

Combating Misinformation with a Humorous Audio Ad: Extending a Mixed Methods Analysis

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BACKGROUND

- Dr. Daley & Kainan developed a humorous audio ad that aimed to make a listener more skeptical about misinformation and increase their information literacy
- The ad was split into an audio and visual-audio format for a test group, plus a random ad in the same formats for a control group
- 99 college students participated in their study and were randomly assigned to 1 of the 4 groups
- Participants took 3 tests before and after the ad that measured their tendency to believe misinformation
- Comparison of test results found that audio-visual ads led to improved information literacy while audio-only ads produced mixed results

PROJECT OBJECTIVE

- The researchers asked the same open-ended questions before and after the ad, but have not had time to thoroughly analyze this qualitative data
- Graduate researcher performed thematic analysis on this qualitative data and developed a composite score that measured the change in a participant's responses after viewing an ad
- Results found that the format and content of ad may have subtly influenced the change in responses, but not consistently across all questions
- Gender differences revealed contrasting viewpoints in responses

RESULTS

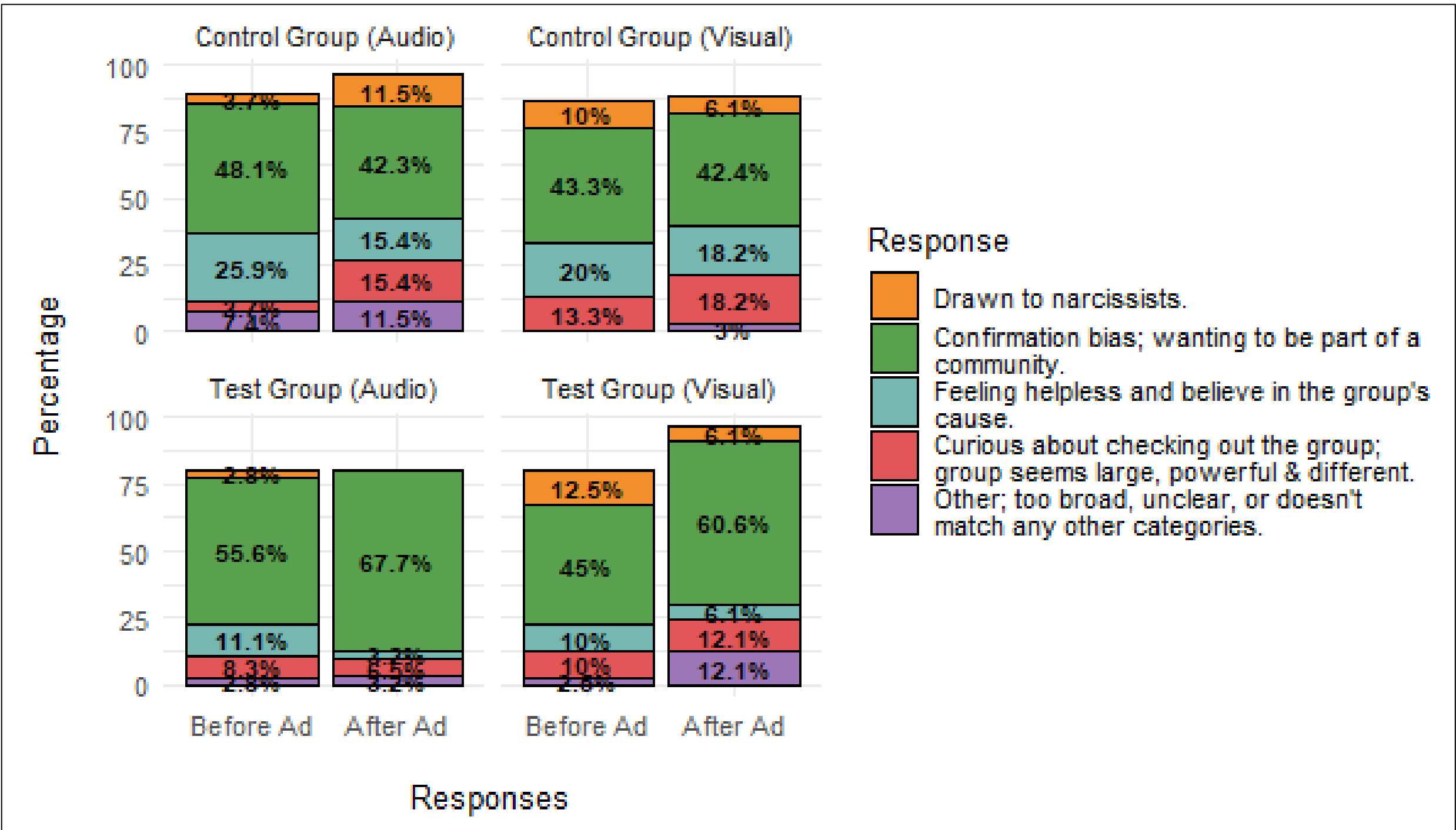
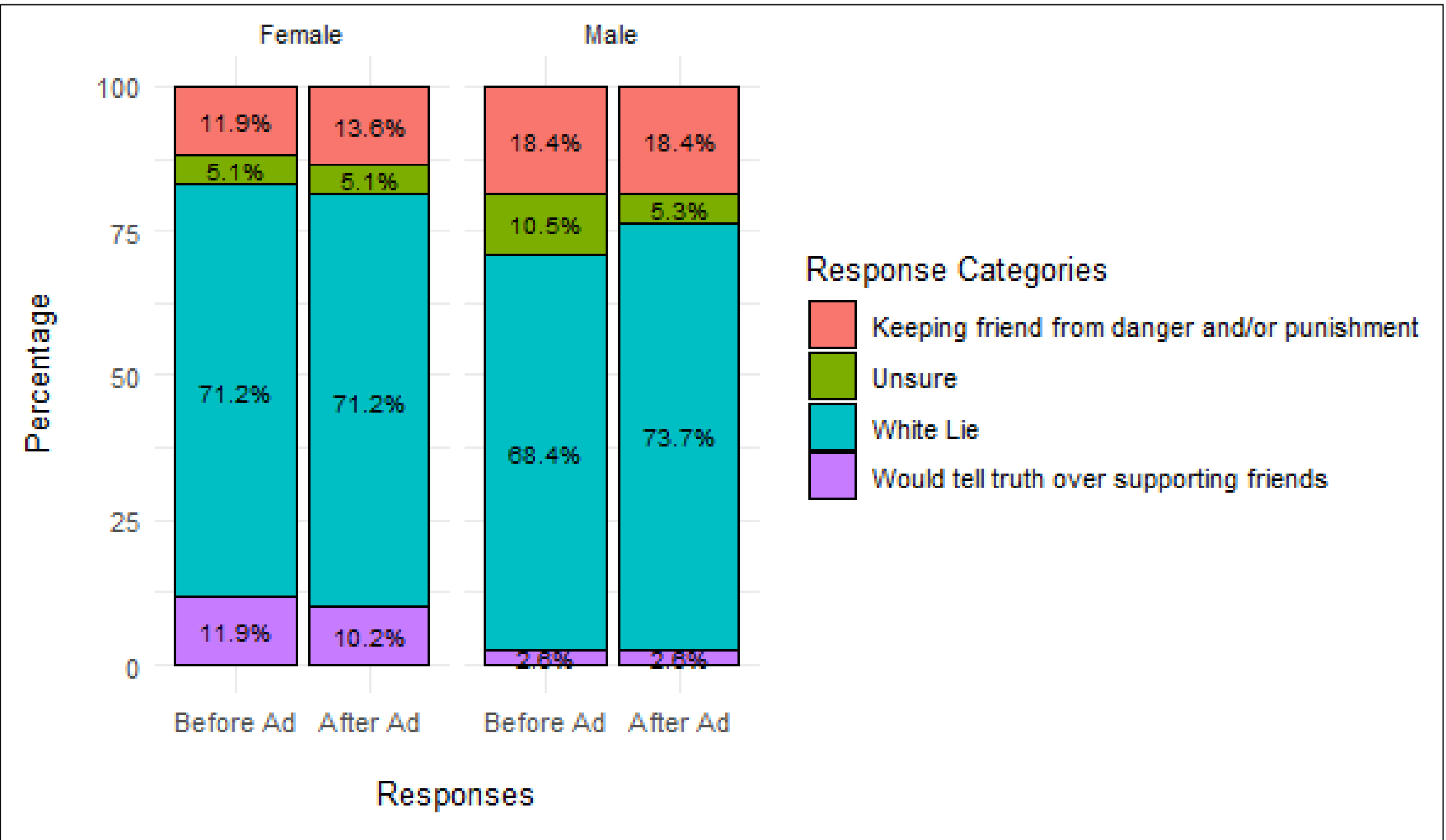


Figure 1. QQ1 Top 5 responses (out of 9), by ad group

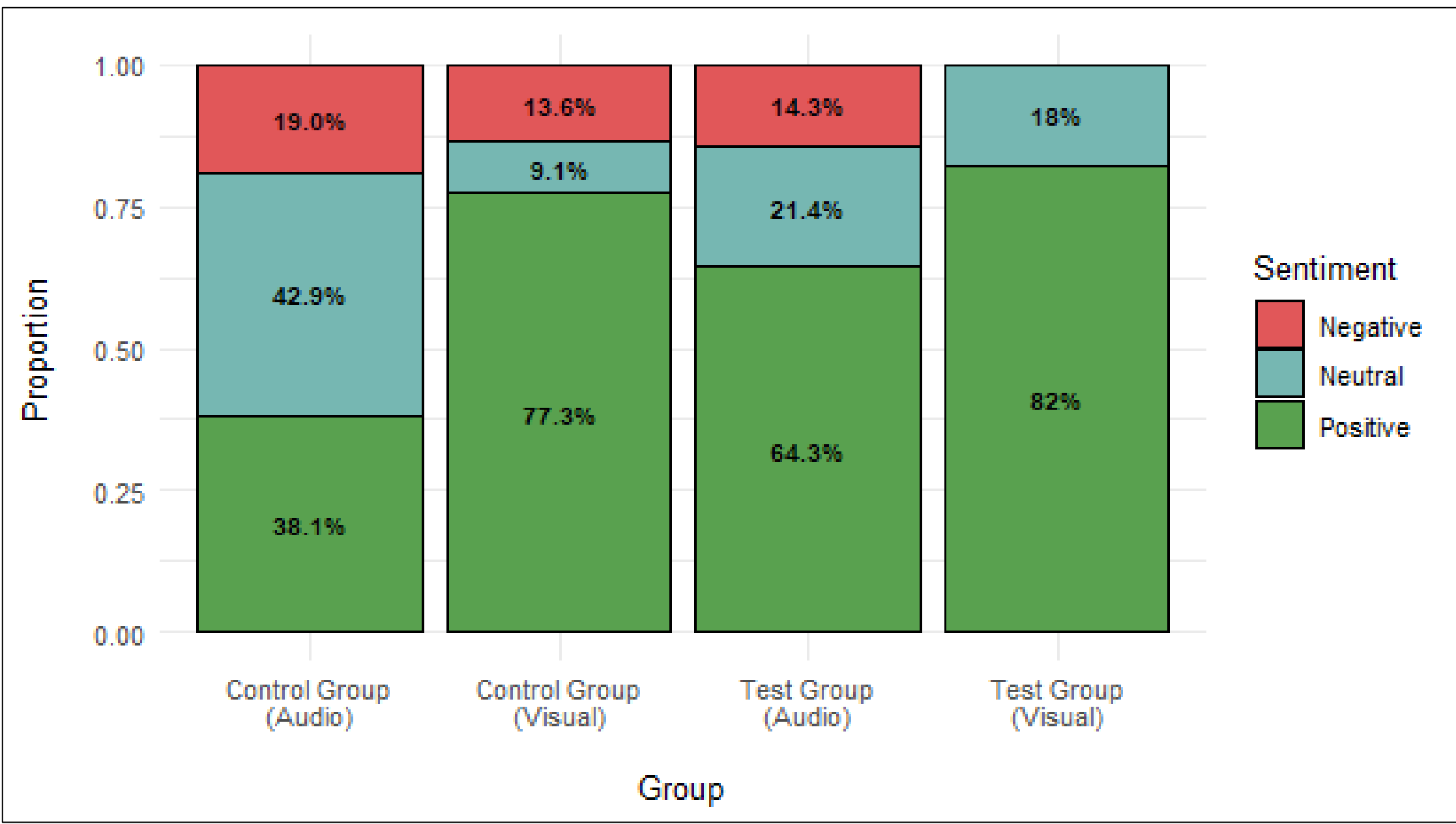
Figure 2. QQ3 responses by gender



GROUP	< -50%.QQ1	>= 50%.QQ1	< -50%.QQ2	>= 50%.QQ2	< -50%.QQ3	>= 50%.QQ3
Control Group (Audio)	14.3	4.8	9.5	9.5	9.5	9.5
Control Group (Visual)	0.0	36.4	9.1	13.6	4.5	9.1
Test Group (Audio)	21.4	14.3	10.7	7.1	10.7	21.4
Test Group (Visual)	10.7	14.3	14.3	21.4	3.6	10.7

Table 1. Composite score of QQ1-QQ3, with a difference of \pm 50% in responses

Figure 3. Sentiment towards ad, by group



PARTICIPANTS

- **Gender**
 - Female: 59.6%
 - Male: 46%
 - Prefer not to say: 2%
- **Ages**
 - 18-19 years old: 24.2%
 - 20-29 years old: 69.7%
 - 30+ years old: 6.1%
- **Podcast habits**
 - Listens to at least 1 podcast: 47.5%
 - Does not listen to any podcasts: 52.5%
- **Ad Skipping Behavior of Podcast Listeners:**
 - Always skips ads: 71.8%
 - Sometimes skips ads: 26.8%
 - Never skips ads: 1.4%

QUESTIONS

- **Qualitative Questions (QQ)**
 - 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?
 - QQ3: Describe a situation in which supporting friends would be more important than telling the truth.
- **Questions About Ad**
 - What did you like most about the ad?
 - What did you like least about the ad?
 - Please tell us any other thoughts you have about the ad.

DISCUSSION

- QQ1: 9 main categories were discovered, where the category of “wanting to be part of a community” increased after hearing the test ad of the female character joining a new group of radical friends online (Fig. 1)
- QQ3: Females had a higher tendency than men to tell the truth over supporting their friends, while males had a slightly higher chance of protecting their friends from punishment or danger than females (Fig. 2)
- Composite score: Visual ads had a 66.67% chance of increasing written responses by at least 50% (Table 1)
- Sentiment analysis: Participants had a negative feeling towards audio-only ads, while the test audio-visual ad had the largest positive sentiment 82%, and had no negative sentiment (Fig. 3)

