

## Demographics

**What is your age? (Please provide your answer as a whole number, such as 43)**

**Are you a U.S. citizen or permanent resident (green card holder)?**

Yes, I am a U.S. citizen.

Yes, I am a permanent resident (green card holder).

No, I am neither a U.S. citizen or a permanent resident.

**What is your gender identity?**

Female

Male

 Other

**Do you consider yourself to be**

Heterosexual or straight

Gay or lesbian

Bisexual

Other

## **Do you identify as a member of the LGBTQ+ community?**

Yes

No

## **Are you Hispanic or Latino?**

Yes

No

## **Regardless of your answer to the last question, what race do you consider yourself?**

White

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Pacific Islander

Other

## **What is your highest level of education, including the degree you are currently pursuing, if any?**

Did not graduate from high school

High school degree

Some collage

Associate degree

Bachelor's degree

Master's degree (M.A, M.S., M.B.A., etc.)

Professional degree (M.D., J.D., etc.)

Doctoral degree (Ph.D., D. Phill, etc.)

### **What is your total family income from last year?**

Less than \$25,000

\$25,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$99,999

\$100,000 to \$149,999

\$150,000 or more

### **What is your religious preference?**

Protestant (Denomination)

Catholic

Muslim

Buddist

Jewish

Agnostic

Atheist

None

Other

Another type of Christian

### **How often do you attend religious services?**

More than once a week

Once a week

Once or twice a month

A few times a year

Once a year or less

Never

## **Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?**

Democrat

Republican

Independent

Other

Not sure

## **Would you call yourself a strong \${q://QID13/ChoiceGroup/SelectedChoices} or a not very strong \${q://QID13/ChoiceGroup/SelectedChoices}?**

Strong

Not very strong

## **Do you think of yourself as closer to the Republican or to the Democratic Party?**

Democratic Party

Republican Party

Neither

## **In general, do you think of yourself as**

Very liberal

Moderately liberal

Moderate

Moderately conservative

Very conservative

## Trust Levels

**Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people? (Please use a 5-point scale where 1 means that you can't be too careful and 5 means that most people can be trusted.)**

5: I think most people can be trusted.

4

3

2

1: I think you can't be too careful.

**How much do you trust Joe Biden? (Please use a 5-point scale where 1 means that you do not trust him at all and 5 means you trust him a great deal.)**

5: I trust Joe Biden a great deal.

4

3

2

1: I do not trust him at all.

**How much do you trust Donald Trump? (Please use a 5-point scale where 1**

**means that you do not trust him at all and 5 means you trust him a great deal.)**

5: I trust Donald Trump a great deal.

4

3

2

1: I do not trust him at all.

**How much do you trust Dr. Anthony Fauci? (Please use a 5-point scale where 1 means that you do not trust him at all and 5 means you trust him a great deal.)**

5: I trust Dr. Fauci a great deal.

4

3

2

1: I do not trust him at all.

**How much do you trust scientists and medical professionals not affiliated with the government? (Please use a 5-point scale where 1 means that you do not trust them at all and 5 means you trust them a great deal.)**

5: I trust them a great deal.

4

3

2

1: I do not trust them at all.

## **Where do you usually get your news? (Please select all)**

National mass media

Local media

Social media

Podcasts

Other news websites NOT affiliated with national or local media

Clubs or other local communities

Other

## **On average, how often do you use social media?**

Less than 10 minutes a day

10 minutes to an hour a day

1~2 hours a day

2~4 hours a day

4~6 hours a day

Over 6 hours a day

## **When using social media, how often do you post any content (for example, on Facebook or Twitter)?**

Many times a day

Daily

Weekly

Monthly

Less than monthly

## **What's your main objective when you post something on social media?**

**(Please select all.)**

- To inform people
- To make people laugh
- To make others react to (for example, "like") or share your posts
- To convince people of your point of view
- To gain more followers

Other

**When using social media, have you ever updated your personal information, such as where you work or your birthday?**

- Yes
- No
- I don't remember

**When using social media, how often do you react to political or social content, including Covid-related content (for example, by "liking" a post)?**

- Many times a day
- Daily
- Weekly
- Monthly
- Less than monthly

**When using social media, how often do you share political or social news (for example, by sharing a link)?**

- Many times a day
- Daily
- Weekly

Monthly

Less than monthly

**When using social media, have you ever followed a politician or a political/social issue account?**

Yes

No

I don't remember

**When using social media, have you ever seen any content posted by others that offended you or made you angry?**

Yes

No

I don't remember

**In general, how often do you get offended or angry when using social media?**

Many times a day

Daily or several times a week

Once a week or several times a month

Very occasionally (less than once a month)

**When using social media, have you ever blocked, unfriended or hidden someone because of the content they have posted?**

Yes

No

I don't know I could do this

I don't remember

## When using social media, have you ever reported a post, a page, or a user to the social media platform to be hidden or removed?

Yes

No

I don't know I could do this

I don't remember

## How often do you search for political/social news online?

Multiple times a day

Once a day

Several times a week

Once a week

Fewer than once a week

## In general, how much would you trust each of the following news sources?

	Highly trustworthy	Somewhat trustworthy	Not very trustworthy	Not trustworthy at all	I don't know much about this source
New York Times	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
FOX News	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CNN	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSNBC	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One America	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## News (OAN)

Wall Street Journal	<input type="radio"/>				
Breitbart	<input type="radio"/>				
NPR	<input type="radio"/>				
USA Today	<input type="radio"/>				

## In general, how much would you trust news on each of the following social media platform?

	Highly trustworthy	Somewhat trustworthy	Not very trustworthy	Not trustworthy at all	I don't know much about this platform
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Truth Social	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gettr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## When viewing news online, how often do you check to see if the source is trustworthy?

I always check the source

I often check the source

I sometimes do

Hardly ever

I never do so

## Would you say you're good at judging whether some online news is true or not?

I'm an expert

I'm generally good at it

I think I can do okay, but I'm not sure

I don't think I am very good at it

I really can't tell truth from falsehood online

## After you've read some news online, how often do you stop and think about its accuracy?

I reflect on what I read every time

I often reflect on what I read

I sometimes do

Hardly ever

I never do so

## To what extent do you think false news and online misinformation is a problem for our society? (Please use a 5-point scale where 1 means that you don't think so at all and 5 means it's the biggest problem.)

1: I don't think false news online is a problem at all. / I think it's an exaggerated hoax.

2

3

4

5: I think it's the biggest problem facing our society.

**To what extent do you think human activities causing climate change is a problem for our society? (Please use a 5-point scale where 1 means that you don't think so at all and 5 means it's the biggest problem.)**

1: I don't think human activities are causing climate change at all. / I think it's an exaggerated hoax.

2

3

4

5: I think it's the biggest problem facing our society.

**To what extent do you think COVID-19 is a problem for our society? (Please use a 5-point scale where 1 means that you don't think so at all and 5 means it's the biggest problem.)**

1: I don't believe COVID-19 is a problem at all. / I think it's an exaggerated hoax.

2

3

4

5: I think it's the biggest problem facing our society.

## Attention Check

**Please select the choice that starts with the letter p below. This question simply seeks to make sure you are still doing the survey.**

Thank you for the answers so far.

We really appreciate your time.

Your responses are very helpful.

Please go on answering the questions.

Questions will continue.

## Control

**Most people think misinformation is a problem, especially when we share false information without knowing it's false.**

Got it.

## Treatment: Tactics

**Most people think misinformation is a problem, especially when we share false information without knowing it's false.**

Got it.

💡 As the old saying goes: “A picture can tell a thousand words.”  This is especially true for misinformation.

📈 Graphs and diagrams can be misleading or misinterpreted, especially if they use cherry-picked statistics that support one story without providing all of the data and context.

⚠️ When confronted with a diagram on social media, be sure to look it over carefully.

⚠️ Check the source, where the data comes from, as well as its original context.

➡️ As humans, we tend to look for clues to quickly work out if something is credible, like insider or expert knowledge.

 **But beware:** One effective misinformation tactic is false experts: “500 scholars say there's no climate emergency...” or “My brother works for the government and has inside knowledge. He just told me that COVID is a hoax”.

 When you see information that supposedly comes from an expert, try to understand WHY that person is an expert and see if there are other people in their field who disagree.

 Websites are easy to make and make content look more authoritative.

 They also provide a quick way to monetize misinformation by connecting content to advertising.

 When confronted with an unfamiliar webpage, try to figure out who created it. Who contributes the information? What are their credentials and background?

Here are some red flags to look out for:

- ▶ The website is selling a product
- ▶ The website URL looks weird or has an unusual ending
- ▶ The contributors claim to be experts but you can't find their credentials

 Misinformation is often presented to look like it came from another organization that people trust. Somebody could do this by using another brand's logo or even just having similar visuals or names. !!



**Remember:** we're much more likely to let our guards down and trust information from sources that are familiar.

 For that reason, we often see false or misleading information using well-known logos.

**!!** A lot of misinformation isn't entirely false. It can contain some truth that has been presented in a false or misleading way, making the false content more believable and more difficult to debunk.

 Videos and audio showing a person experienced something first hand are frequently taken out of context to portray a particular point of view.

 Quotes from politicians are often cut and reframed to change the meaning. Old videos or pictures can also be reshared to represent something occurring now.

 It's always a good idea to verify the source of an image and whether it has been used before. Remember: Context is important!

## Treatment: Tactics Quiz

Most people think misinformation is a problem, especially when we share false information without knowing it's false.

Got it.

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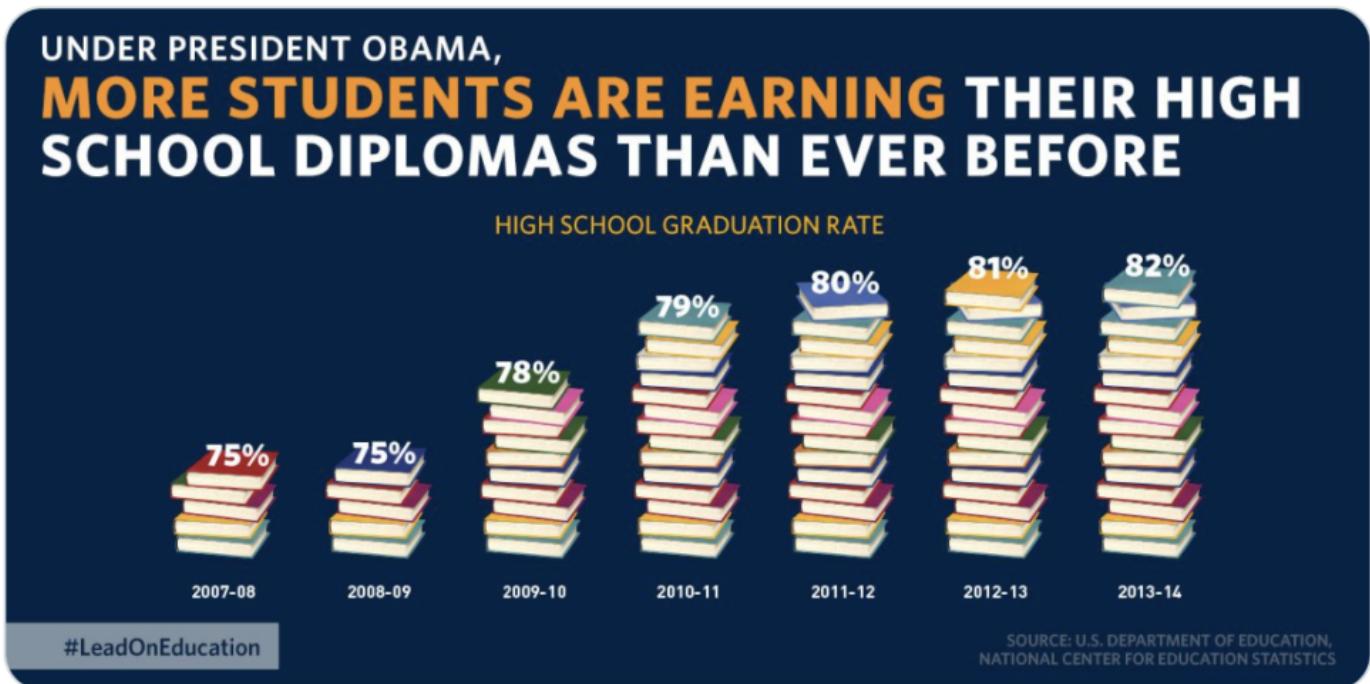
Take a look at the chart below.



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@ObamaWhiteHouse

...

Good news: America's high school graduation rate has increased to an all-time high. 🎓 [wapo.st/1m40Mei](http://wapo.st/1m40Mei)



1:11 PM · Dec 16, 2015 · TweetDeck

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Can you tell what's misleading about it?

The numbers have been fabricated

The chart is set up in a way that exaggerates the increase

High school graduation rate is a meaningless indicators of achievement

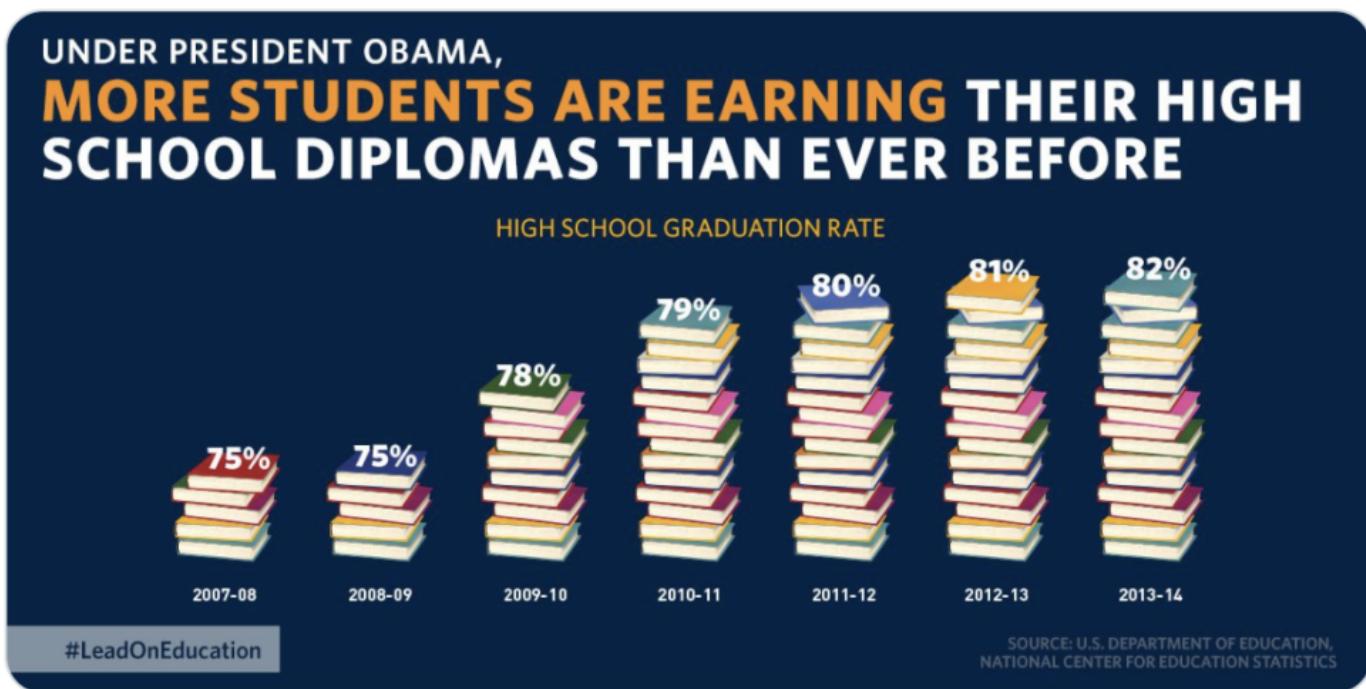
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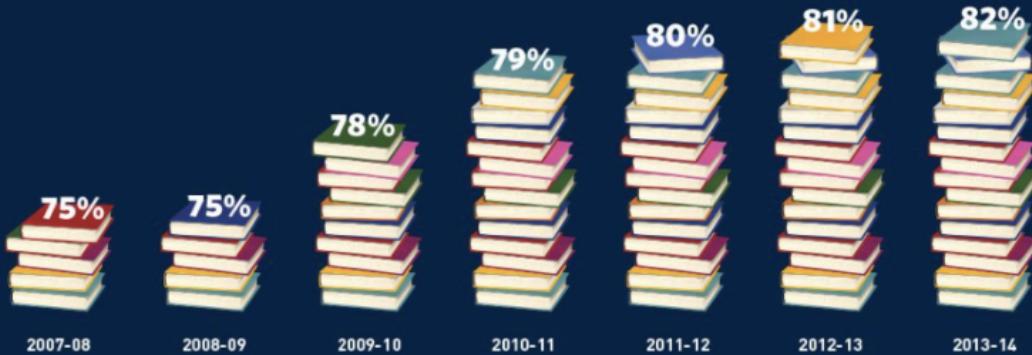
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## MORE STUDENTS ARE EARNING THEIR HIGH SCHOOL DIPLOMAS THAN EVER BEFORE

HIGH SCHOOL GRADUATION RATE



#LeadOnEducation

SOURCE: U.S. DEPARTMENT OF EDUCATION,  
NATIONAL CENTER FOR EDUCATION STATISTICS

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### Treatment: Combined

Most people think misinformation is a problem, especially when we share false information without knowing it's false.

Got it.

When information makes us angry 😠 scared 😱 or sad 😢, we're less likely to

carefully analyze what we're seeing.

We also use a lot of mental shortcuts to make decisions. For example, if a friend posts something misleading on social media, we might be more likely to share it because we trust that person. However, on social media, sometimes the mental shortcuts that we use to make judgements are actually missing! 😳

Think about it. A lot of what we see on social media are screenshots and memes. It's harder to tell whether the information we're consuming is serious 🧑 or a joke 😂, breaking news or analysis 😊

🎩 As the old saying goes: “A picture can tell a thousand words.” 🖼 This is especially true for misinformation.

📈📊 Graphs and diagrams can be misleading or misinterpreted, especially if they use cherry-picked statistics that support one story without providing all of the data and context.

Our emotions also get in the way. We enjoy feelings of “knowing more” than other people or being “intellectually superior”. 📚🧠

🧠 These feelings of “knowing more” than other people might make us feel good, but they can also make us less critical and more prone to believing misinformation.

🤔 And most misinformation isn't entirely false. A lot of misinformation has a small kernel of truth that has been presented in a false or misleading way. !!

💪 When confronted with a graph or diagram on social media, be sure to look it over carefully and check where the data comes from.

➡ As humans, we tend to look for clues to quickly work out if something is credible, like insider or expert knowledge.

👁 Remember that we also like to feel more knowledgeable than other people. We like to feel like we are part of a select few who see the “truth.”

⚠ But beware: One effective misinformation tactic is false experts: “500 scholars say there's no climate emergency...” or “My brother works for the government and has inside knowledge. He just told me that COVID is a hoax”.

👀 We are especially prone to believing these kinds of posts when we are afraid, such as during crisis situations like the pandemic. 😱

🤔 The next time you're presented with information that someone claims comes from an expert, try to understand WHY that person is an expert and see if there are other people in their field who agree with them.

Let's talk about one of the sneakiest tricks in the book: imposter content. 🤡

➡ The human brain uses mental shortcuts to try to work out whether information can be trusted.

🎩 The bad news is that a lot of misinformation uses many of these same tricks to sound convincing.

❗ Imposter content is when somebody makes it look like their information came from another organization that people recognize and trust.

💡 Remember: we're much more likely to let our guards down and trust

information from sources that are familiar. Hence, we often see false or misleading information using well-known logos. By using logos of well-known organizations like the CDC and the WHO, the hope was to fool people into believing false information.

Whenever you're looking at something on social media and you're wondering whether it's true, or you're simply having a strong reaction to it, try following these **3** simple steps:

 **STOP:** Take a second to pause and breathe before resharing anything.

 **QUESTION:** How does this make me feel? Angry, scared, superior? If it feels convincing, why do I feel that way? Remember the tactics that we talked about: charts and diagrams, authoritative names we trust, genuine information that's simply presented out of context.

 **THINK:** Why does it make me feel this way? And is it possible I'm missing important information?

## Treatment: Combined Quiz

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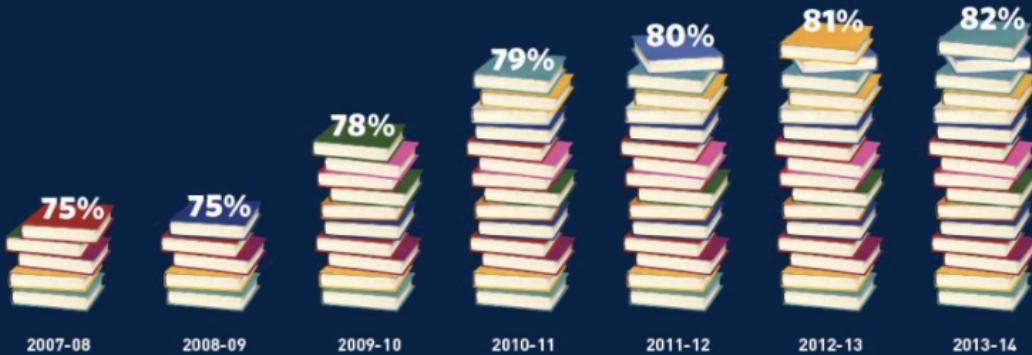
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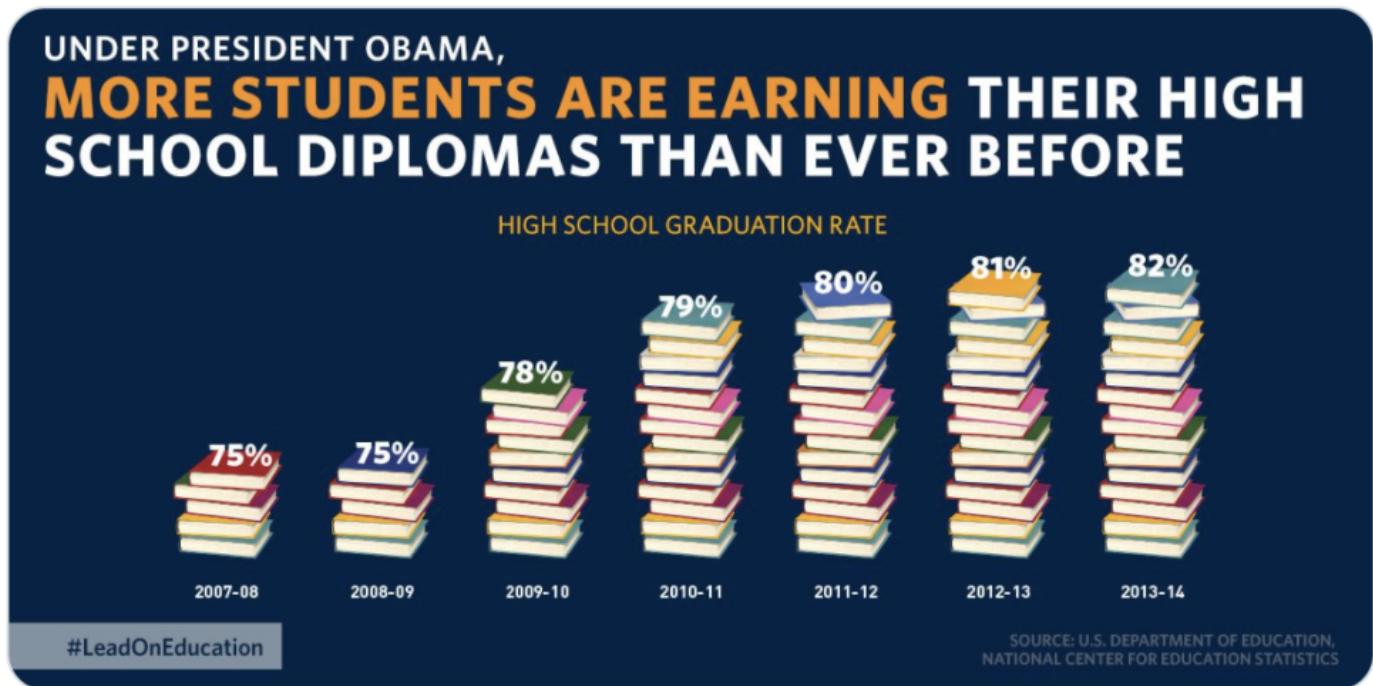
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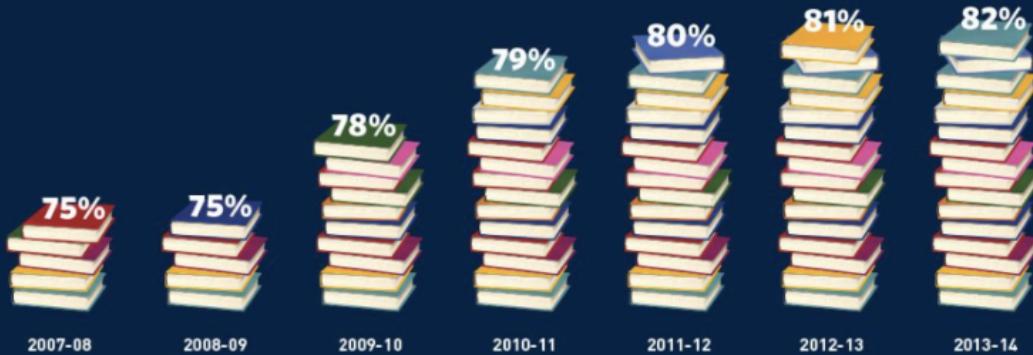
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## New Post-treatment

Here are some posts shared on social media. Let's take a look!

"A group of CDC researchers says the common cold is not natural but is manmade, engineered by the US military in 1948 as a bioweapon."

## **Do you think the post contains misinformation?**

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation
- I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

## **Would you share the post on social media?**

- Definitely
- Probably
- I might share it but I'm not sure
- I probably wouldn't
- Definitely not
- I may share it to criticize its content

**"It has been shown that being overweight or obese may shorten your life, in some cases by a decade or more. "**

## **Do you think the post contains misinformation?**

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation
- I can't tell

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**Would you share the post on social media?**

Definitely

Probably

I might share it but I'm not sure

I probably wouldn't

Definitely not

I may share it to criticize its content

**"There is little evidence supporting the idea that Vitamin C has an effect on your cold if you start taking it after you develop symptoms."**

**Do you think the post contains misinformation?**

Yes, I think it contains misinformation

No, I don't think it contains misinformation

I can't tell

**How confident are you in your judgment on whether the post contains**

**misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

### **Would you share the post on social media?**

- Definitely
- Probably
- I might share it but I'm not sure
- I probably wouldn't
- Definitely not
- I may share it to criticize its content

**"They are hiding the truth from you and putting our children in danger. Give your child a tablespoon of garlic and honey each day to prevent measles, not any of the dangerous vaccines and drugs doctors want to feed to our kids."**

### **Do you think the post contains misinformation?**

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation
- I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

0 1 2 3 4 5 6 7 8 9 10

## Would you share the post on social media?

- Definitely
- Probably
- I might share it but I'm not sure
- I probably wouldn't
- Definitely not
- I may share it to criticize its content

**"Very important! One of my best friends, who is a doctor, just published an article about how a diet rich in carrots can prevent diabetes. What good news!"**

## Do you think the post contains misinformation?

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation
- I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0 1 2 3 4 5 6 7 8 9 10

## Would you share the post on social media?

Definitely

Probably

I might share it but I'm not sure

I probably wouldn't

Definitely not

I may share it to criticize its content

**"There's little evidence to suggest that food can trigger migraines, even though many people try diets as a treatment. Skipping meals, however, is one common trigger. "**

## Do you think the post contains misinformation?

Yes, I think it contains misinformation

No, I don't think it contains misinformation

I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

## Would you share the post on social media?

Definitely

Probably

I might share it but I'm not sure

I probably wouldn't

Definitely not

I may share it to criticize its content

**"It's inexcusable how the cancer industry and Big Pharma are withholding the cure for cancer so that they can continue making \$++. It's always profit over everything, even public health."**

### **Do you think the post contains misinformation?**

Yes, I think it contains misinformation

No, I don't think it contains misinformation

I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

### **Would you share the post on social media?**

Definitely

Probably

I might share it but I'm not sure

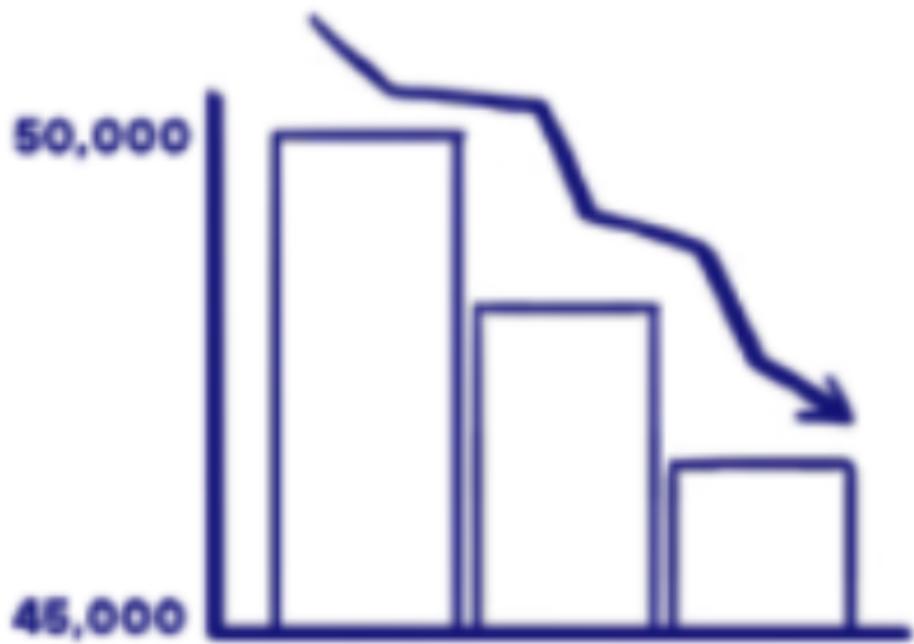
I probably wouldn't

Definitely not

I may share it to criticize its content

"Look at this. People KNOW that the vaccines are bad for you. The chart speaks for itself. They have been lying to us but they can't hide these statistics."

## A STARK DECLINE IN FLU VACCINE UPTAKE IN UNIVERSITY STUDENTS OVER THREE MONTHS



## **Do you think the post contains misinformation?**

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation
- I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

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## **Would you share the post on social media?**

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- I probably wouldn't
- Definitely not
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**"They continue silencing us and what we know — Dentists are using dangerous ingredients when they clean your children's teeth which can lead to a lower IQ. #savethechildren #knowthetruth #medical choice"**

## **Do you think the post contains misinformation?**

- Yes, I think it contains misinformation
- No, I don't think it contains misinformation

I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

0    1    2    3    4    5    6    7    8    9    10

**Would you share the post on social media?**

Definitely

Probably

I might share it but I'm not sure

I probably wouldn't

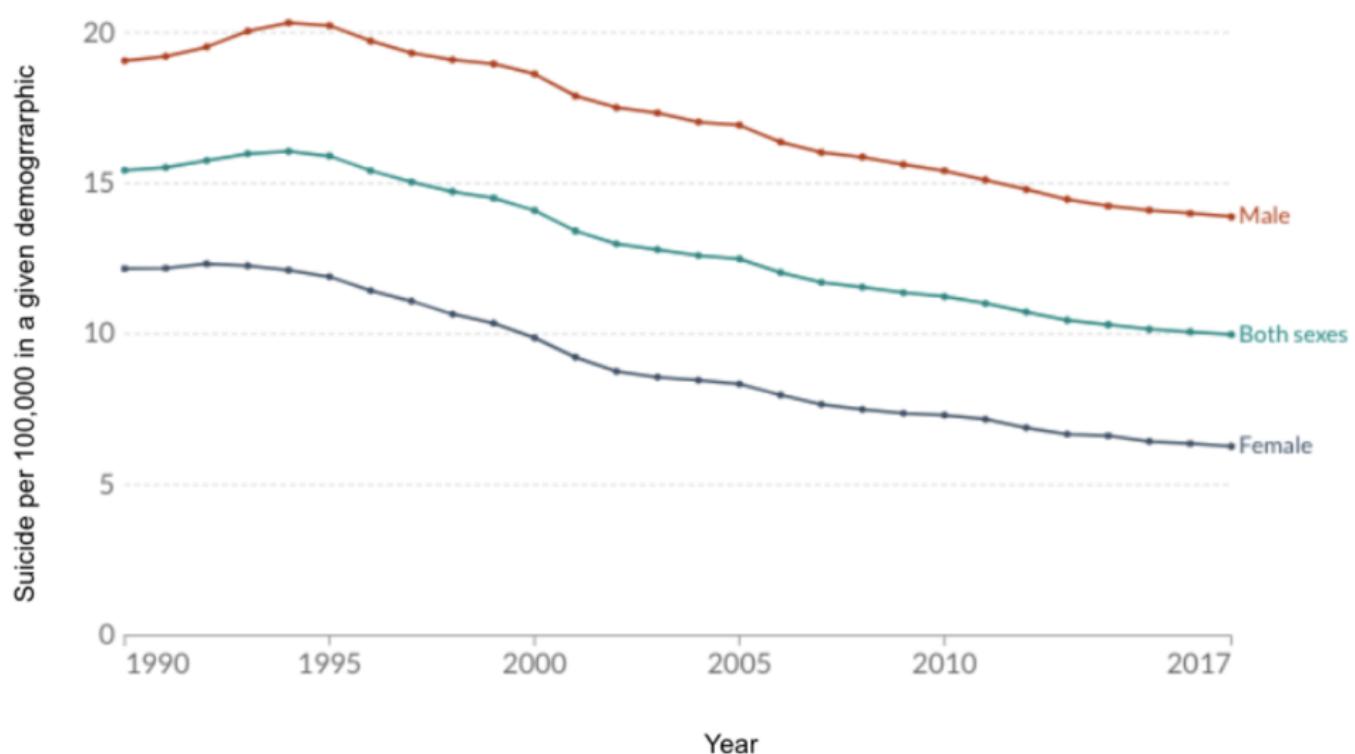
Definitely not

I may share it to criticize its content

**"This graph shows the suicide death rates by sex, globally from 1990-2017. Since 1990, men have shown a higher propensity towards suicide than women. Source: <https://ourworldindata.org/suicide>"**

## **Suicide death rates by sex, World, 1990 to 2017**

Suicide rates are measured as the number of deaths from suicide per 100,000 individuals in a given demographic.



## **Do you think the post contains misinformation?**

Yes, I think it contains misinformation

No, I don't think it contains misinformation

I can't tell

**How confident are you in your judgment on whether the post contains misinformation? (Please answer on a scale of 0~10, where 0 = no confidence and 10 = complete confidence.)**

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## Would you share the post on social media?

Definitely

Probably

I might share it but I'm not sure

I probably wouldn't

Definitely not

I may share it to criticize its content

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