**INTRO/BACKGROUND**

* Dr. Daley & Kainan developed a humorous audio ad with the aim of making a listener more skeptical about misinformation
* The ad was split into an audio and visual-audio format for a test group, and a random ad was also split into the same formats for a control group
* 99 college students participated in the study and were randomly assigned to one of the four ad groups
* The effectiveness of the ad was measure by 3 tests that measure’s a person’s tendency to believe misinformation:
  + Generic Conspiracist Beliefs Scale (GCBS)
  + Misinformation Susceptibility Test (MIST)-20 (20 questions)
  + IT-MIST (10 questions)
* Results published in March 2025, and there was moderate improvement but overall found to be effective