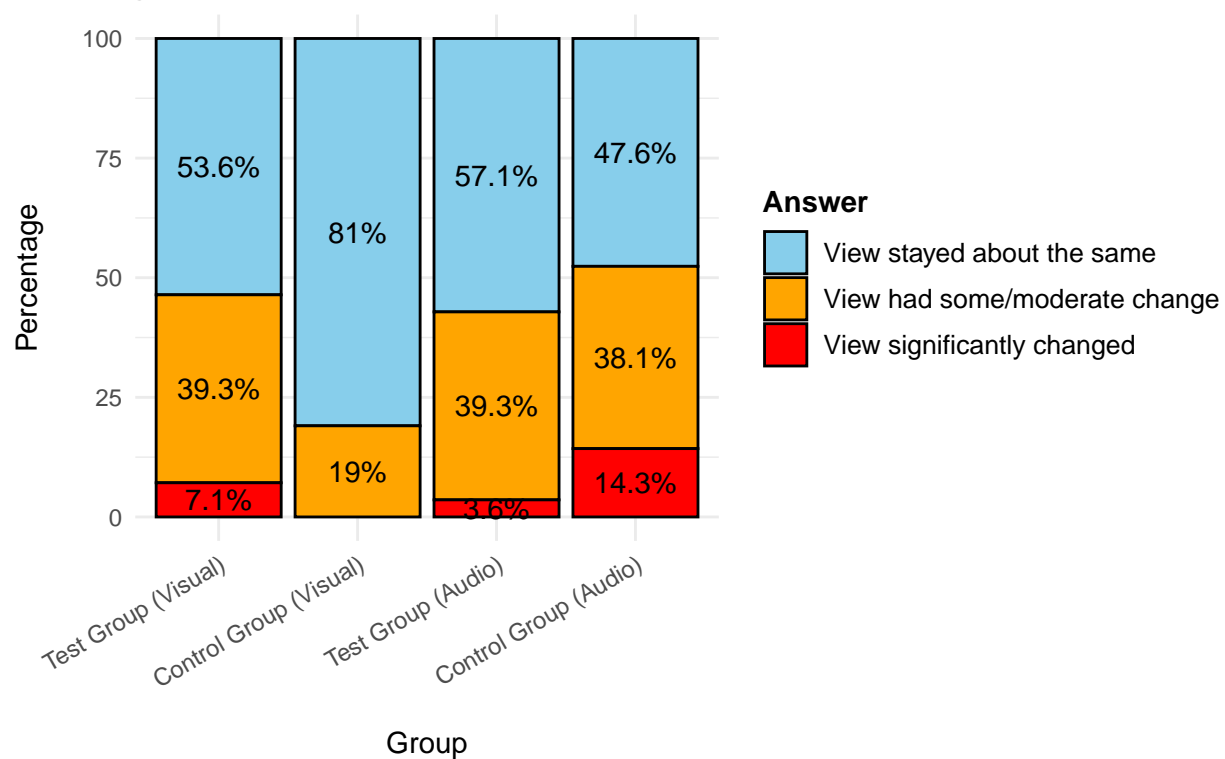


QQ1: What are some reasons you think people are attracted to radical groups?

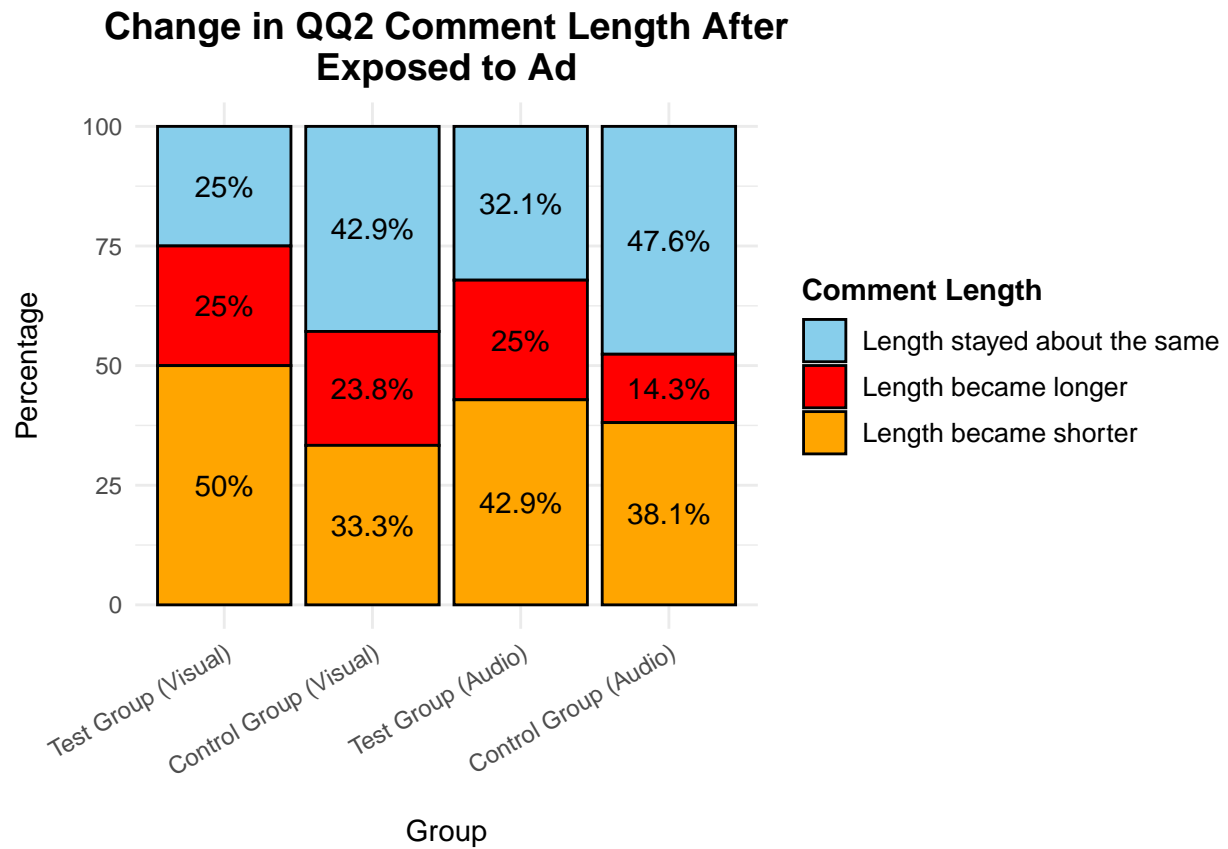


QQ2: What are some reasons you think people believe false ideas circulating online?

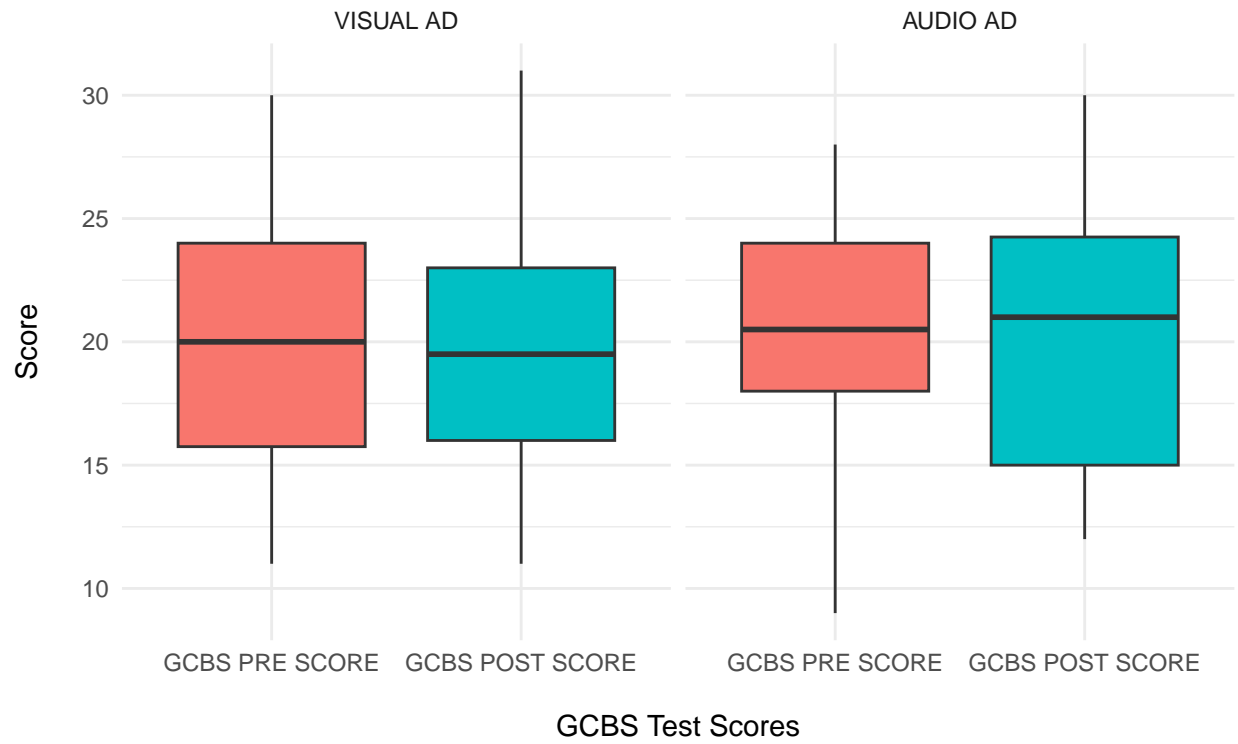
Change in QQ2 Answer After Exposed to Ad



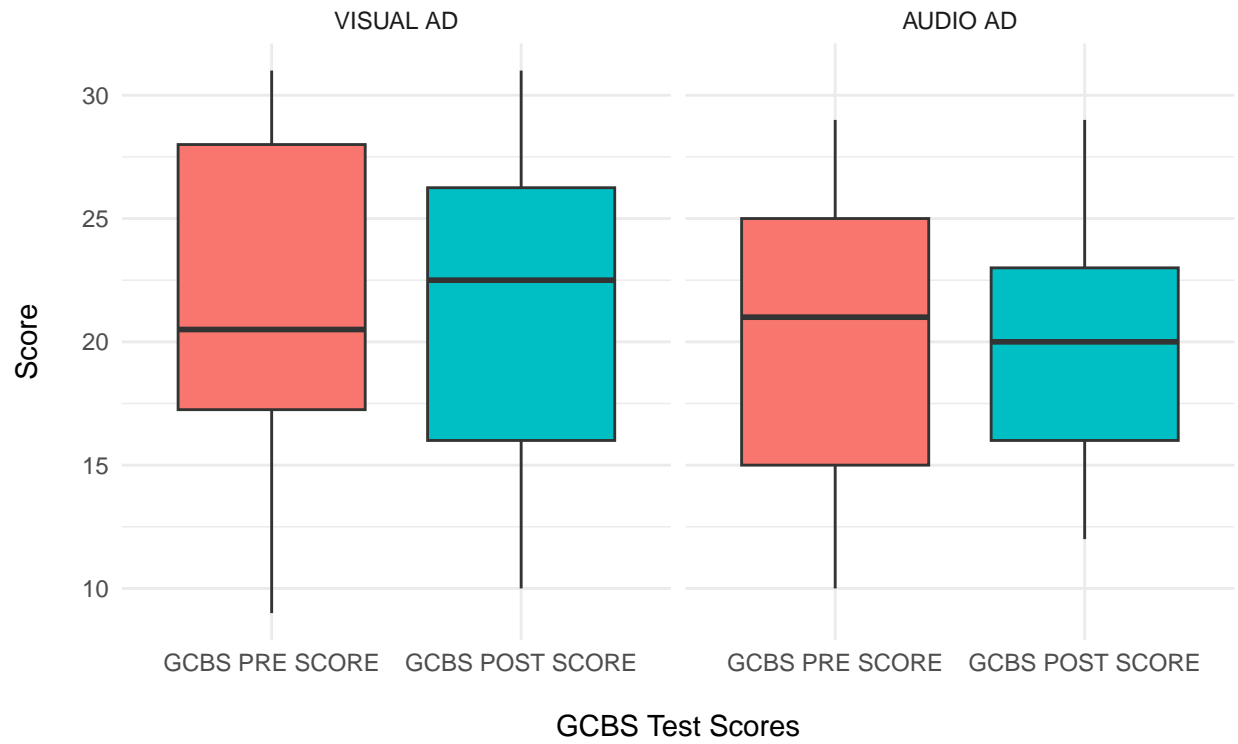
QQ2: What are some reasons you think people believe false ideas circulating online?



GCBS Scores Before & After Ad – Test Group



GCBS Scores Before & After Ad – Control Group



GCBS Pre-Score Q5 (Most Important)

Large groups of scientists manipulate, fabricate, or suppress evidence in order to deceive the public.

GCBS Pre-Score Q4 (Least Important)

The spread of most viruses and/or diseases is the result of the deliberate, concealed efforts of some organization.

Control Group (Audio): 21 (42.98%)

Control Group (Visual): 22 (44%)

Test Group (Audio): 28 (57.14%)

Test Group (Visual): 28 (56%)

Total: 99

They're trying to see if an advertisement influences their likelihood to believe in conspiracy theories and fake news? Hence asking questions about podcasts and social media.