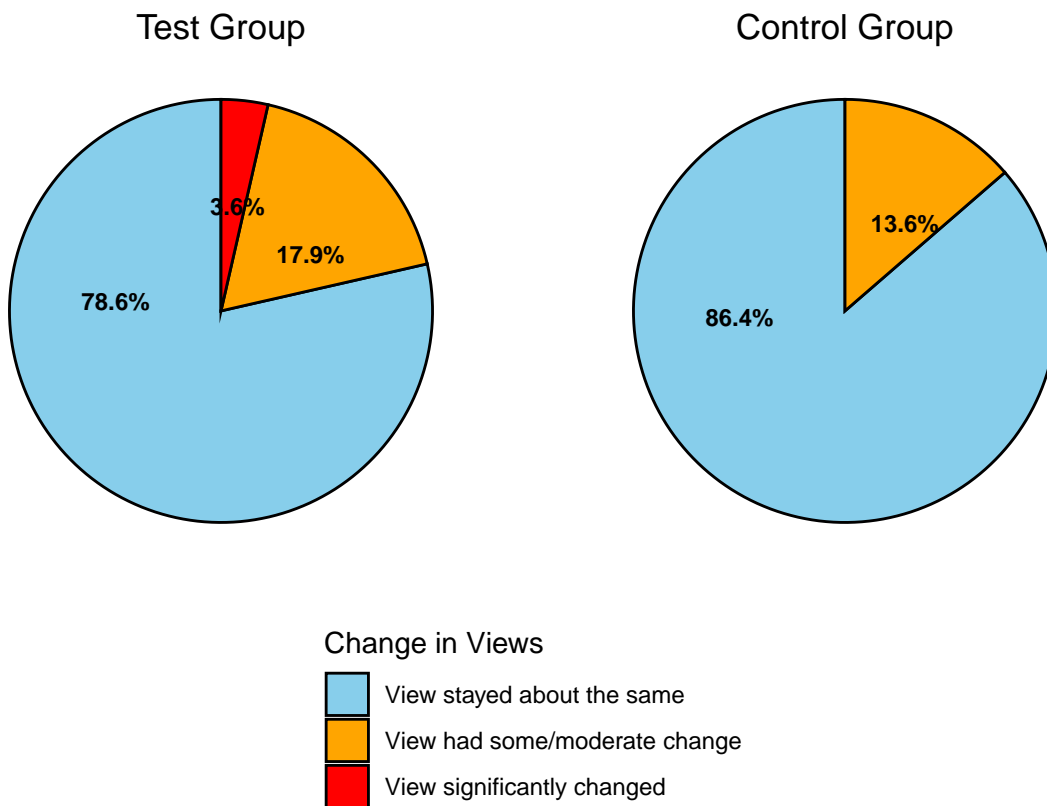


Misinformation Qualitative Analysis

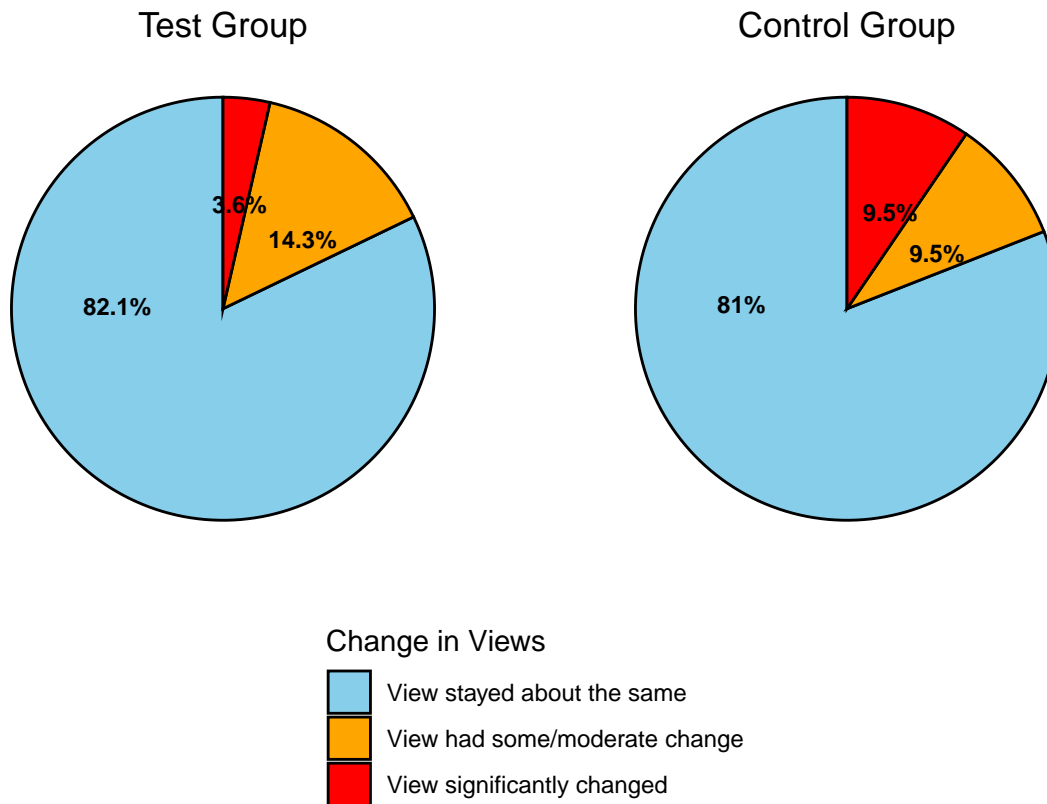
Kendall Beaver

2025-03-24

Pie Charts - Visual Ad (Test vs. Control Group)



Pie Charts - Audio Ad (Test vs. 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.