

# Misinformation Pilot Study - Qualitative Analysis

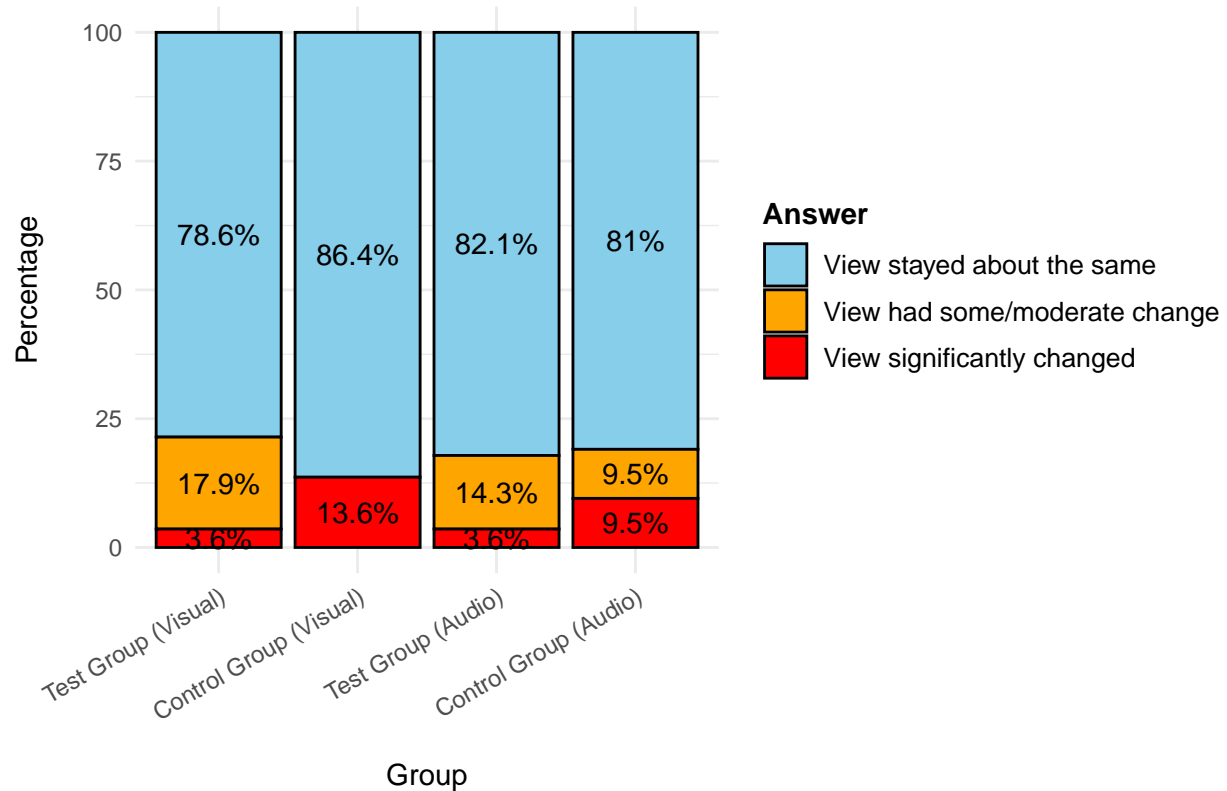
Kendall Beaver

2025-03-24

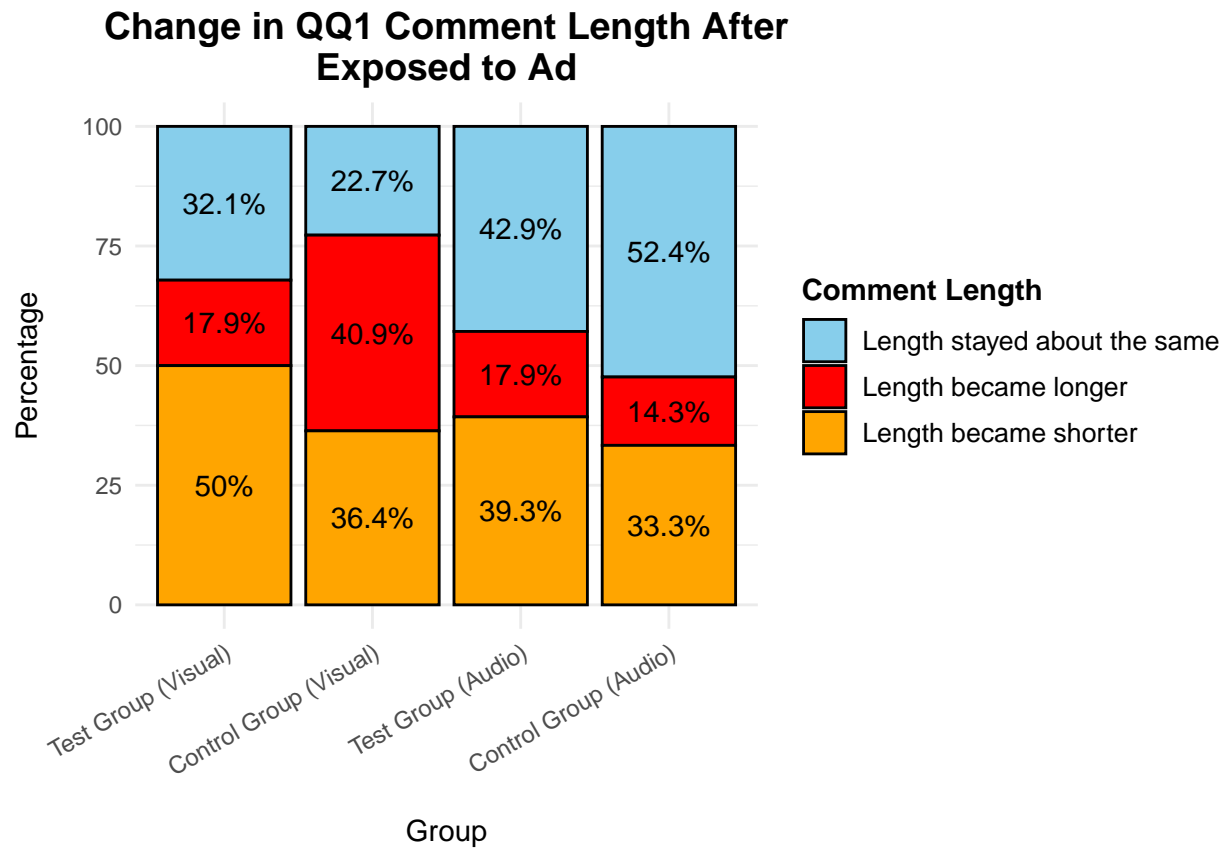
## Pilot Study

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

### Change in QQ1 Answer After Exposed to Ad

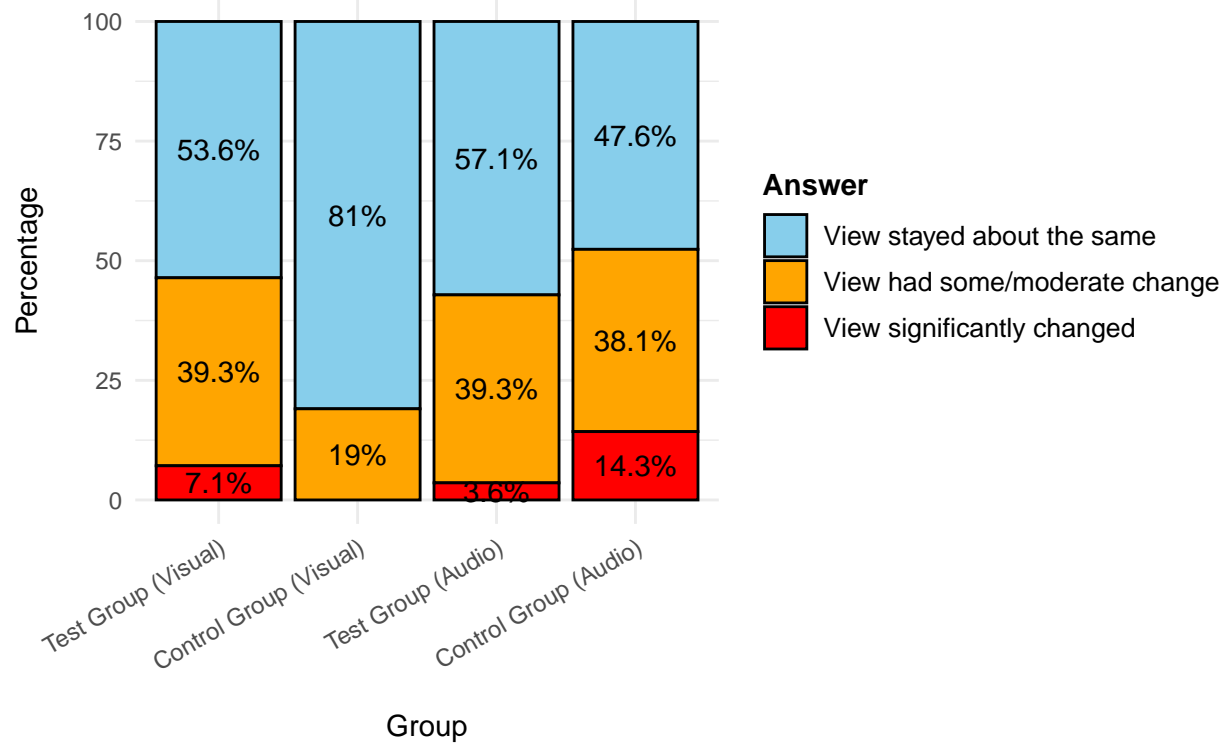


QQ1: What are some reasons you think people are attracted to radical groups?

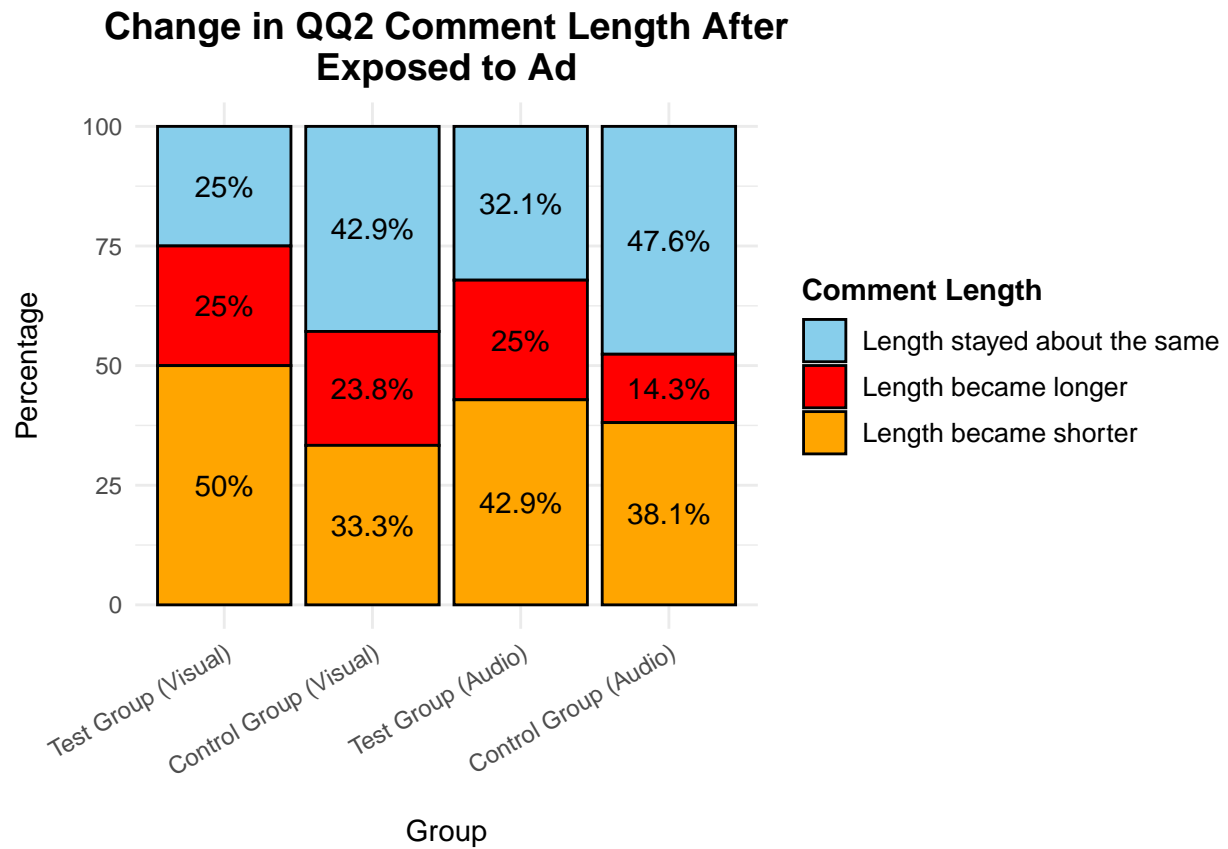


QQ2: What are some reasons you think people believe false ideas circulating online?

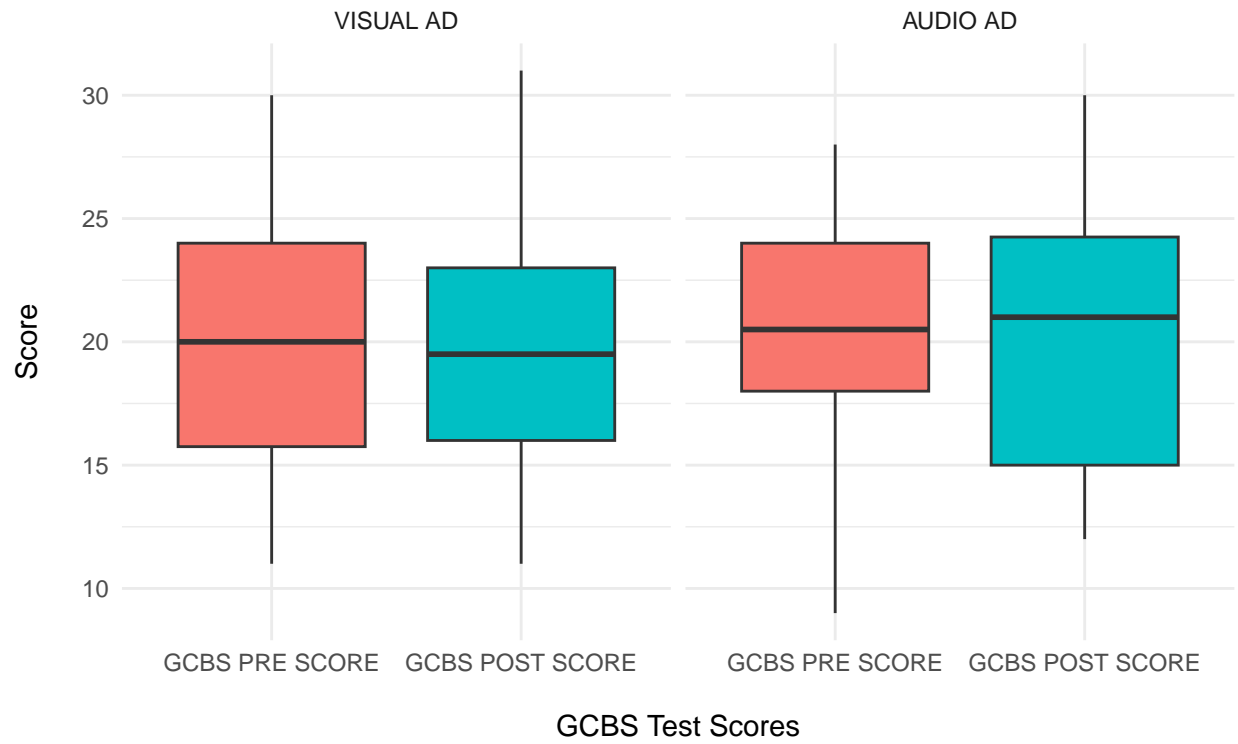
## Change in QQ2 Answer After Exposed to Ad



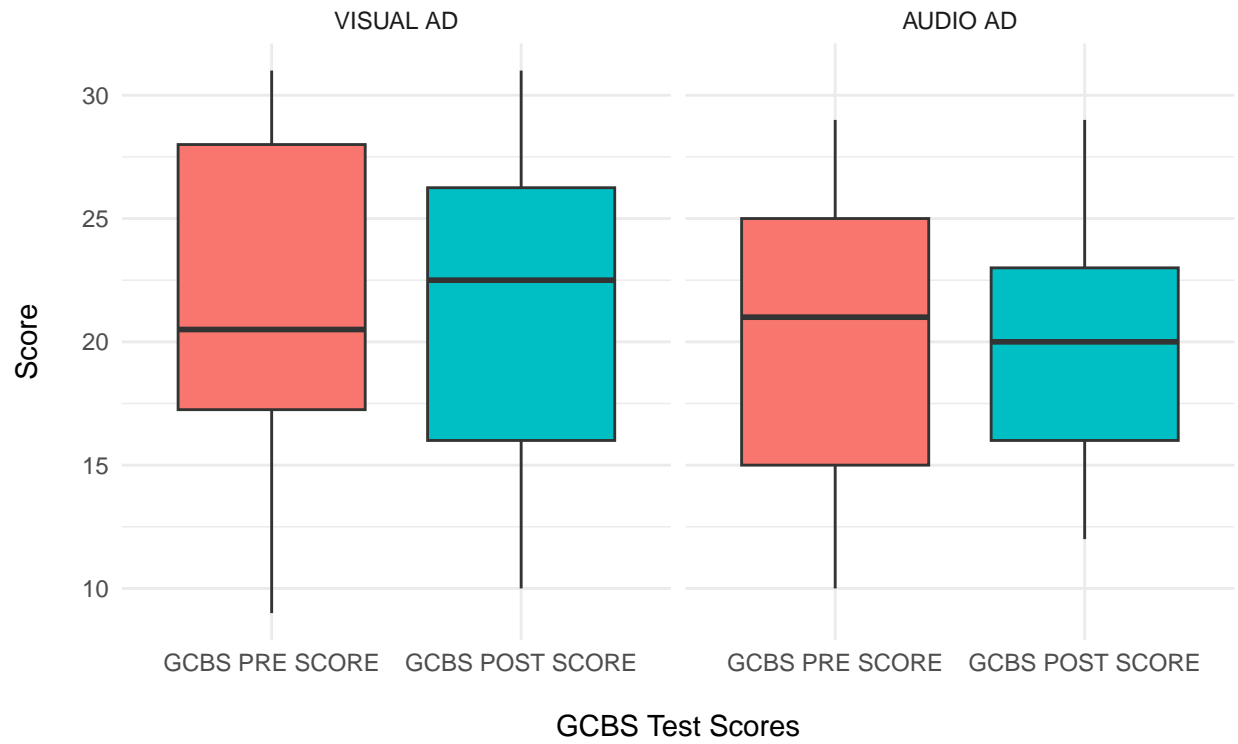
**QQ2:** What are some reasons you think people believe false ideas circulating online?



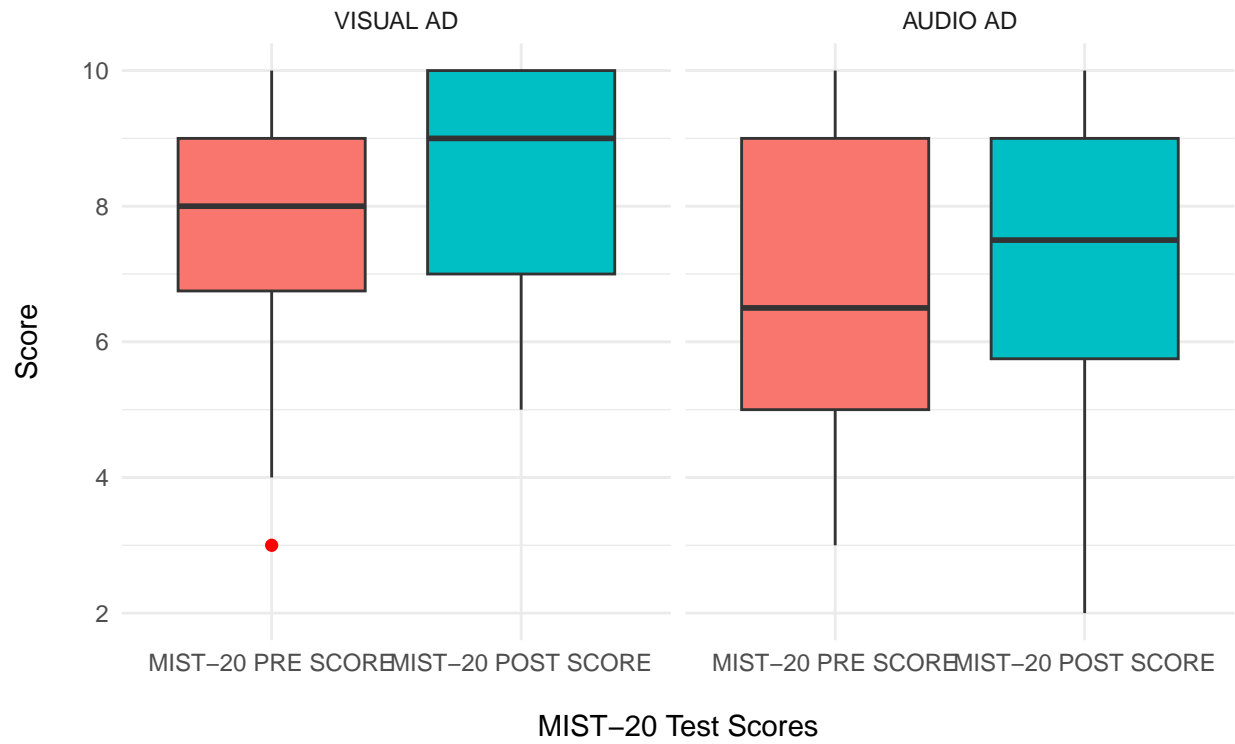
## GCBS Scores Before & After Ad – Test Group



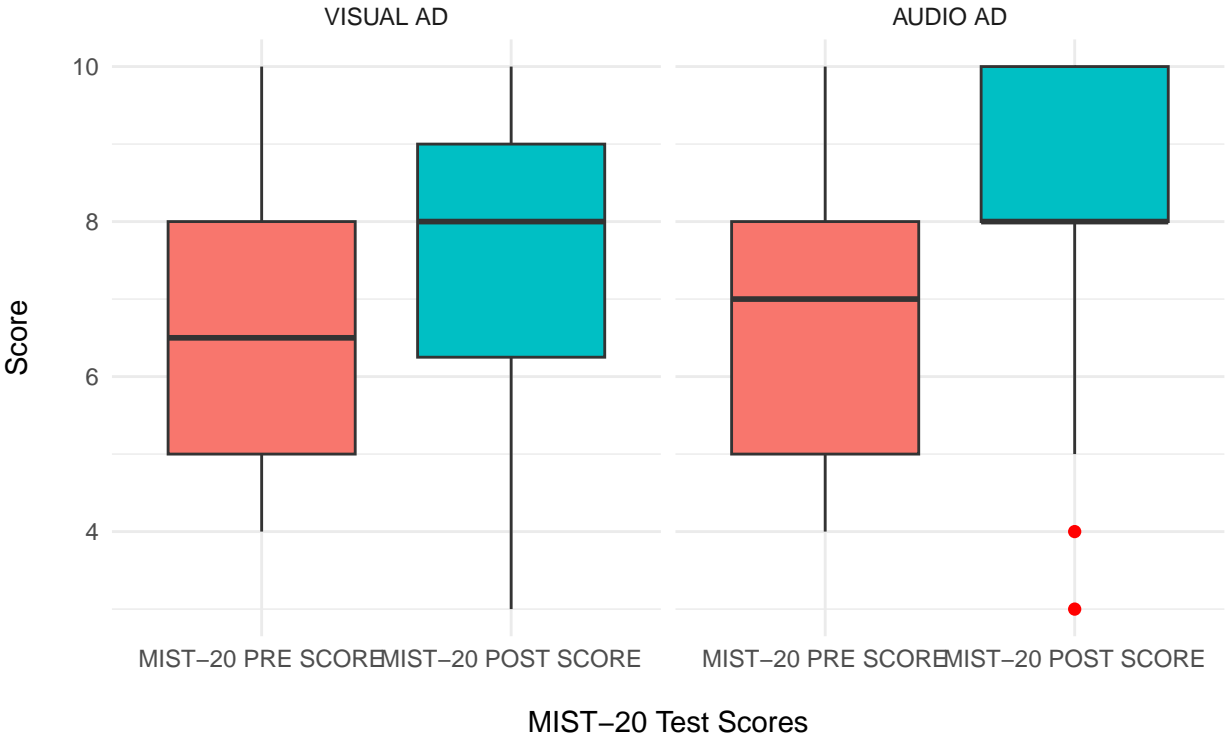
## GCBS Scores Before & After Ad – Control Group



## MIST-20 Scores Before & After Ad – Test Group

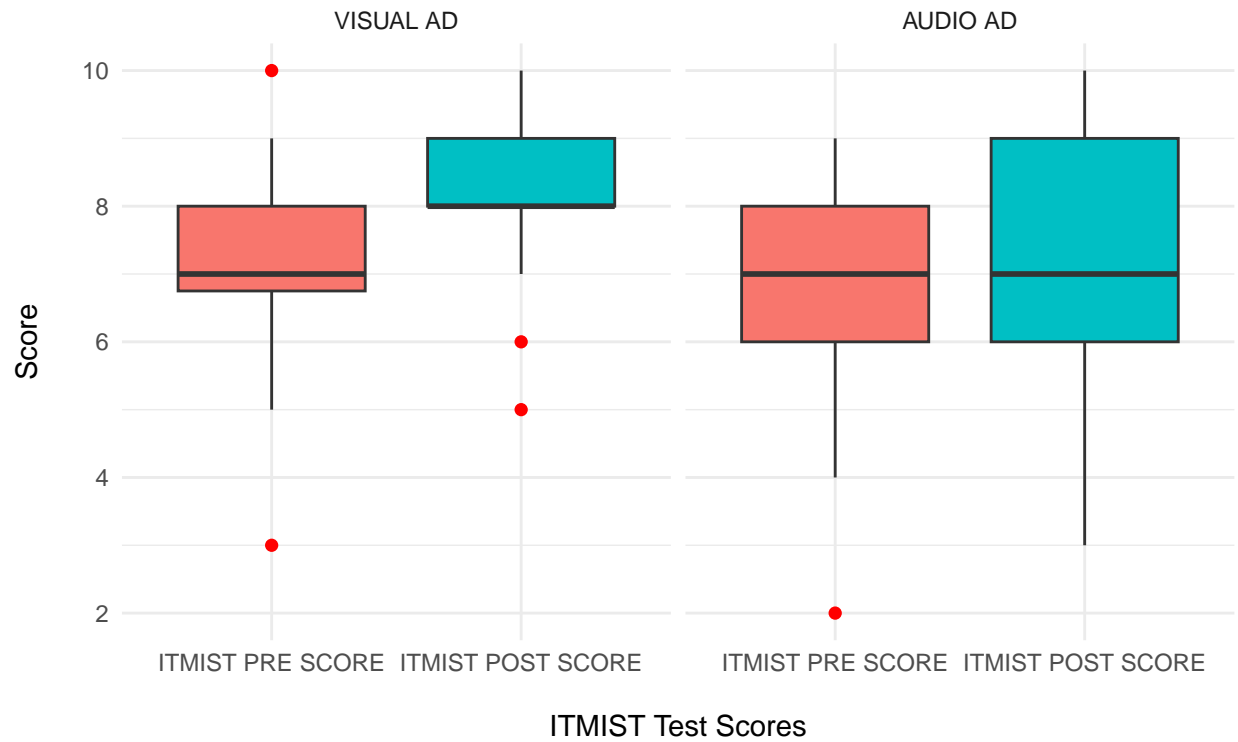


MIST-20 Scores Before & After Ad – Control Group

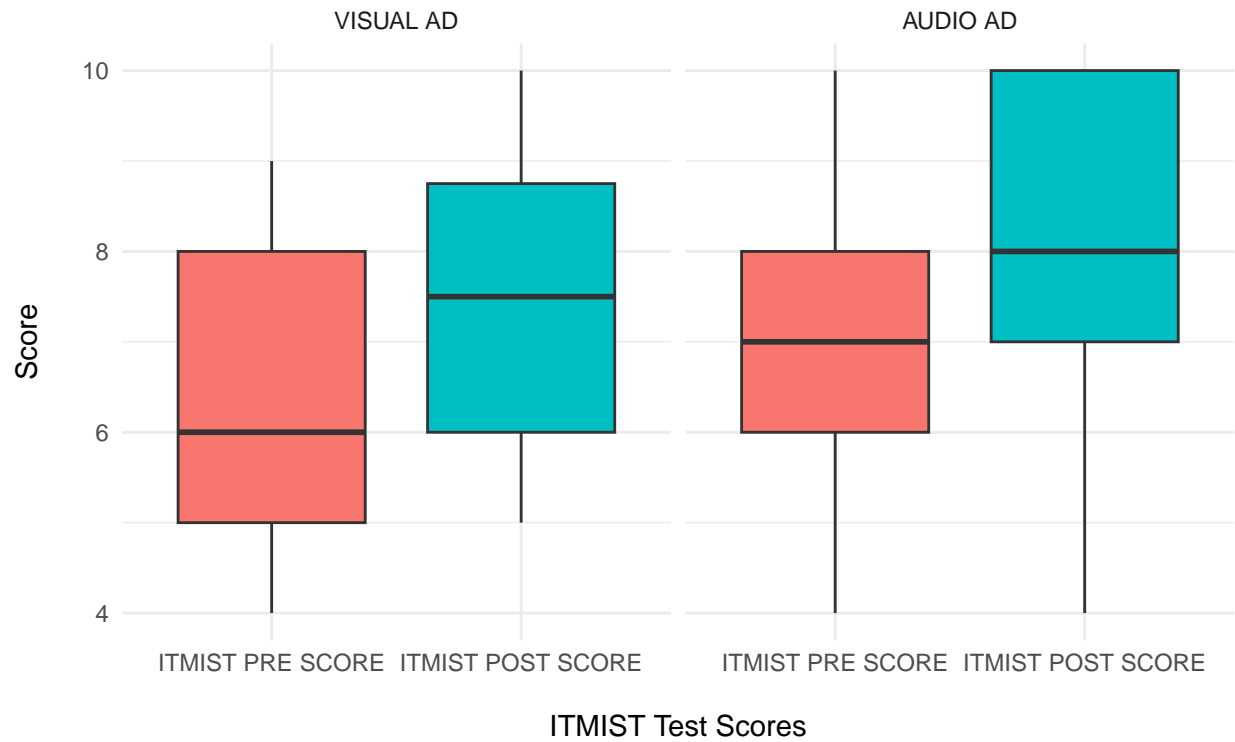


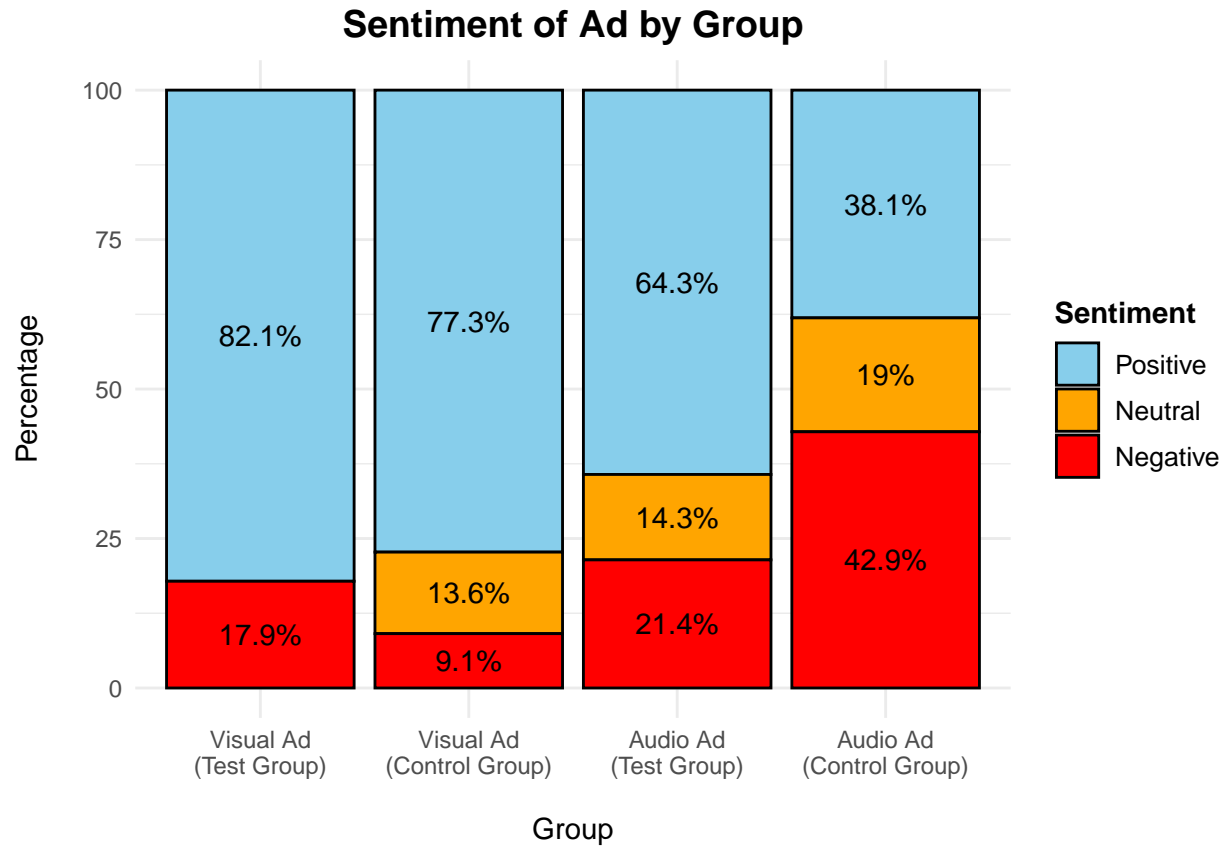


## ITMIST Scores Before & After Ad – Test Group



## ITMIST Scores Before & After Ad – Control Group





## Participants

Control Group (Audio): 21 (42.98%)

Control Group (Visual): 22 (44%)

Test Group (Audio): 28 (57.14%)

Test Group (Visual): 28 (56%)

Total: 99