

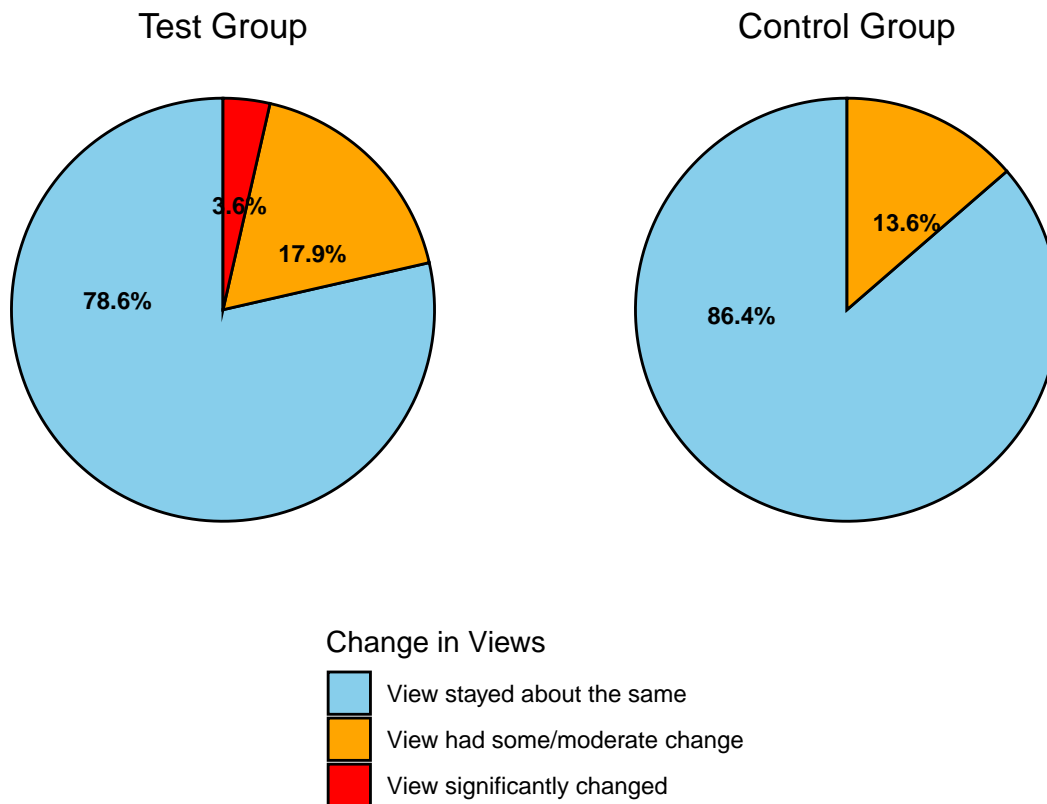
# Misinformation Qualitative Analysis

Kendall Beaver

2025-03-24

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

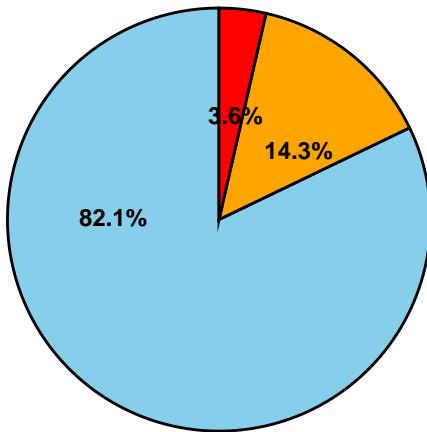
QQ1 - *What are some reasons you think people are attracted to radical groups?*



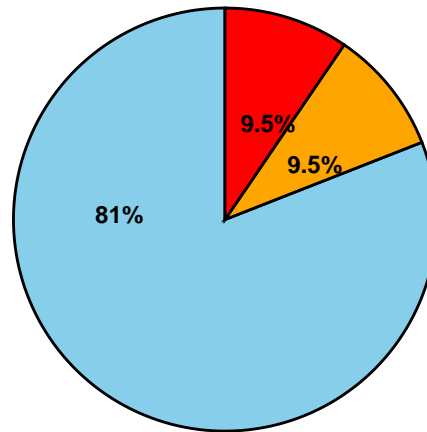
## Change in QQ1 Answer After Seeing Audio Ad - Test vs. Control Group

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

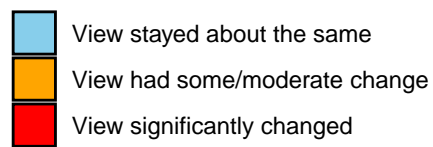
Test Group



Control Group



Change in Views

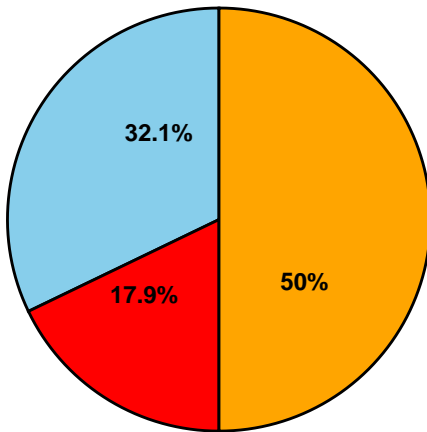


## Change in QQ1 Comment Length After Seeing Visual Ad - Test vs. Control Group

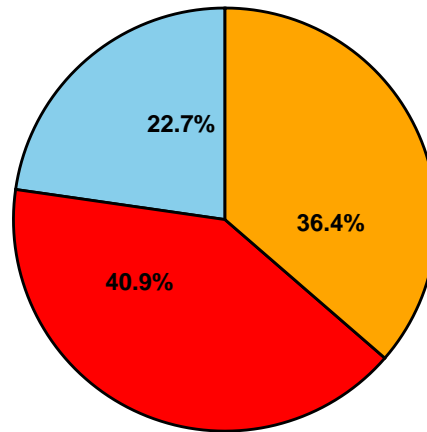
**QQ1** - *What are some reasons you think people are attracted to radical groups?*

Comment length became slightly or significantly longer,  
 Comment length became slightly or significantly shorter,  
 Comment length stayed about the same

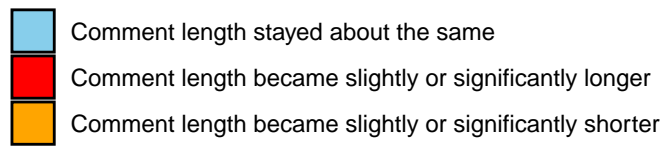
Test Group



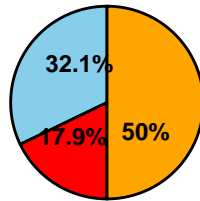
Control Group



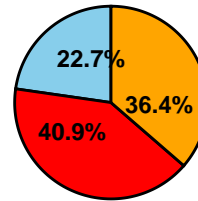
Change in Comment Length



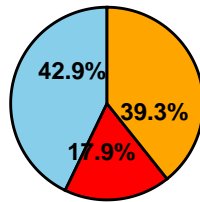
Test Group



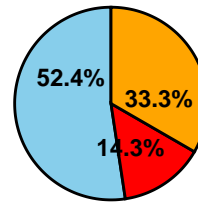
Control Group



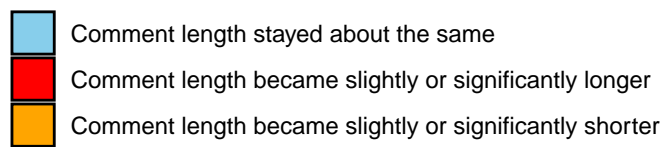
Test Group



Control Group

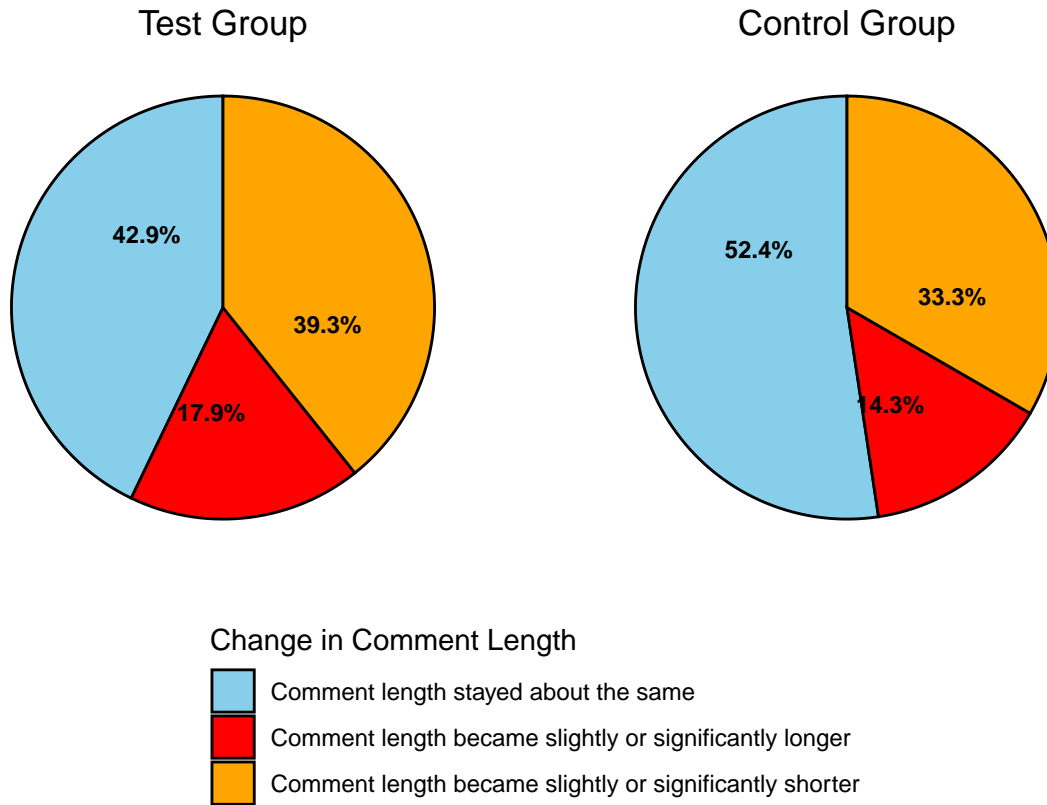


Change in Comment Length



## 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.