

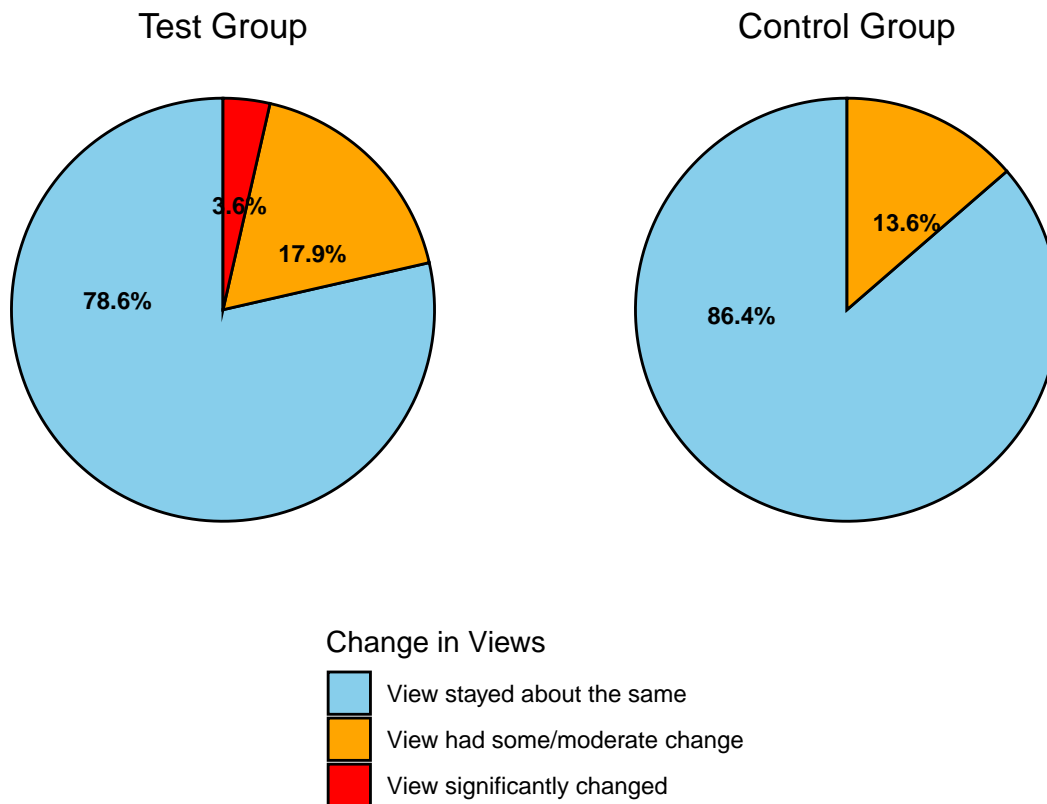
Misinformation Qualitative Analysis

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2025-03-24

Change in QQ1 Answer After Seeing Visual Ad - Test vs. Control Group

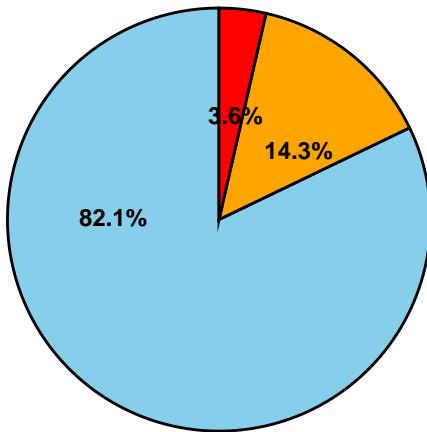
QQ1 - *What are some reasons you think people are attracted to radical groups?*



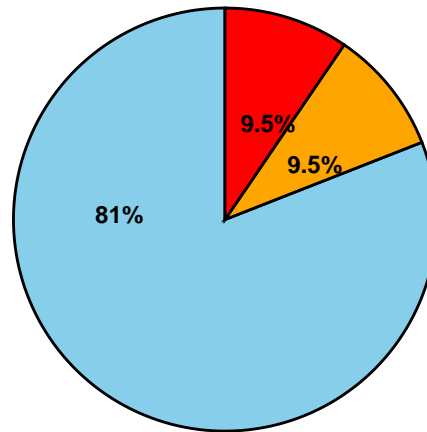
Change in QQ1 Answer After Seeing Audio Ad - Test vs. Control Group

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

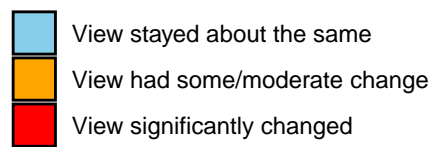
Test Group



Control Group

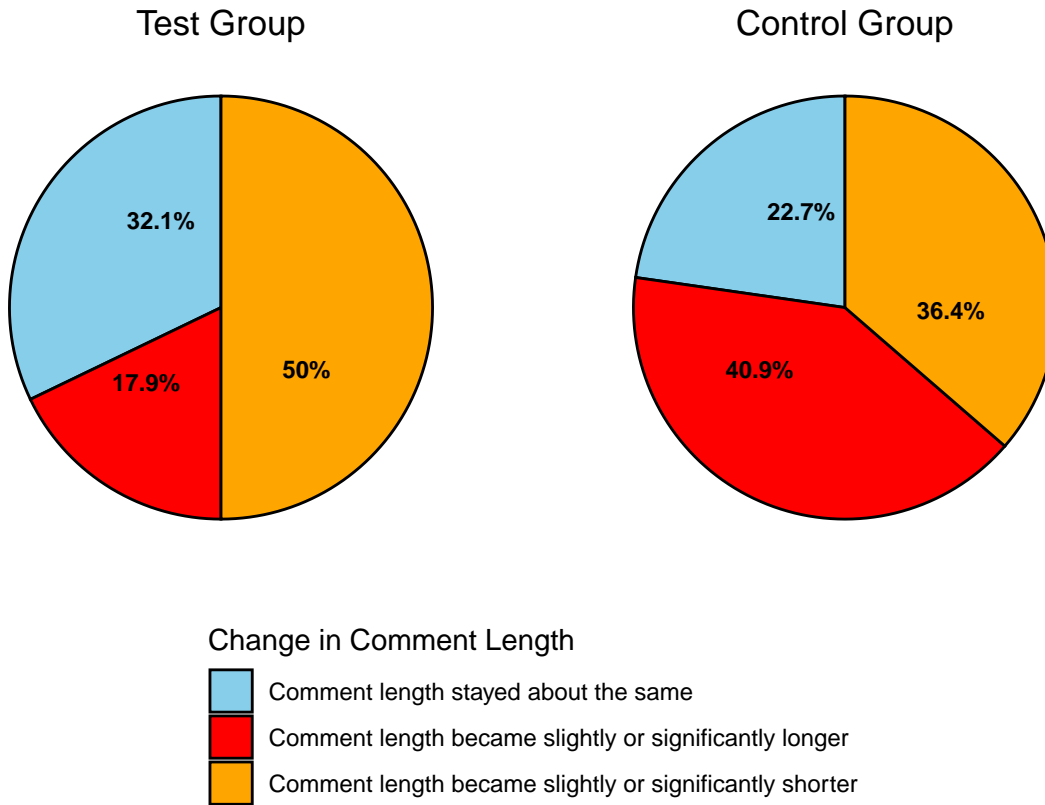


Change in Views



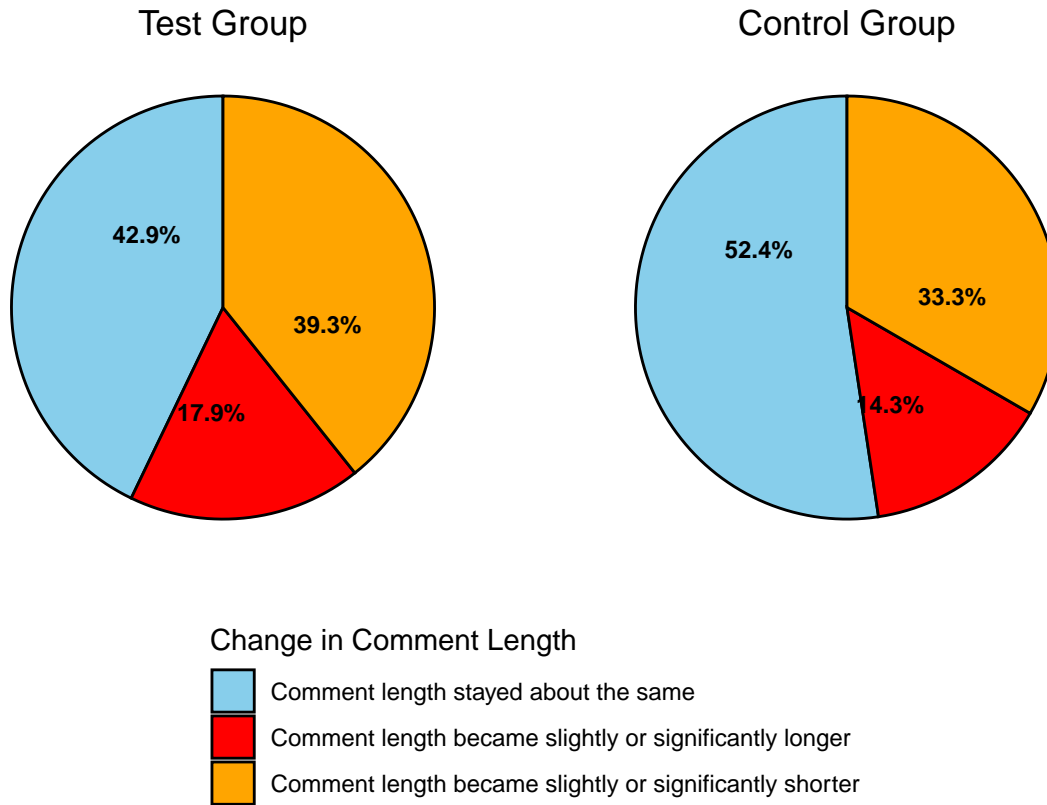
Change in QQ1 Comment Length After Seeing *Visual* Ad - Test vs. Control Group

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



Change in QQ1 Comment Length After Seeing *Audio* Ad - Test vs. Control Group

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



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.