

Capstone Report (Final Draft)

Kendall Beaver

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Outline

Intro

Demographics

1. Overview of participants
 1. 149 students partook in Part I, but only 99 students wait until Part 2.
2. Charts of
 1. **Age & Gender (side-by-side)**
 2. **Social Media Platforms & Time Spent Online**
 3. **Top 3 Entertainment_1 &/or Top 3 Educational_1, & Ad-skipping habits (Only applicable to those who listen to podcasts)**

Qualitative Questions Analysis

1. QQ1 After Ad (Did views and length change?)
2. QQ2 After Ad
3. QQ3 After Ad
 1. 5 types of comment length (count count)

Test Score Analysis

1. GBCS
2. MIST-20
3. IT-MIST

Additional Sentiment Discovered From Other Questions

1. Sentiment towards ads
2. Sentiment about participating in future studies

GenAI Study & Results

Future Direction

And yes, audio ads are not a great way to reach people, though they may still be effective in more typical listening conditions. In future work, ideally, we would have participants queue up media they already planned to listen to, and then embed our ad in it while they engage however they usually do (exercising, cleaning, driving).

I'm glad Video ads are still showing promise on deeper analysis. We should pursue that in ads on YouTube podcasts, since many cannot skip those. More testing might be good first, ideally targeting more specific falsehoods and problems.

References

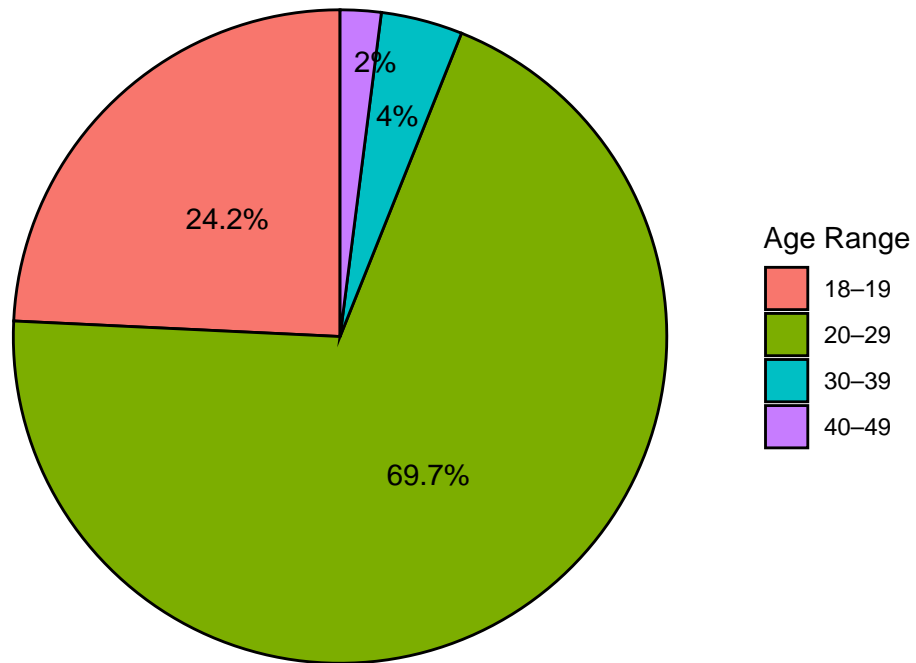
Intro

1. Intro of misinformation and purpose of study, to study the prebunking effects using comedy sketch ads to see how effective they will be.
2. Two different ads
 1. Control ad: Was not a neutral ad. It was an ad with negative emotion, which is impactful but confused the results. In the future a neutral ad will be chosen, in terms of content, tone and emotion.
 1. The United States Post Office. Every now and then, something good happens here.” This ad is about two friends waiting in line, or at least Jessica takes a number to wait. Jessica and Mel: Jessica has just completed bowling with her friends because they’re morning people. What can you do? Mel jokes and says she can get new friends, and she snaps, then apologizes. She says her fingers were too small and she was kicked out. Mel acknowledges that that sucks, then he invites her to come hang with his karaoke friends at night, to which Jessica displays interest. Then it cuts to her singing and having fun. So completely random.
3. Method: used Descript program to create ads.
4. My help/work needed: Looking at qualitative questions that was asked before viewing the ad and after reviewing the ad.

Demographics

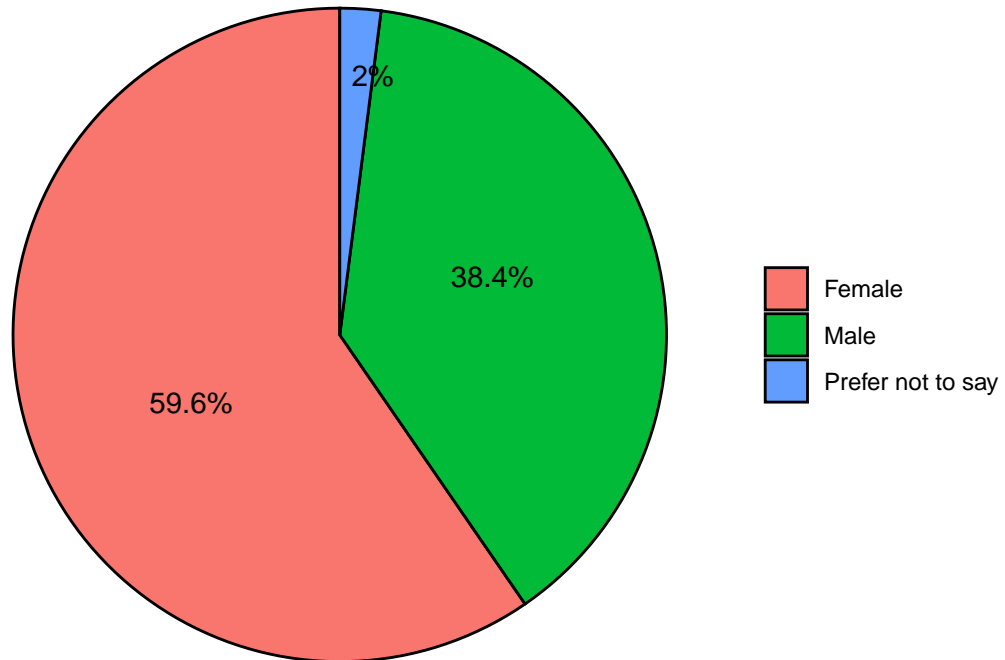
Age

Age Distribution in Bins



Gender

Gender Distribution

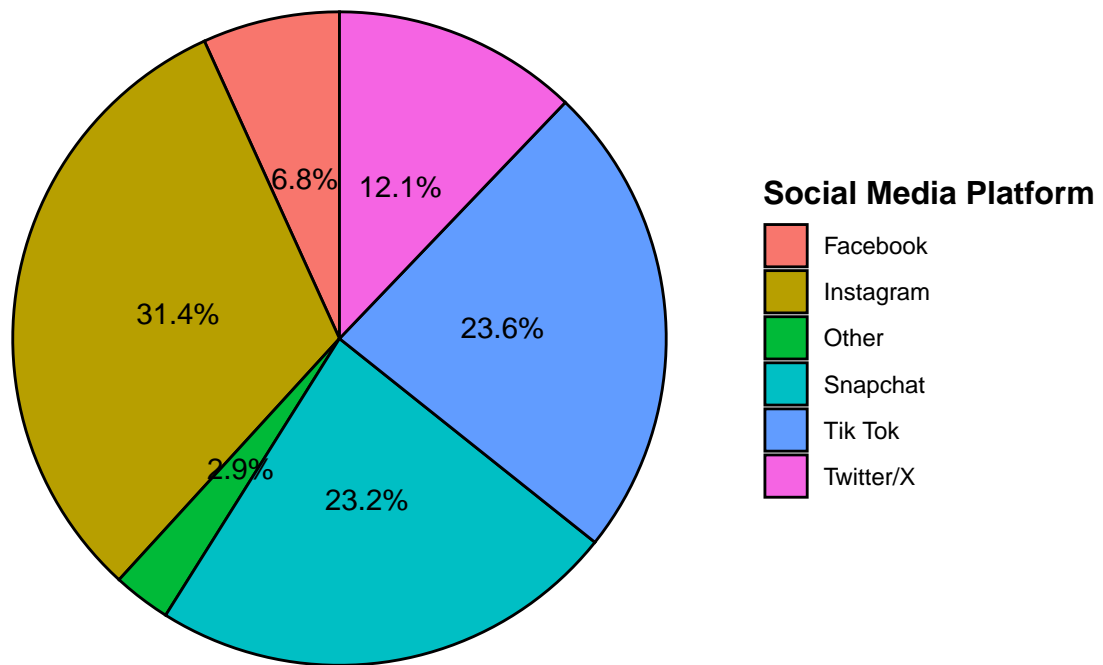


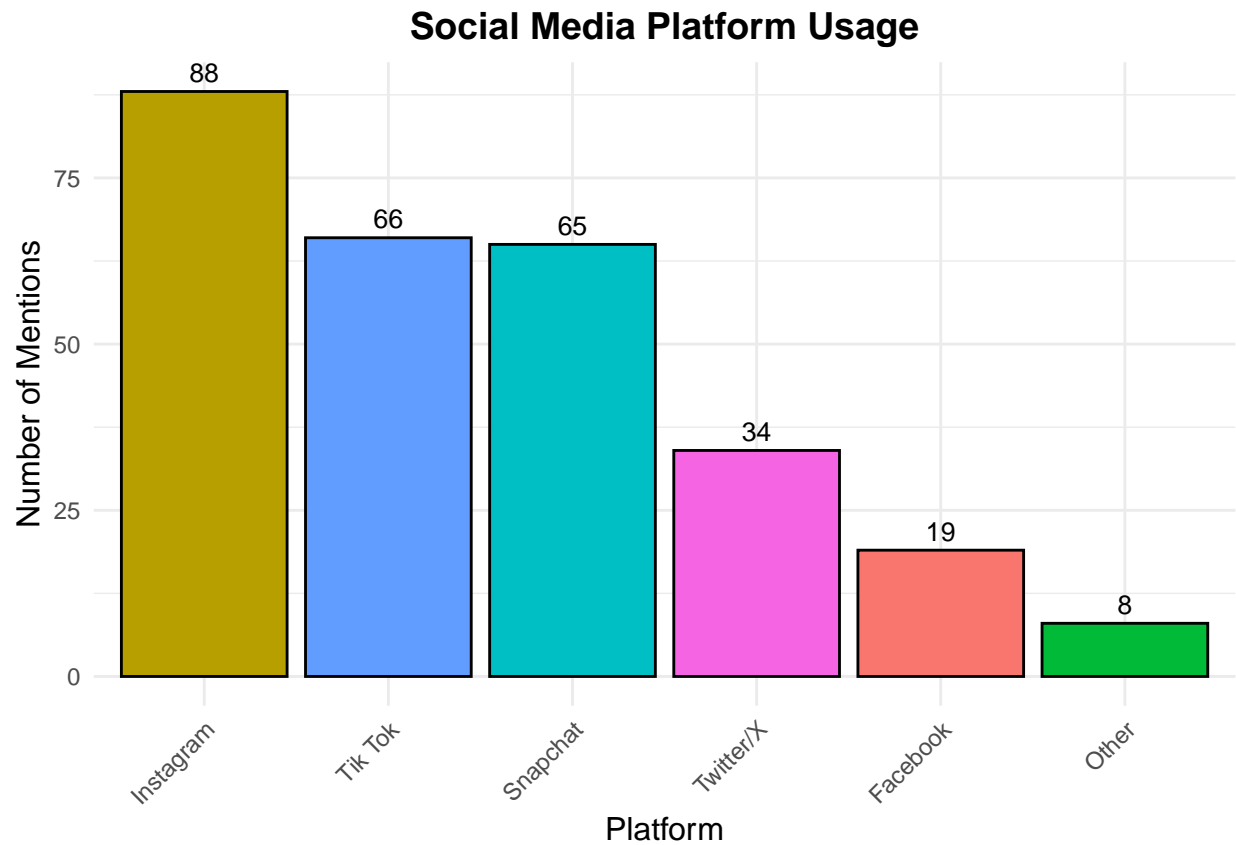
Social Media Habits

Social Media Platform Used by Participants

This indicates the main sources of news that people get.

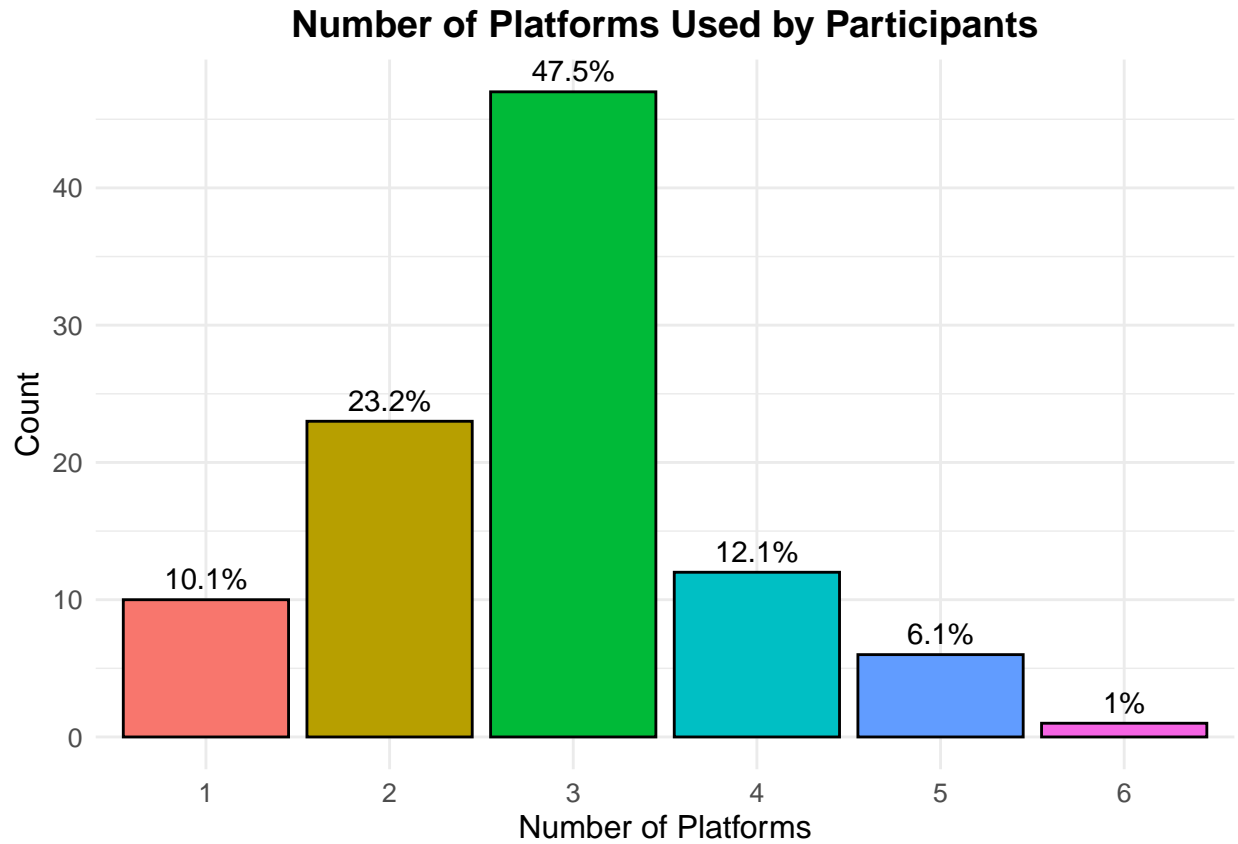
Social Media Platform Usage





The “Other” category includes 2 mentions of Reddit, and 1 mention of Discord, MEANS.TV, Telegram, Tumblr, and YouTube.

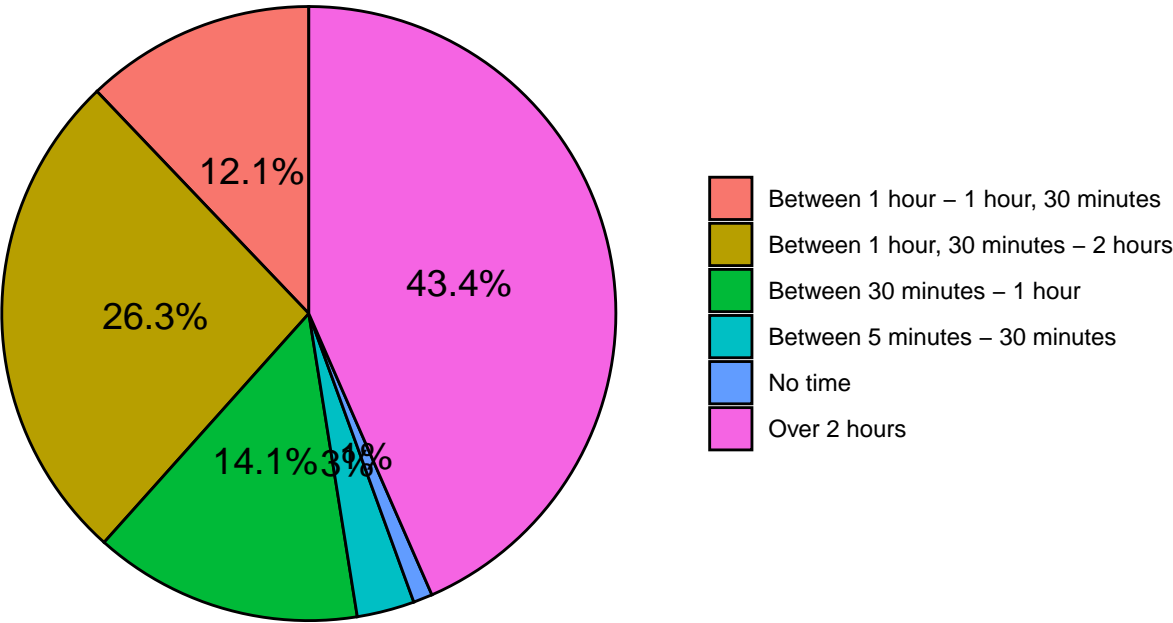
Number of Platforms Used

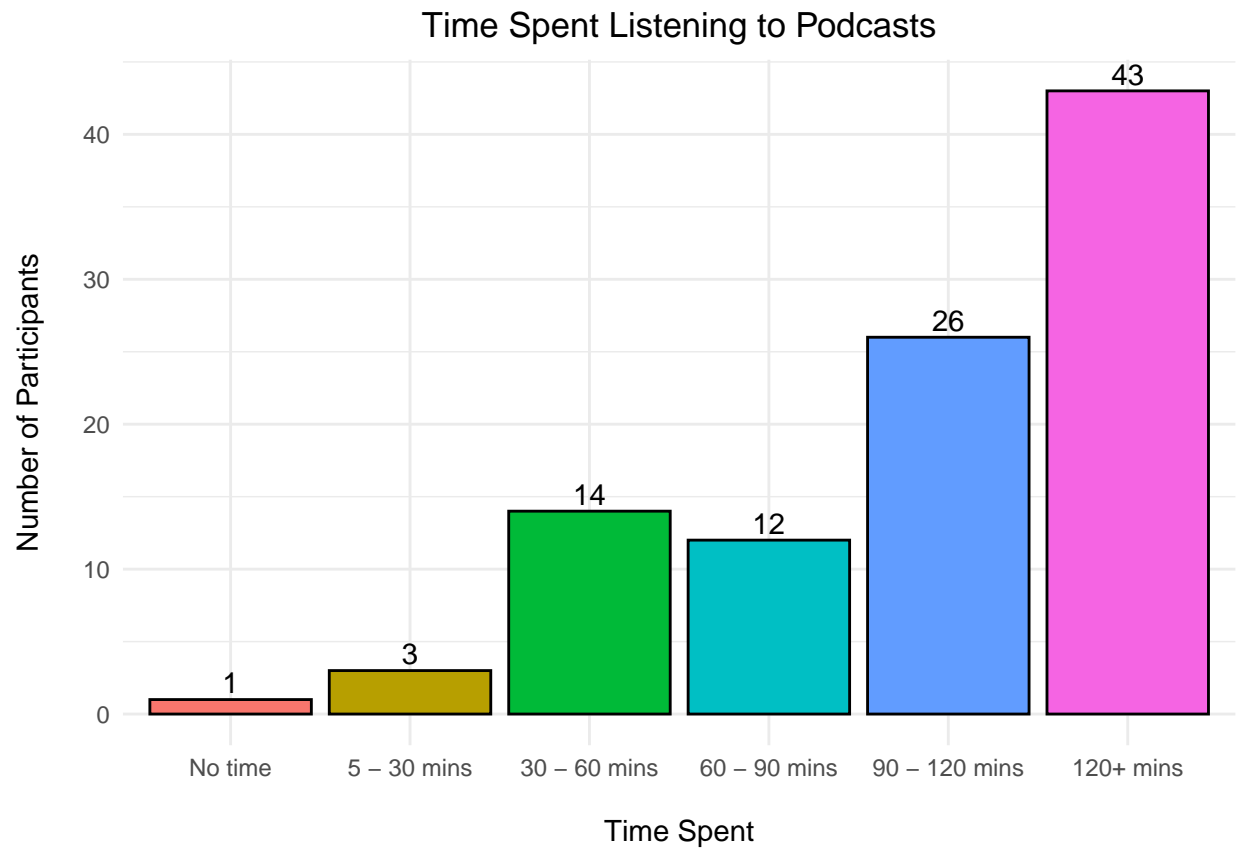


Hours Spent on Social Media

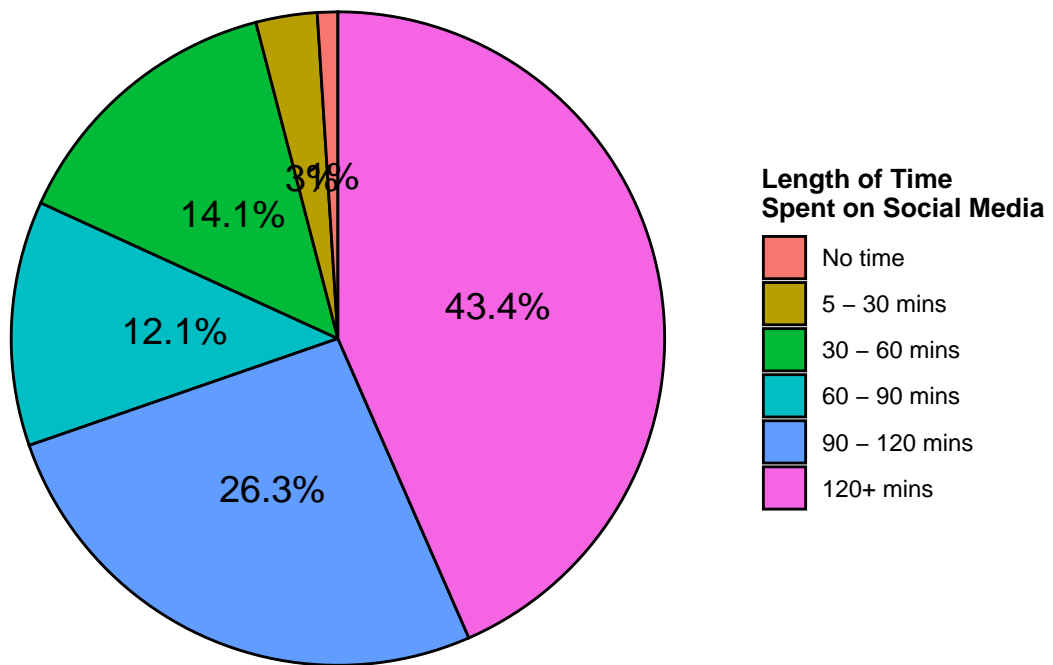
The amount of time exposed to news and information on these platforms.

Time Spent Listening to Podcasts



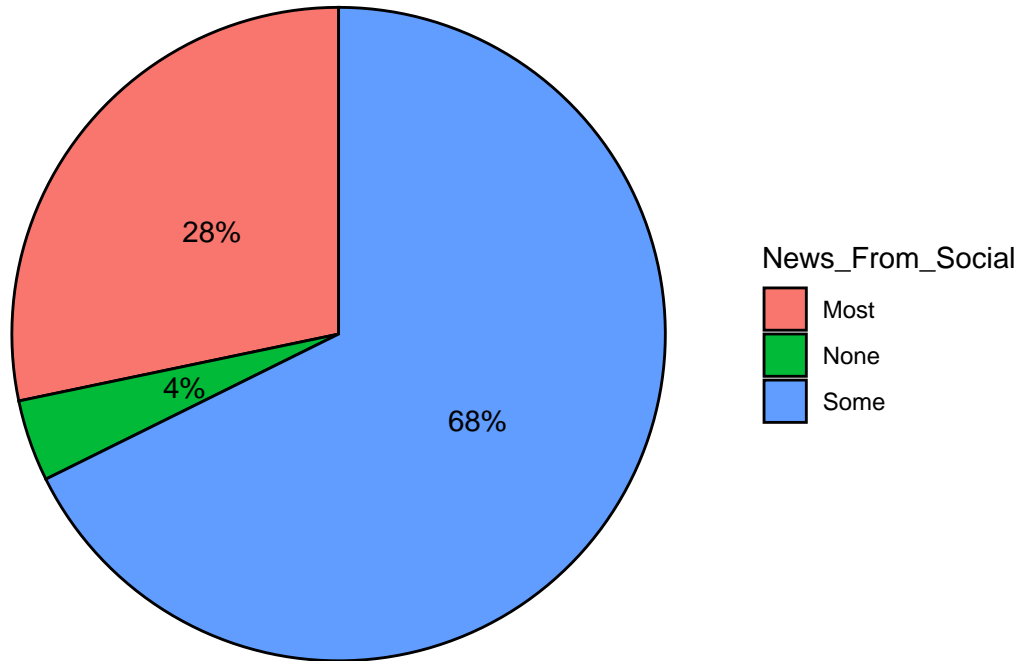


Time Spent on Social Media



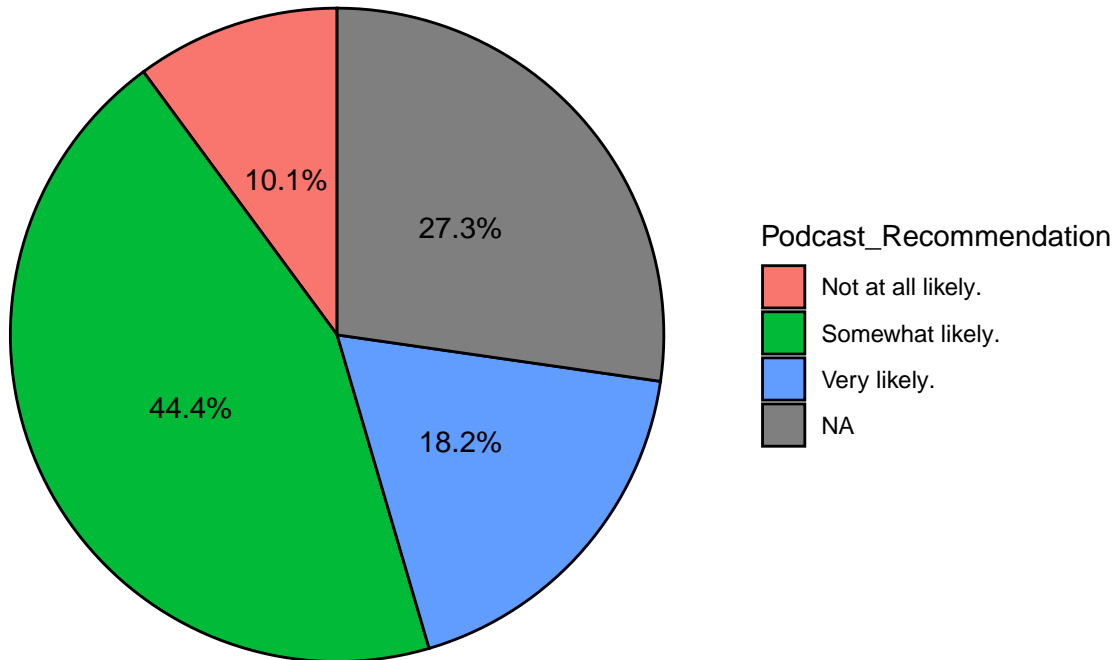
Gathering News From Social Media

Sources of News from Social Media



Podcast Recommendation

Recommending Podcast to a Friend



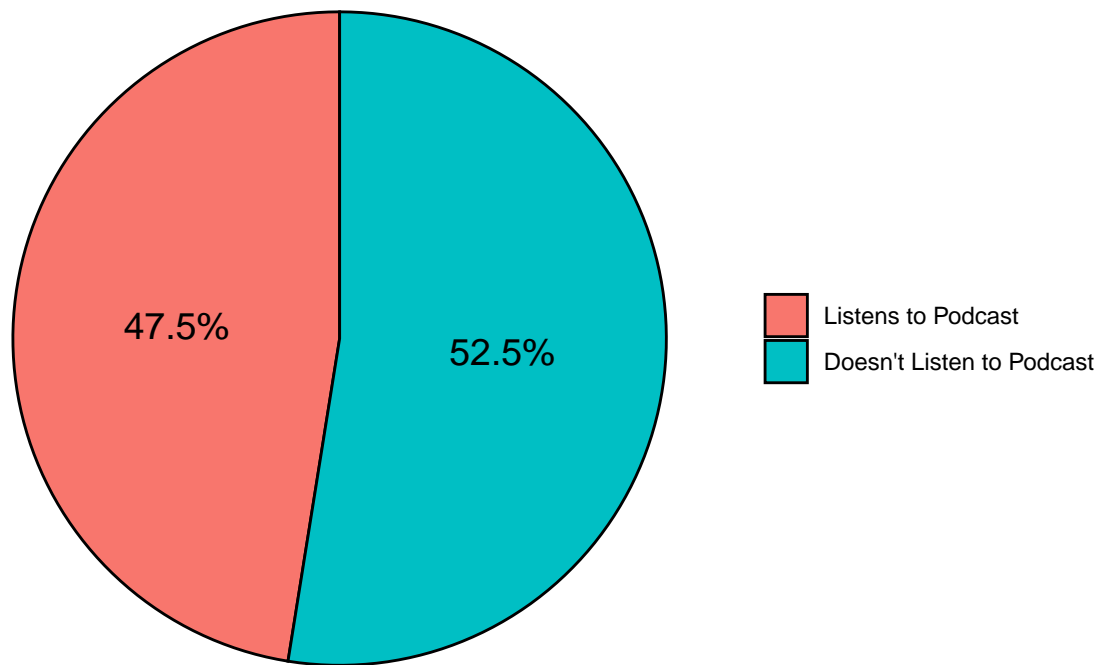
Podcasts & Podcast Habits

Background Research on Educational Podcasts

Podcast vs. Non-Podcast Listeners

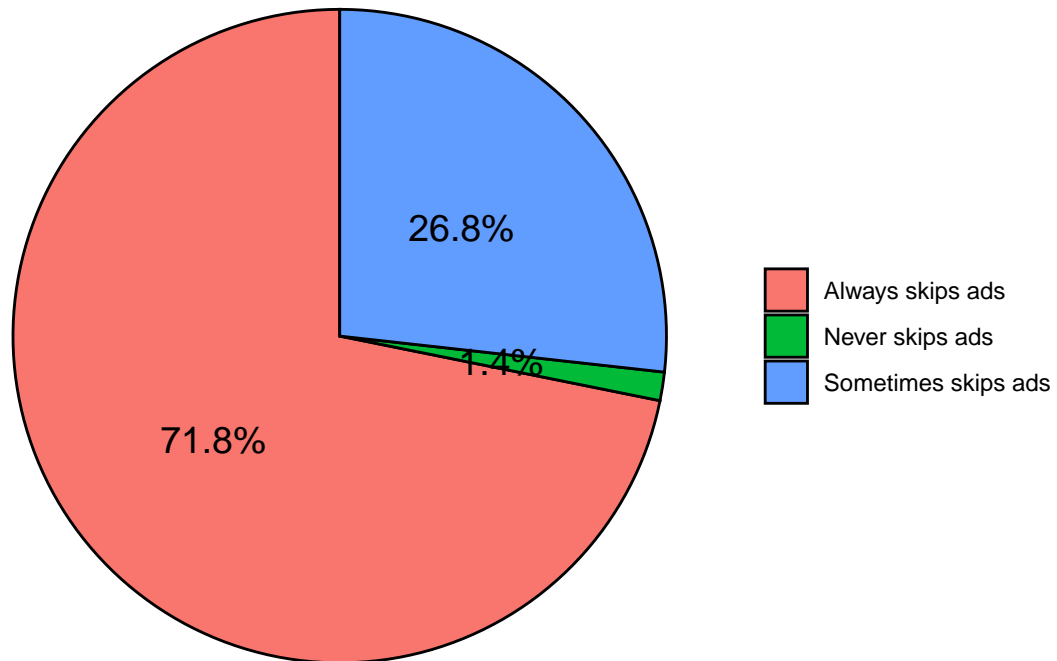
Percentage of non-podcast listeners vs. people who have listen to at least one educational type of podcast.

Proportion of Participants Who Listens to a Podcast



Proportion of Podcast Listeners Who Skip Ads vs. Fast-Forwards

Ad Skipping Behavior



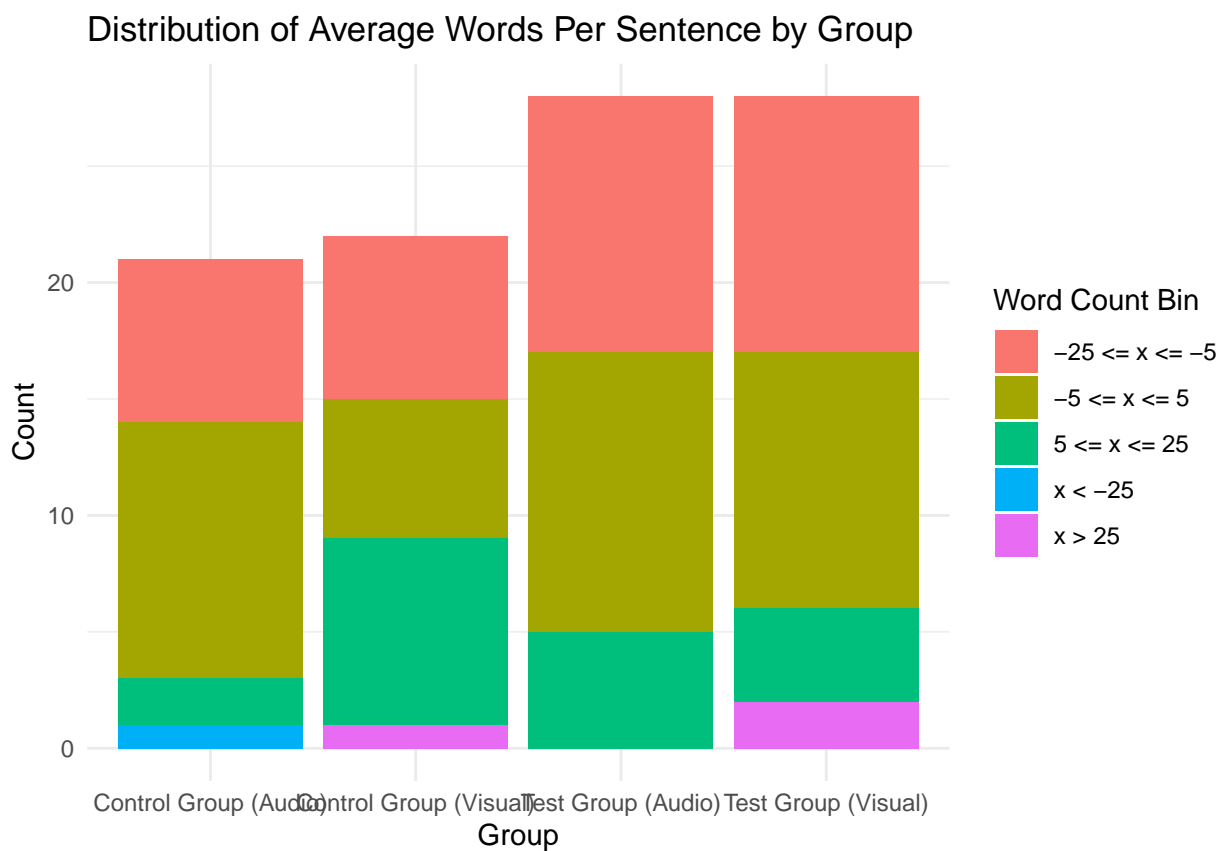
ITMIST Scores

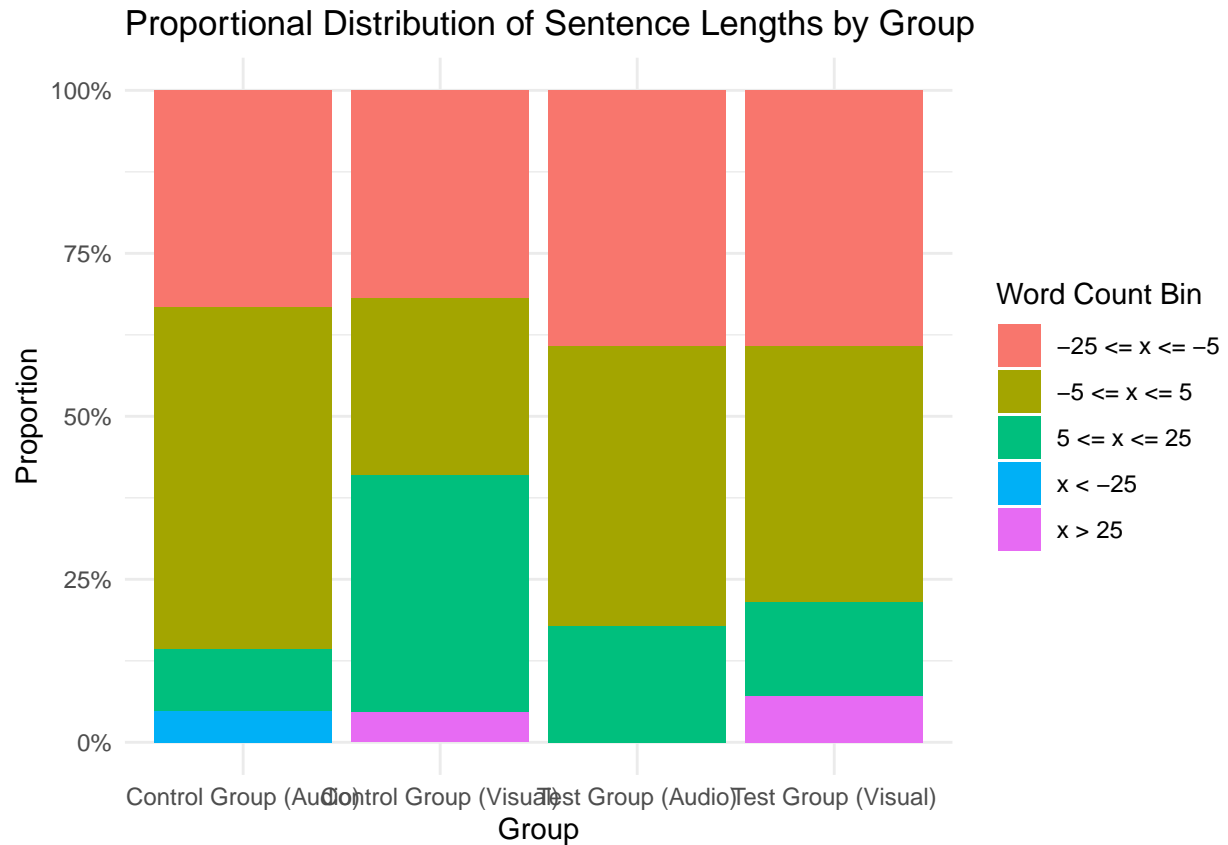
II: Analysis of Qualitative Questions

This didn't effect anybody across all of the categories.

QQ1 - Content/View of Answer

[1] -114 55

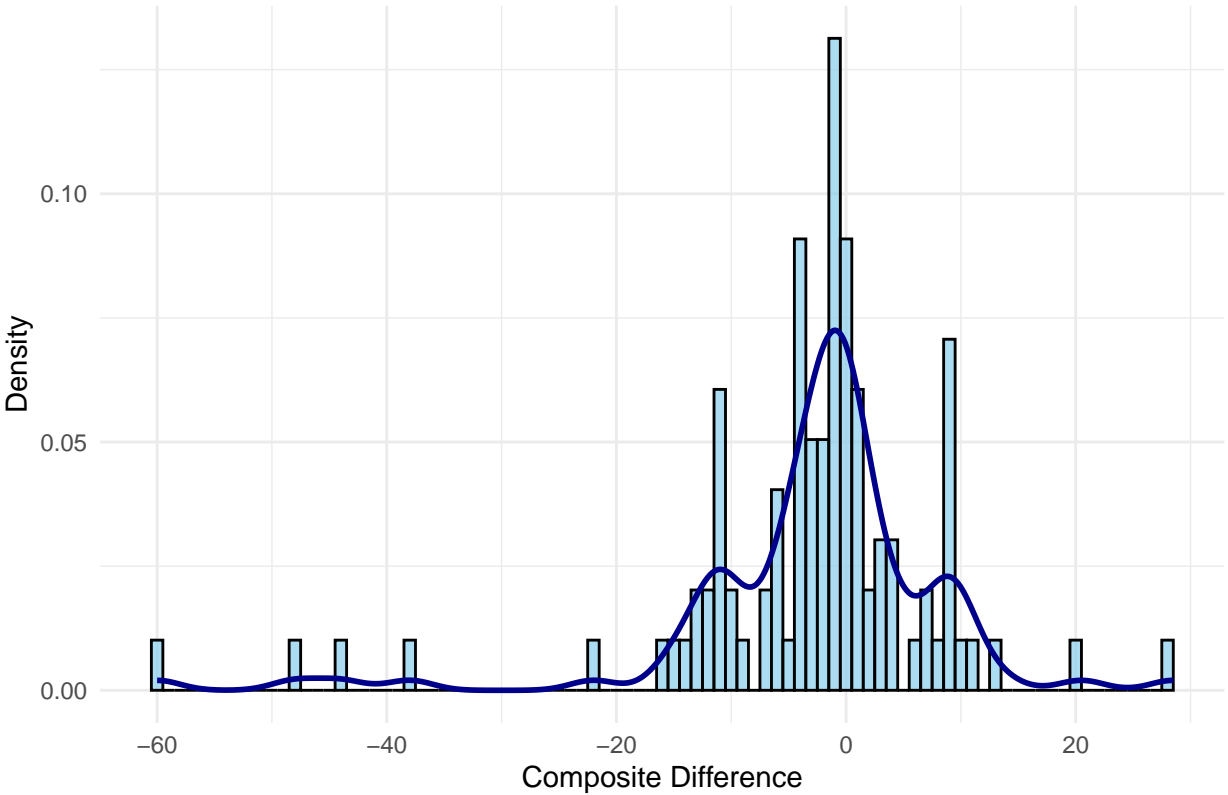




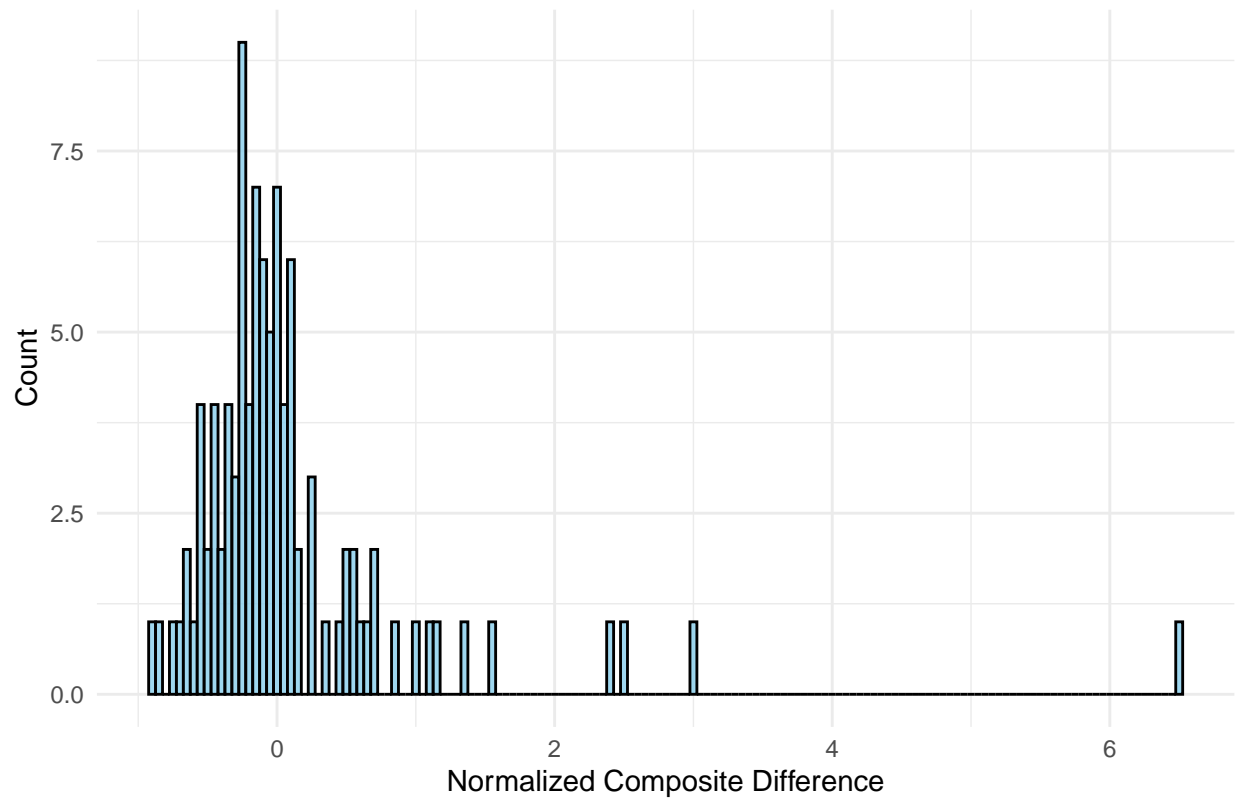
QQ1 - Change in Length of Answers (Avg. Words Per Sentence)

Change in word count. I looked at the amount of sentences and words per sentence, then took an average of words per sentence divided by the number of sentences to measure how each participant writes a sentence and relatively increased or decreased their thoughts

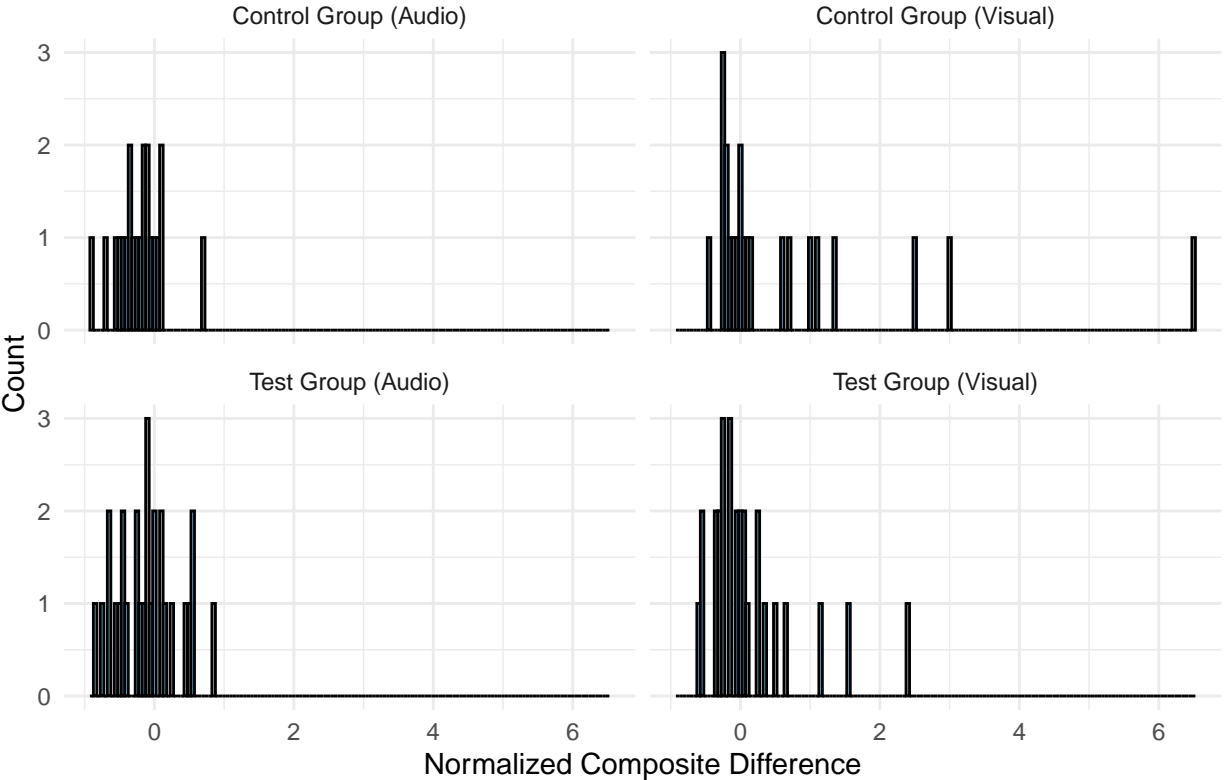
Histogram + Density of Composite Score Differences

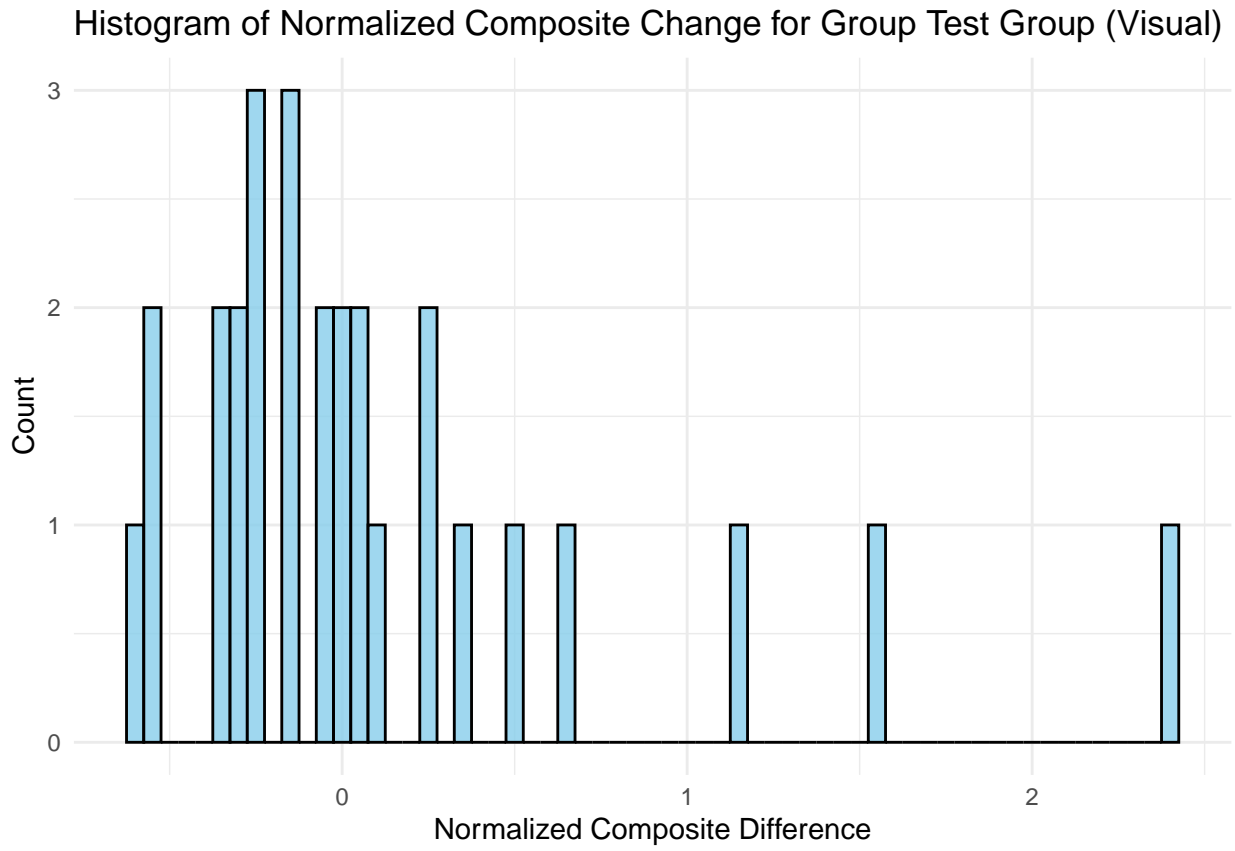


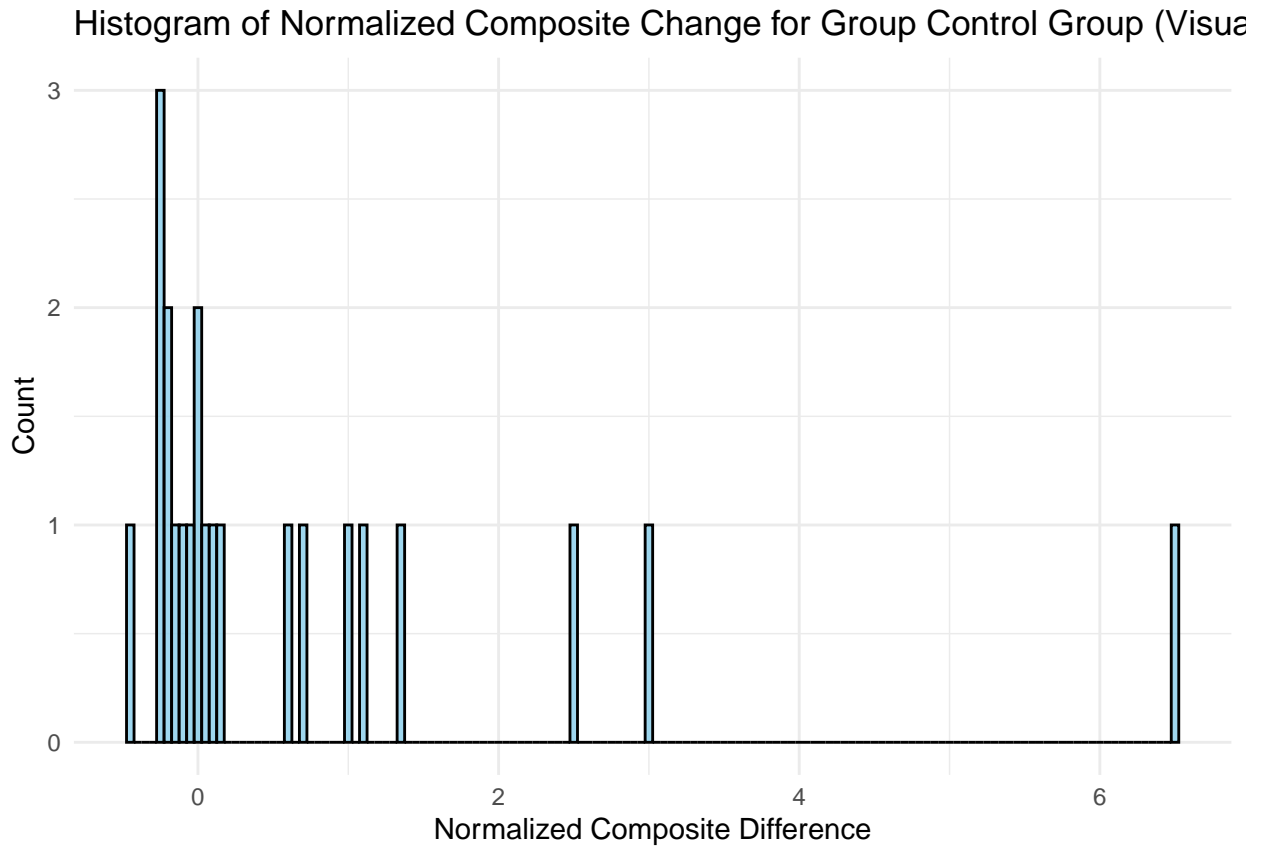
Histogram of Normalized Composite Change

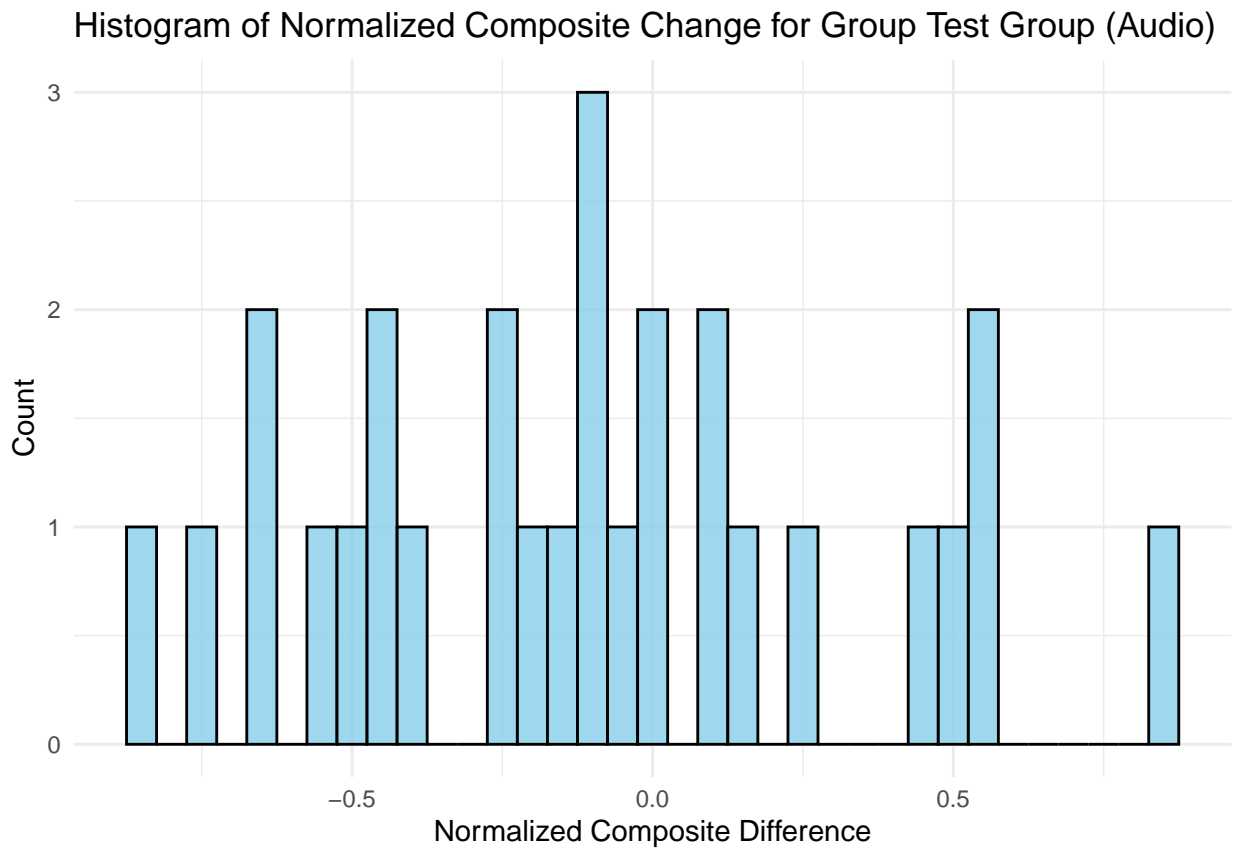


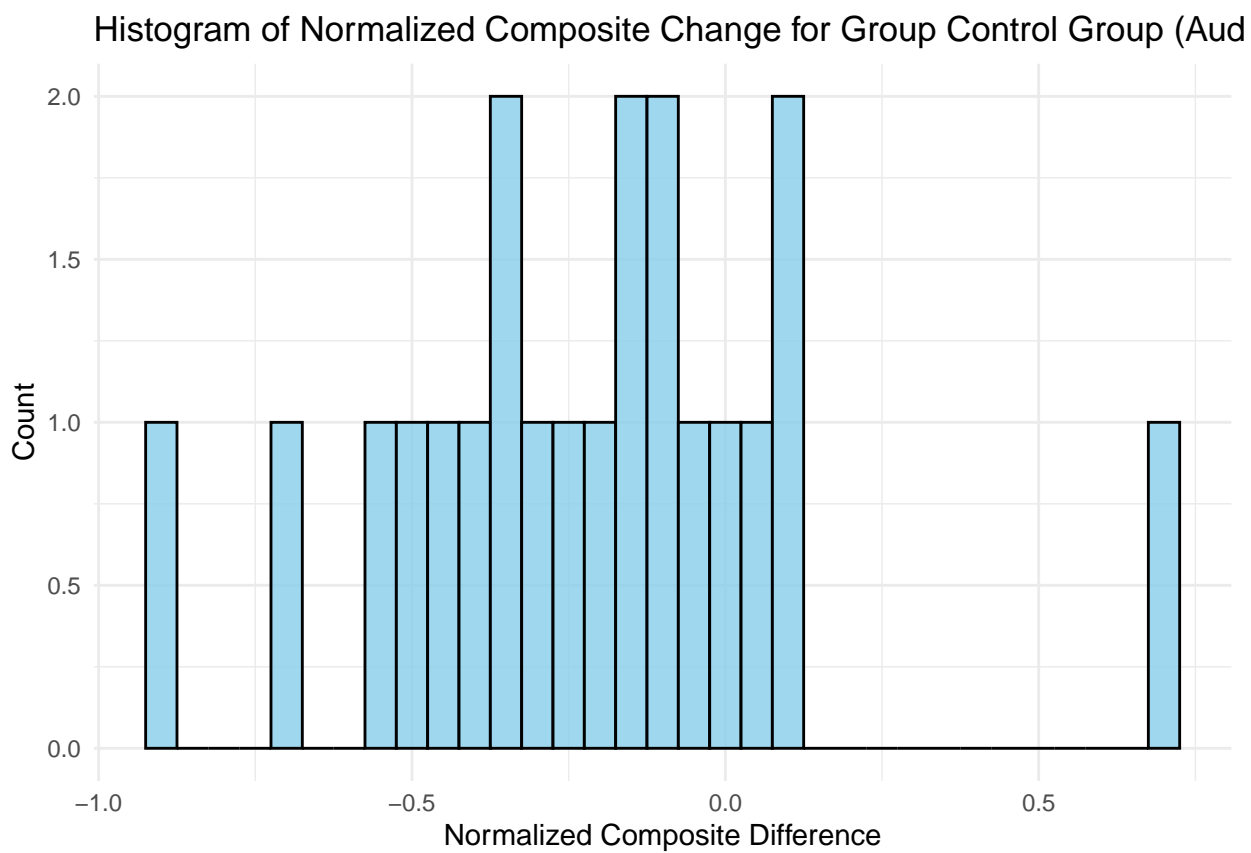
Histogram of Normalized Composite Change by Group



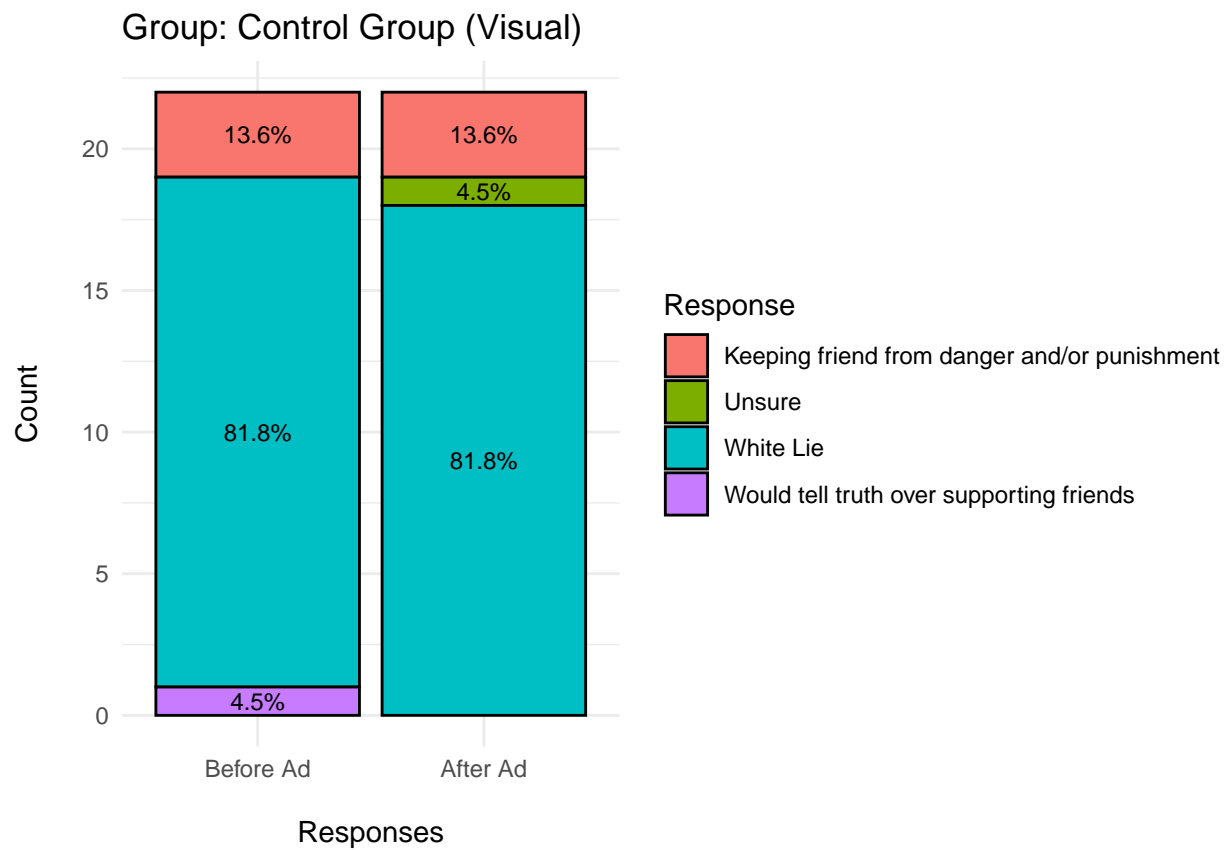
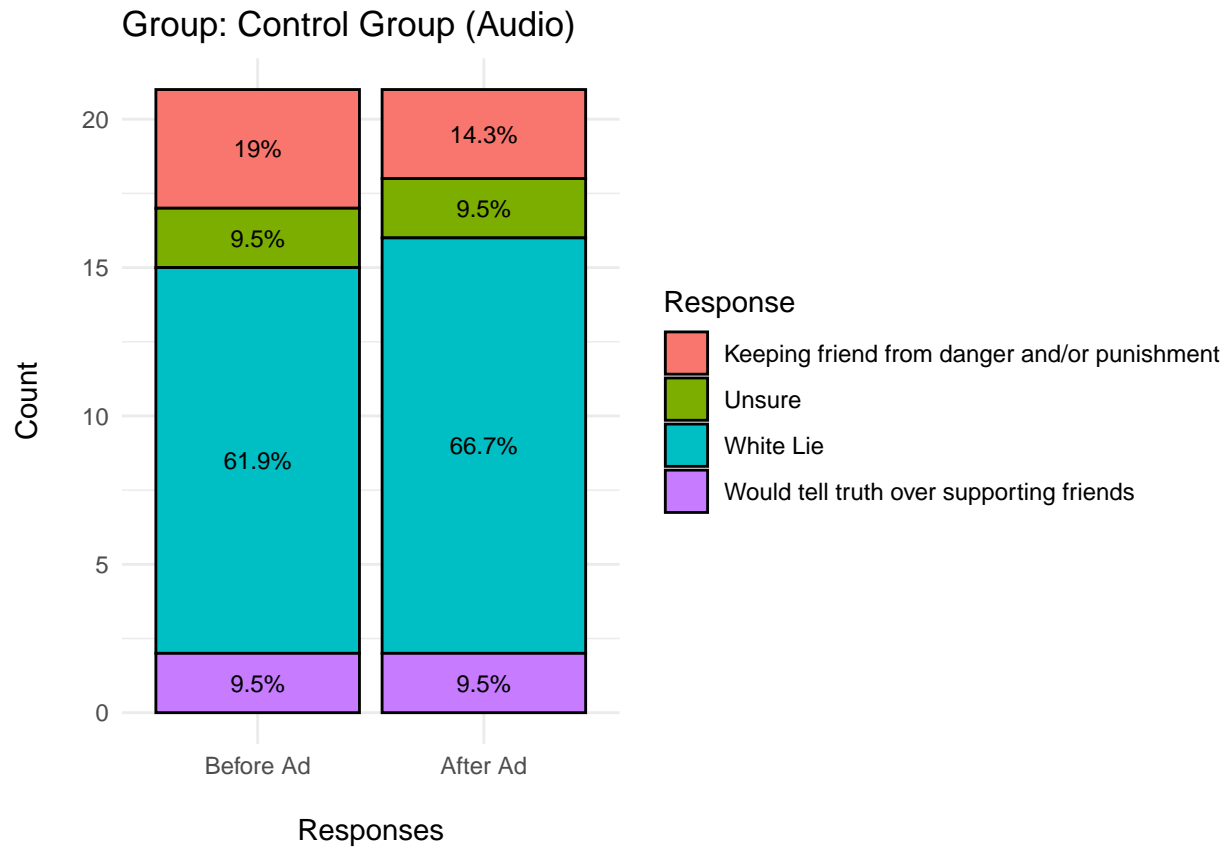




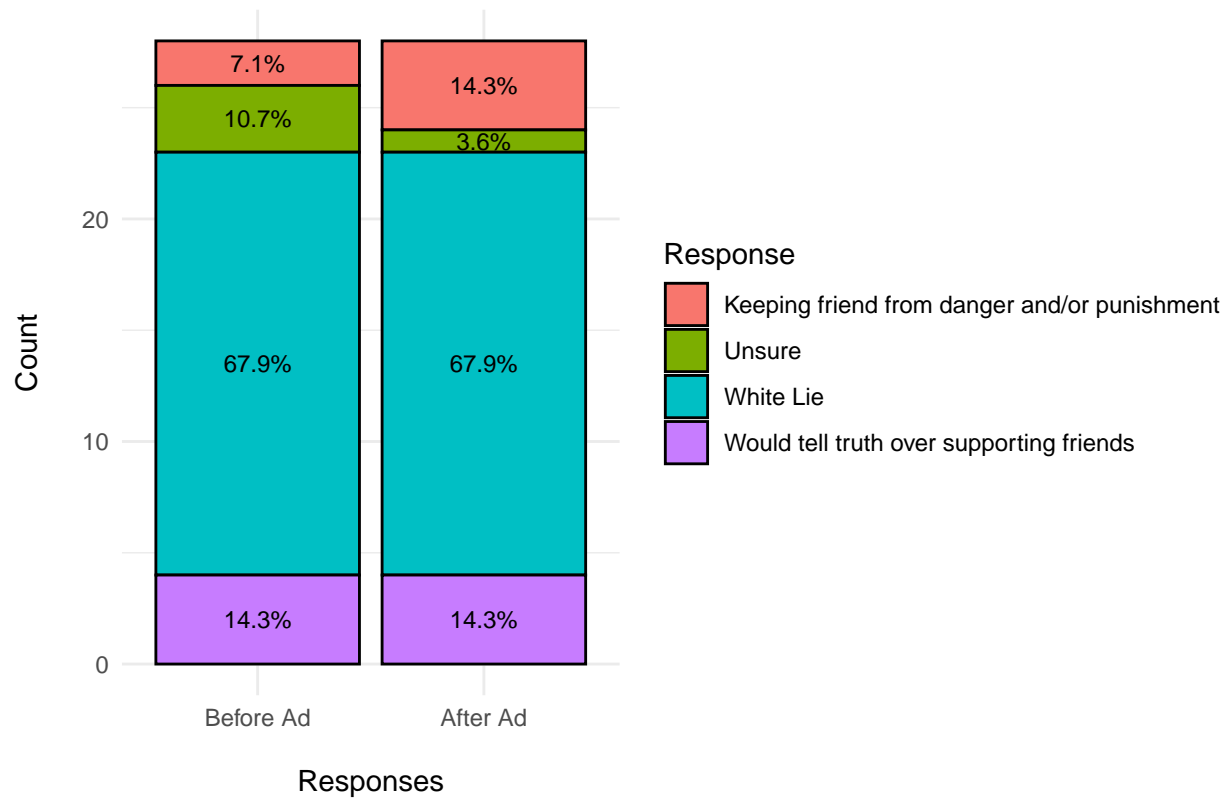


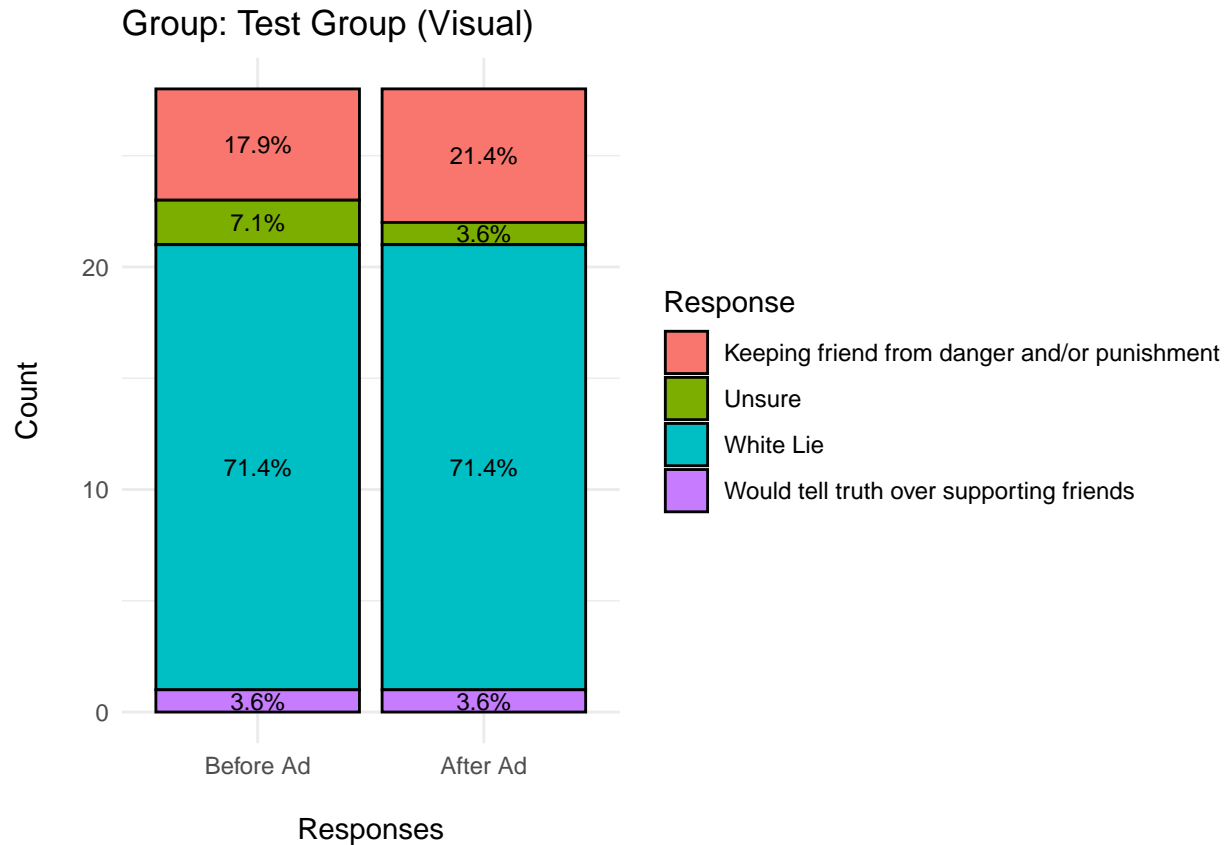


QQ3: Percentage Change in Views/Answers



Group: Test Group (Audio)





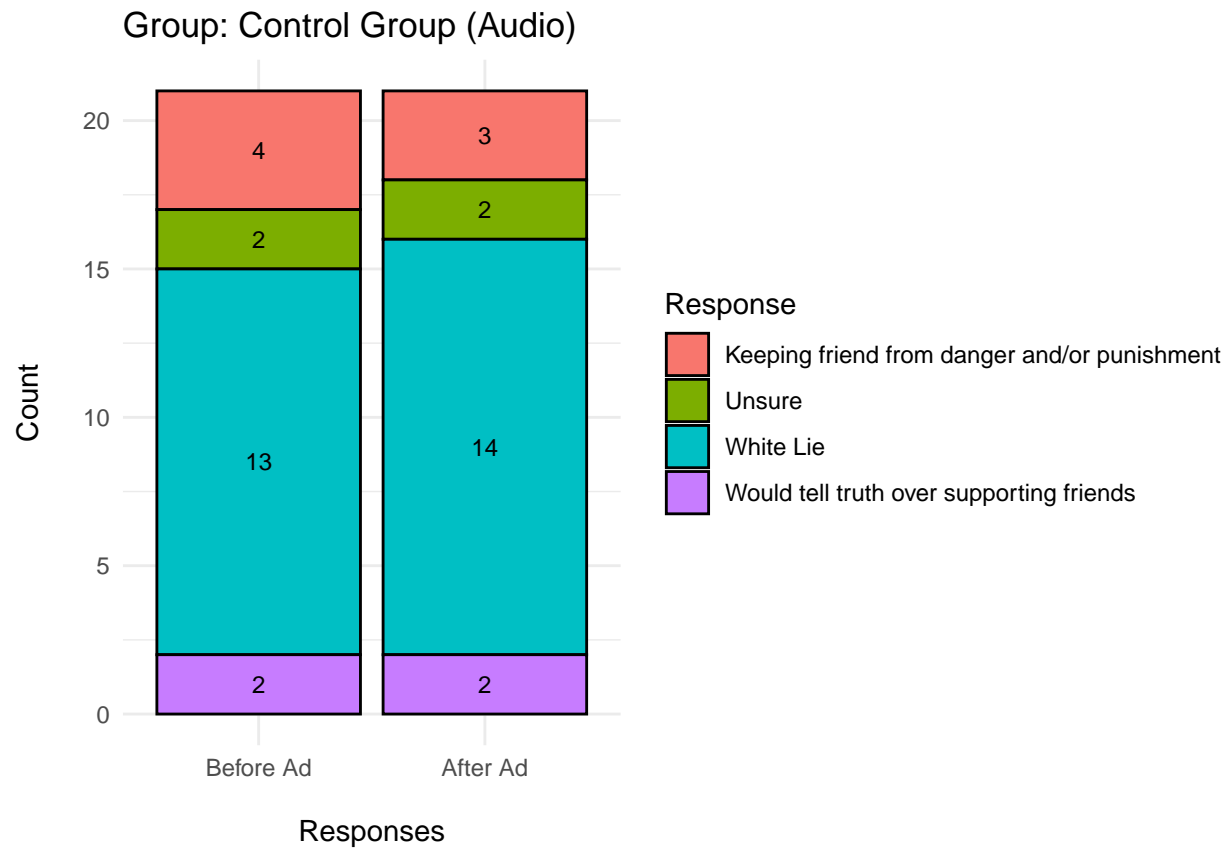
QQ3: Count of Change in Views/Answers (Use This One)

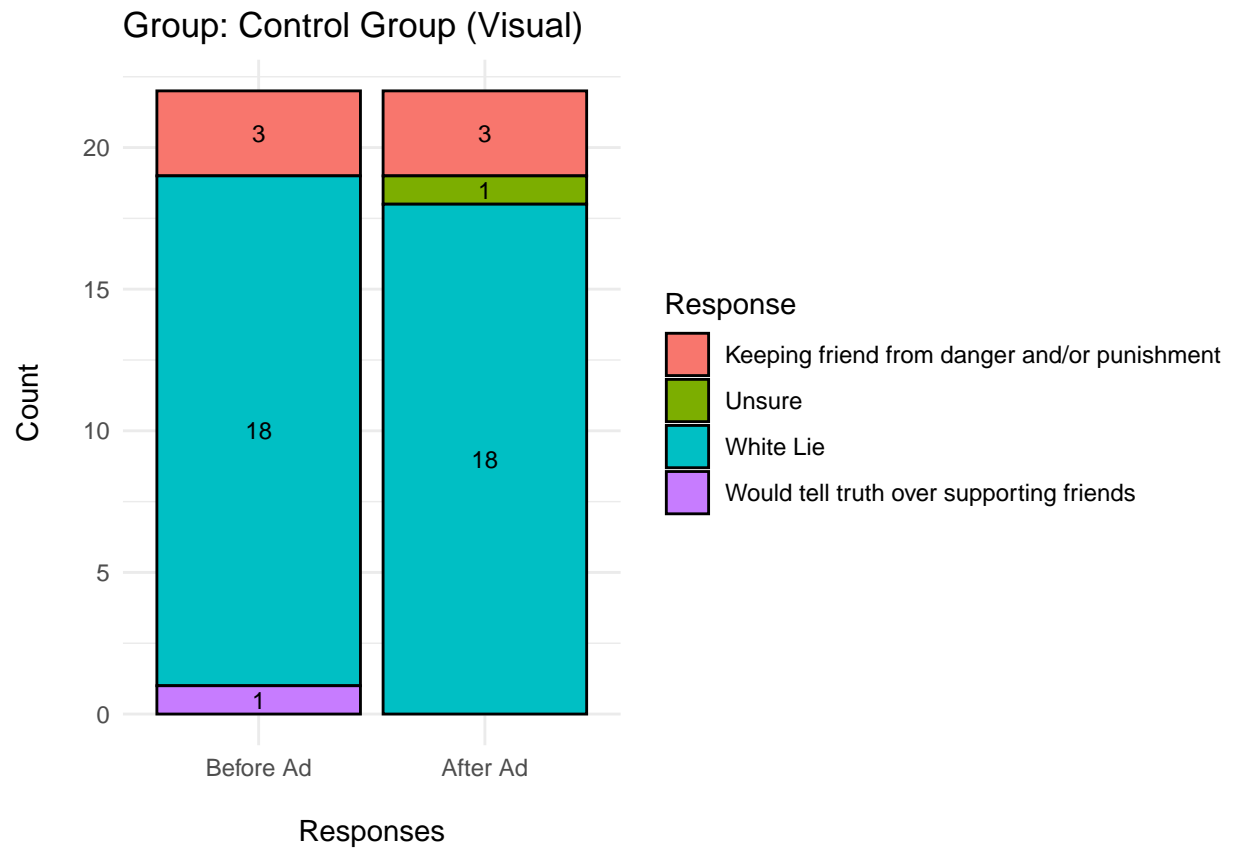
Overall, the ad didn't have that much of an effect on any of the groups in their response.

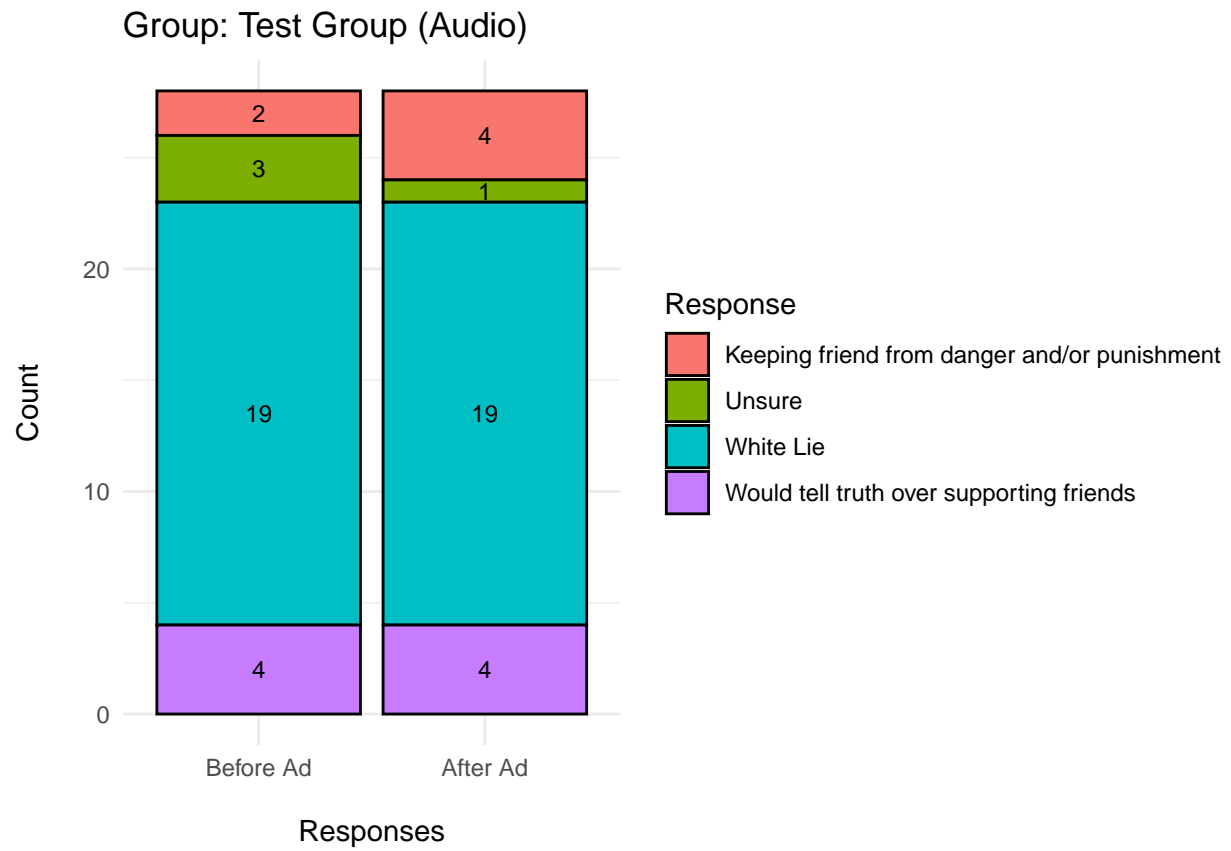
There were four main responses to QQ3:

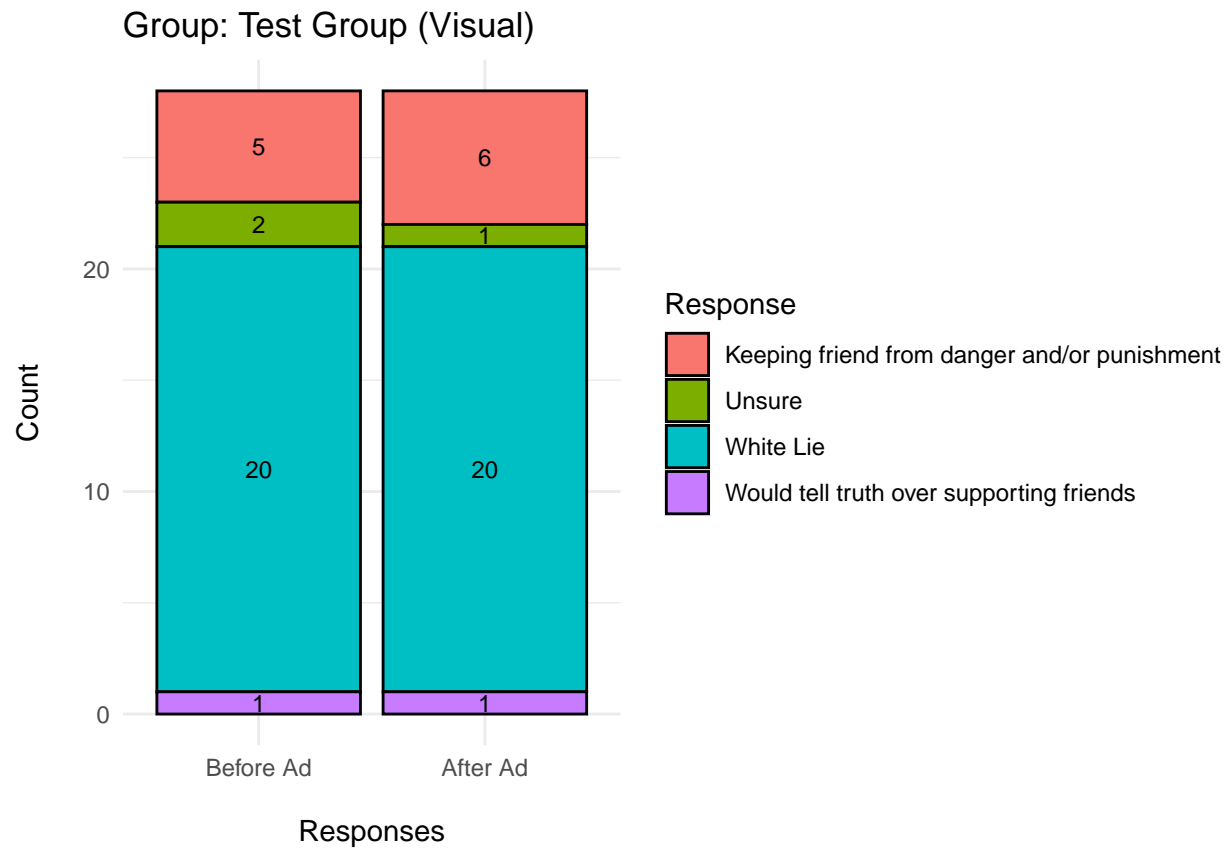
1. White Lie
2. Keeping friend from danger and/or punishment
3. Would tell truth over supporting friends
4. Unsure

While the Test Group (Audio) went from 7.1% to 14.3%, everything stayed exactly the same except for "Unsure." The Control Group (Audio) seems to have had some effect on the getting respondents to put a different answer, "Keeping friend from danger and/or punishment" to "White Lie," dropping by 25% and increasing by 7.8%.









Additional Sentiment

Sentiment towards ads

Sentiment about participating in future studies

References