Demographics

text. **Thank you so much for taking the time to complete our survey.**

The survey consists of 4 parts:
1. Basic questions about you and your experiences
2. Questions asking what you think about 6 examples
3. Mini course
4. Questions asking what you think about 6 additional examples

The entire survey takes <u>at most 15 minutes to complete</u>

It is important to us that you <u>read and answer all of the questions carefully</u>. We will occasionally ask you straightforward quiz questions that <u>check for your attention</u>. If you answer all of these questions correctly, you will go into a draw to win one of several <u>$20 Amazon gift cards</u>.

If all of this sounds good, please click the button below to continue with the survey.

Gender . **What is your gender identity?**

Female

Male

Other (please specify)

Race . **What is your race or origin? Please select one or more of the following options.**

White

Black, African American, or Negro

Hispanic, Latino or Spanish origin

American Indian or Alaska Native

Asian

Native Hawaiian or Other Pacific Islander

Some other race or origin:

Education . **What is your highest level of education completed?**

Less than high school degree

High school degree

Some college

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.)

Income. **What was your total family income 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

Ideology. **In general, which of the following best describes how you think of yourself?**

Very liberal

Moderately liberal

Moderate

Moderately conservative

Very conservative

Trust Levels & Intro

GeneralTrust. **Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people? Please answer on a scale of 1 to 5 where,**

1: I think you can't be too careful
5: I think most people can be trusted

1: I think you can't be too careful

2

3

4

5: I think most people can be trusted

KnowFauci. **Have you heard of Dr. Anthony Fauci?**

Yes

No

TrustFauci. **How much do you trust Dr. Anthony Fauci? Please answer on a scale of 1 to 5 where,**

1: I do not trust Dr. Fauci at all
5: I trust Dr. Fauci a great deal

1: I do not trust Dr. Fauci at all

2

3

4

5: I trust Dr. Fauci a great deal

TrustScientists. **How much do you trust scientists and medical professionals not affiliated with the government? Please answer on a scale of 1 to 5 where,**

1: I do not trust them at all

5: I trust them a great deal

1: I do not trust them at all

2

3

4

5: I trust them a great deal

Information Sources, Social Media Use, and Perception of Salient Topics

NewsSources. **Which of the following is your primary source of access to news? (If there are multiple equally important sources, please pick one of them)**

National mass media

Local media

Social media

Podcasts

Other news websites NOT affiliated with national or local media (please specify)

[   ]

Clubs or other local communities

[   ] Other (please specify)

I do not follow news

PostFrequency. **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

I don't use social media

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

Yes

No

I didn't know I could do this

I don't remember

I don't use social media

ReportUserSocialMedi. **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 didn't know I could do this

I don't remember

I don't use social media

ATT1. **It is important for us that you read all the questions carefully. To show that you are reading this, please select the option, I don't remember, below.**

Yes

No

I didn't know I could do this

I don't remember

I don't use social media

SeenManipulative. **Have you ever seen a manipulative news article or headline?**

Yes

No

Not sure

KnowSpot. **Do you know how to spot manipulative techniques used in articles or headlines?**

Yes

No

Not sure

text. **You have completed the first section of the survey! There are three more sections to go.**
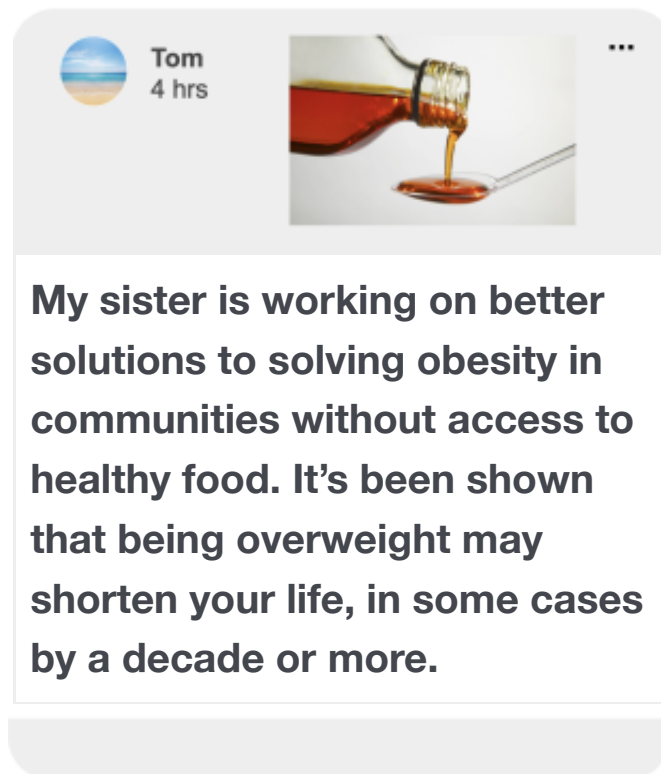
We will now ask what you think about 6 examples of social media posts.

Remember, please read the questions carefully. The survey includes specific questions designed to check your attention. If you answer all of them correctly, you will be eligible to win one of several $20 Amazon gift cards.

Test - True 2a

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

image.

Tom
4 hrs

My sister is working on better solutions to solving obesity in communities without access to healthy food. It's been shown that being overweight may shorten your life, in some cases by a decade or more.

True2a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

True2a2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

True2a3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not

6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

True2a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - True 2b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

image.

Tom
4 hrs

I read an article about how McDonald's once made bubblegum-flavored broccoli. Unsurprisingly, the attempt to get kids to eat healthier didn't go over well with the child testers, who were "confused by the taste."

True2b. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

True2b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

Other (please specify):

True2b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not

6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

True2b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
**6: Definitely yes**

1: Definitely not

2

3

4

5

6: Definitely yes

Test - True1a

text. **What do you think about the following post?** *Please read it carefully and*

then answer the questions below it. (Note: the button to continue only appears after 10 seconds)

This post is wide. If you are viewing this on your phone, please turn your phone horizontally to see it well.

image.
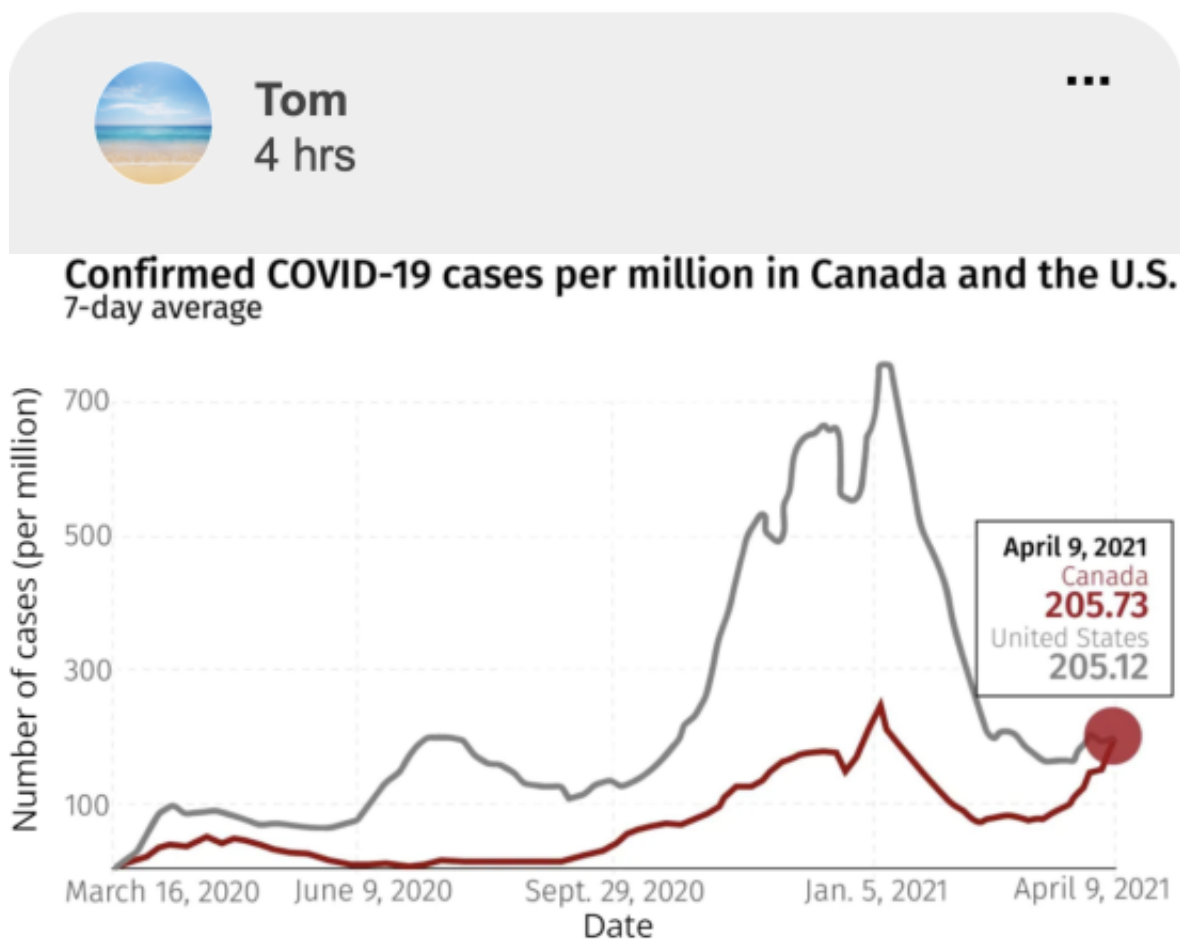
This graph shows the how covid cases in Canada caught up to the US counts per million in April 2021. I worry about my parents who have been living in Canada since the lockdowns.

True1a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

True1a2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

True1a3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

True1a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
**6: Definitely yes**

1: Definitely not

2

3

4

5

6: Definitely yes

Test - True1b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

This post is wide. If you are viewing this on your phone, please turn your phone horizontally to see it well.

image.
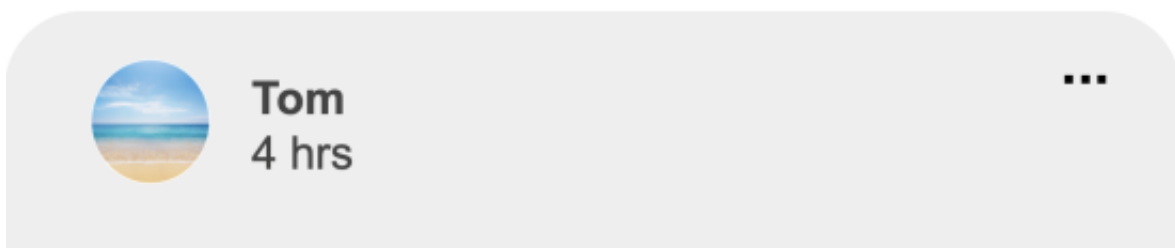
Number of deaths from illicit drug overdoses, World, 1990 to 2017
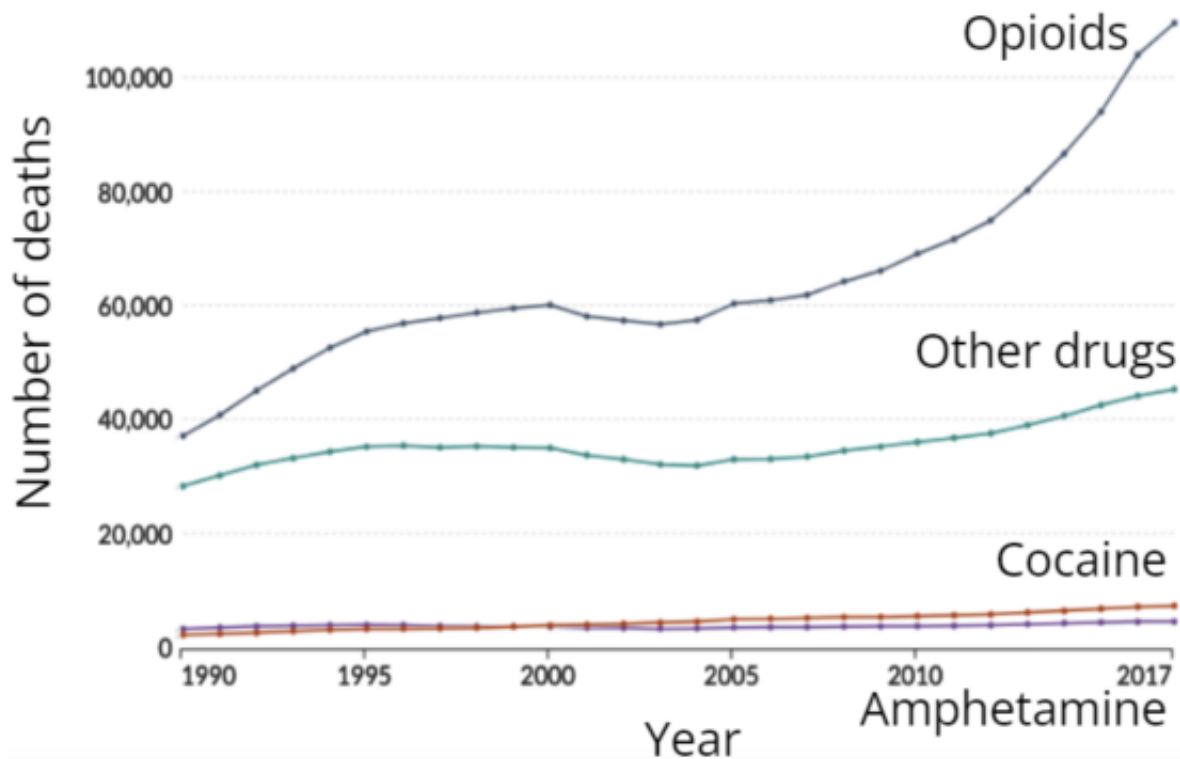
Global overdose deaths from opioids more than doubled from 1990 until 2017. This is an important issue that needs more attention.

True1b. How manipulative do you find this post? Please answer on a scale of 1 to 6 where,

1: Not at all manipulative

6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

True1b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

True1b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

True1b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - MisGraph 1a

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

This post is wide. If you are viewing this on your phone, please <u>turn your phone horizontally</u> to see it well.

image.

Tom
4 hrs

1,576,674
NO

8,430,222
YES
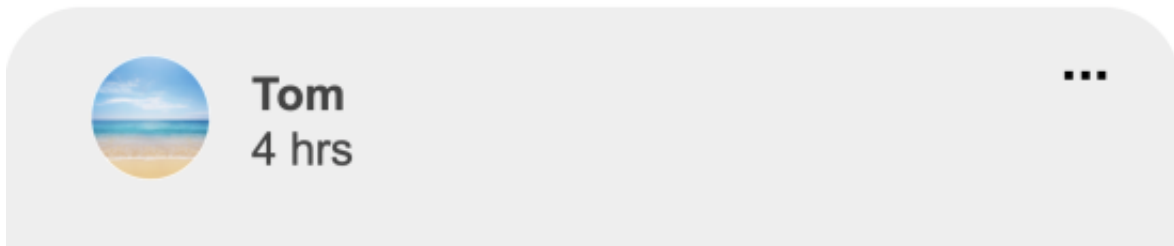
Support for unions has significantly decreased over the years. However, this new poll shows just how many workers actually support unionizing.

MisGraph1a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

MisGraph1a2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

MisGraph1a3a. **Would you like to share the above post on social media?**

Please answer on a scale of 1 to 6, where

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

MisGraph1a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
## 6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - MisGraph 1b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

This post is wide. If you are viewing this on your phone, please turn your phone horizontally to see it well.

image.

SHOULD BRITAIN LEAVE EU?

Source: Ipsos Mori
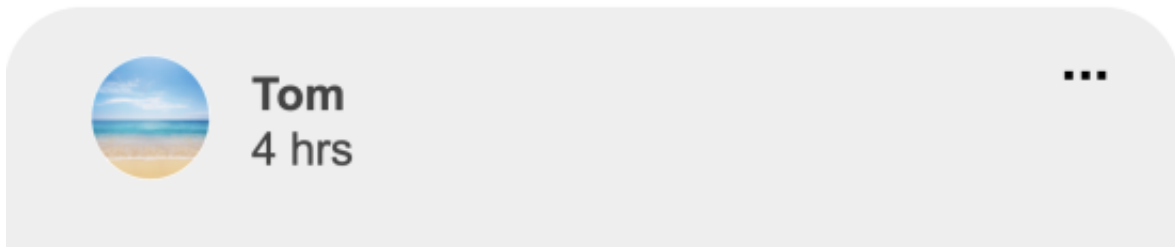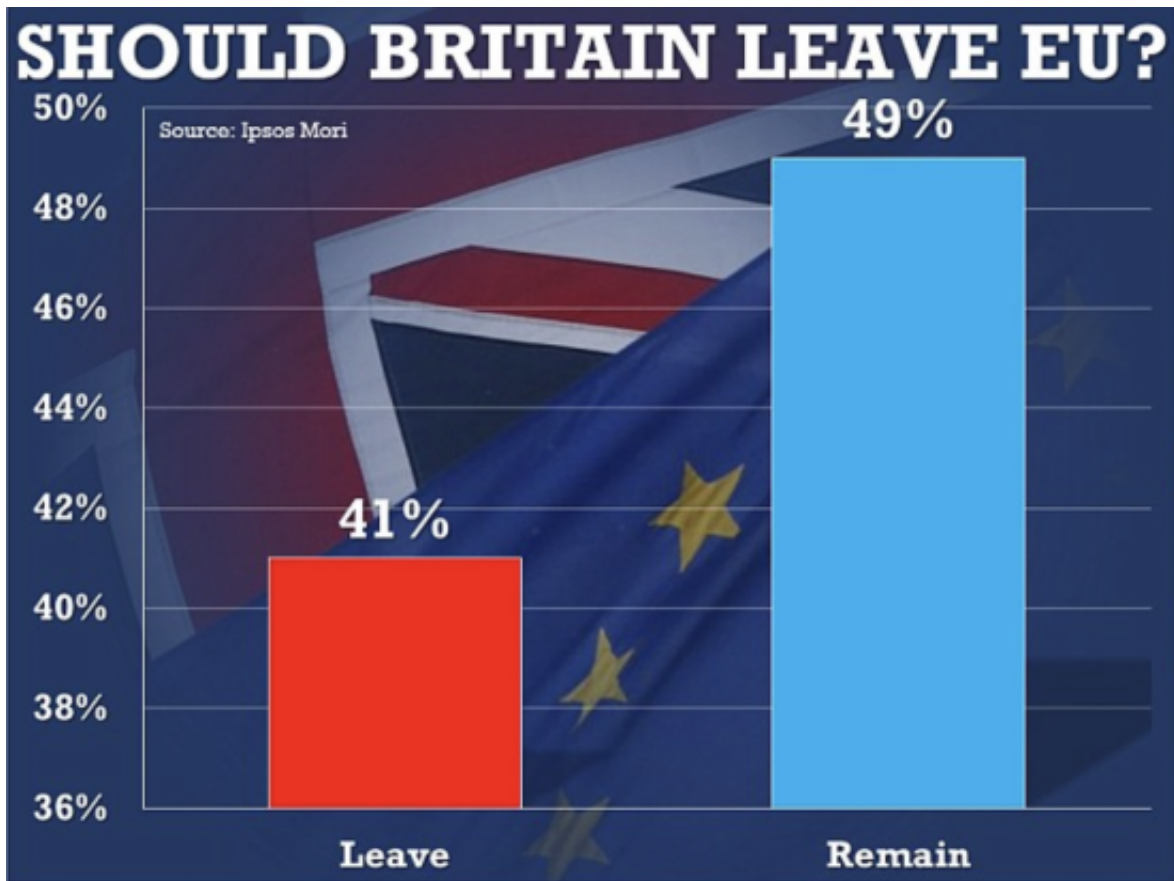
Recent polling has shown how most people think that Britain should leave the EU.

MisGraph1b. How manipulative do you find this post? Please answer on a scale of 1 to 6 where,

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

MisGraph1b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

MisGraph1b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

MisGraph1b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - FalseComp 1a

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only**

appears after 10 seconds)

image.
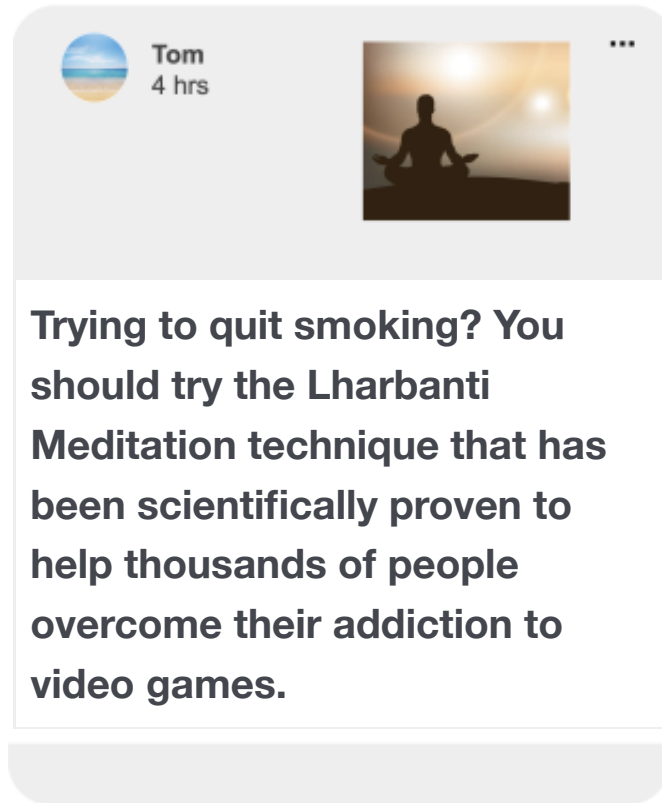
FalseComp1a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

FalseComp1a2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

FalseComp1a3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

FalseComp1a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - False Comp 1b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

image.
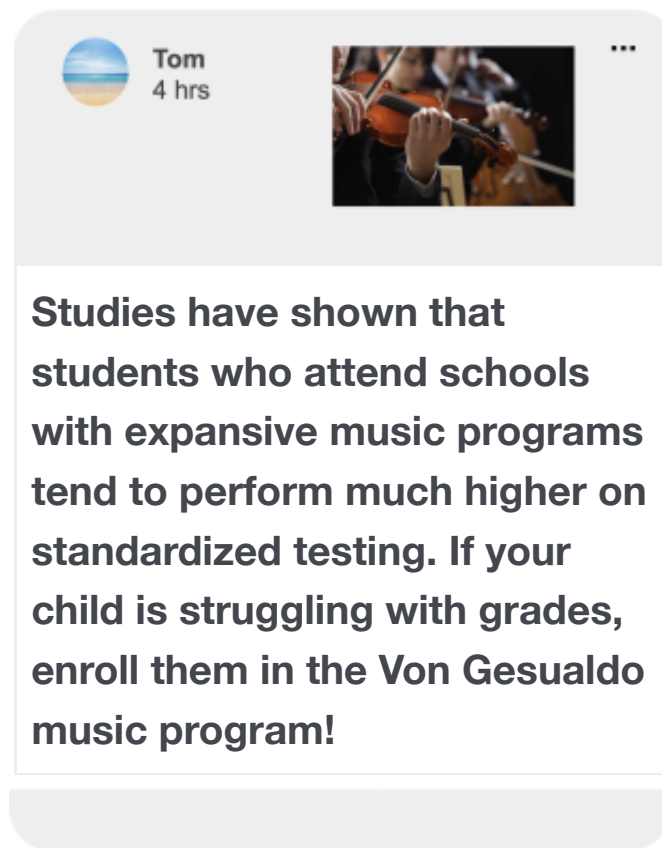
FalseComp1b. How manipulative do you find this post? Please answer on a scale of 1 to 6 where,

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

FalseComp1b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

Other (please specify):

FalseComp1b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

FalseComp1b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Test - Anecdotes 1a

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

image.

Anecdotes1a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

Anecdotes1a2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

[   ] Other (please specify):

Anecdotes1a3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Anecdotes1a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

ATT2. **We want to make sure that you are reading the questions carefully. Please select the number two below:**

1: Definitely not

2

3

4

5

6: Definitely yes

Test - Anecdotes 1b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

image.

Tom
4 hrs

Last month, my friend recommended a diet plan focused around apples to prevent migraines. I have not had a headache since starting this diet. Who knew that apples were the secret to preventing headaches!

Anecdotes1b. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

Anecdotes1b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

Other (please specify):

Anecdotes1b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Anecdotes1b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

**1: Definitely not**
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

ATT3. **We want to make sure that you are reading the questions carefully. Please select the number five below:**

1: Definitely not

2

3

4

5

6: Definitely yes

Test - Combined 1a

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**
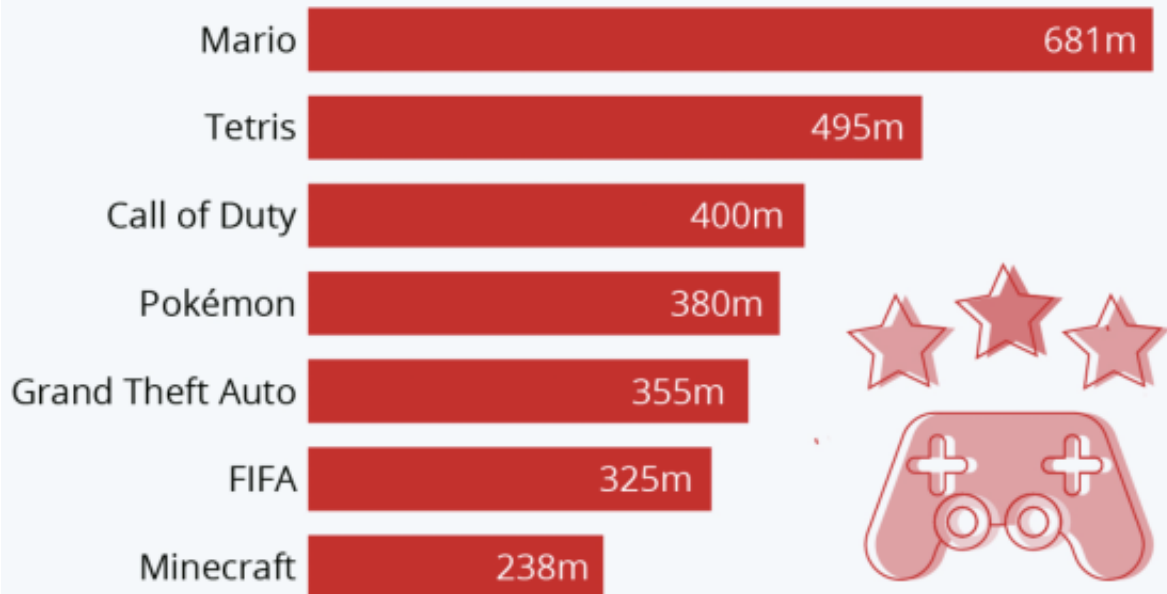
This post is wide. If you are viewing this on your phone, please turn your phone horizontally to see it well.

image.

Tom
4 hrs

Poor people have less access to high-speed internet and computers at home
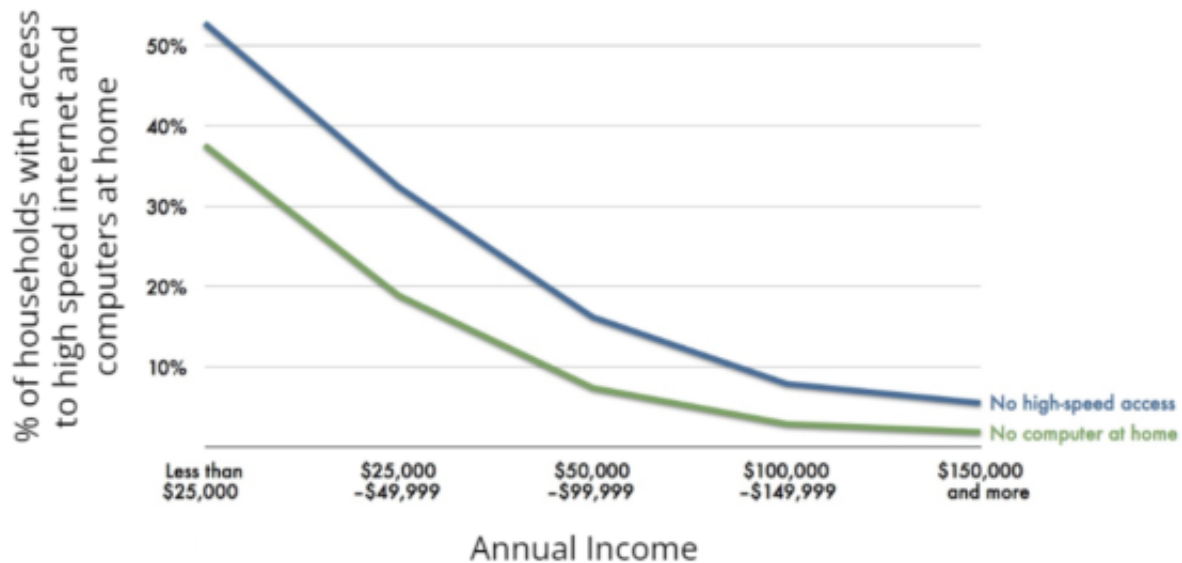
> I grew up with slow internet speeds and now work at a minimum wage job. Parents should set their children up for success by subscribing to high-speed internet and getting the fastest computer they can afford.

Combined1a. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative

6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

Combined1a2. Which aspect(s) of this post is manipulative? (Please select all that apply)

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

Other (please specify):

Combined1a3a. Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where

1: Definitely not

6: Definitely yes

    1: Definitely not

    2

    3

    4

    5

    6: Definitely yes

Combined1a3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

    1: Definitely not

    2

    3

    4

    5

    6: Definitely yes

Test - Combined 1b

text. **What do you think about the following post?** *Please read it carefully and then answer the questions below it.* **(Note: the button to continue only appears after 10 seconds)**

This post is wide. **If you are viewing this on your phone, please turn your phone horizontally to see it well.**

image.
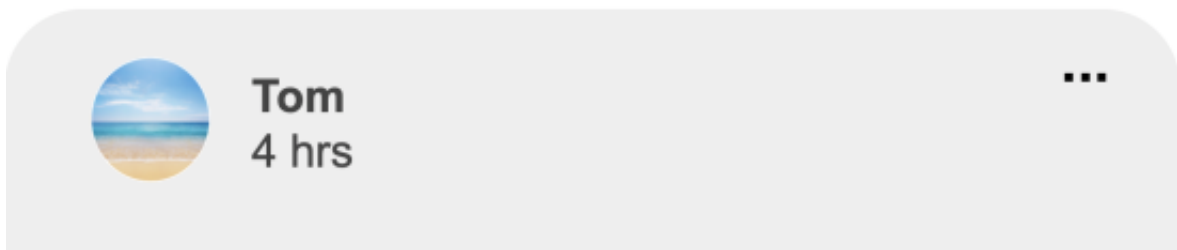
The Best-Selling Video Game Franchises

Video game franchises with the most worldwide unit sales (as of 2021*)

Franchise	Sales
Mario	681m
Tetris	495m
Call of Duty	400m
Pokémon	380m
Grand Theft Auto	355m
FIFA	325m
Minecraft	238m

* or latest available. Tetris = physical sales and paid mobile downloads as of 2014.
Sources: TweakTown, Statista research

Tetris was one of the best selling video games in 2021. My younger brother started playing it last year and said it has improved his concentration. High schools should offer a gaming class to help students develop concentration and improve their test taking performance.

Combined1b. **How manipulative do you find this post? Please answer on a scale of 1 to 6 where,**

1: Not at all manipulative
6: Very manipulative

1: Not at all manipulative

2

3

4

5

6: Very manipulative

Combined1b2. **Which aspect(s) of this post is manipulative? (Please select all that apply)**

Post is not manipulative

Manipulative graph

Evidence taken out of context

False comparison

Misleading anecdote

Other (please specify):

Combined1b3a. **Would you like to share the above post on social media? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

Combined1b3b. **Would you want to talk to others about the above information offline? Please answer on a scale of 1 to 6, where**

1: Definitely not
6: Definitely yes

1: Definitely not

2

3

4

5

6: Definitely yes

NEW Control

text. **You have completed the second section of the survey! There are two more sections to go.**

We will now show you a mini course that we designed to be interesting and <u>engaging</u>.

Remember, please <u>read the questions carefully</u>. The survey includes specific questions designed to check your <u>attention</u>. If you answer all of them correctly, you will be eligible to win one of several $20 Amazon gift cards.

text. **There are *lots of different ways* that we impact sleep and sleep impacts our lives.**

We'll now show you three of them.

NEW Control Schedules

SleepSchedulQ1. 💬 **Have you ever noticed that you tend to sleep more on your day off – like a public holiday or the weekend?**

Yes

No

I'm not sure

text. **Many people find that their regular week of work or study is tiring. They**

play "catch up" on the weekend by sleeping in.

Note: the button to continue will only appear after 10 seconds on the page. *Please read the following carefully.*

SleepSchedulQ2. 📝Getting enough and catching up on lost sleep is important. But many people will find that they feel better rested if they wake up and go to sleep at the same time each day.

🥱Our bodies can struggle to adapt to a change in sleep schedule. Sleeping later on weekends usually won't fully make up for too little sleep during the week. It can also make it more difficult to get up on Monday.

🧐 Here are some examples of regular, 9-hour sleep schedules. Which of these examples do you think could help promote a healthy sleep habit?

    Regularly going to bed at 8pm and getting up at 5am
    Regularly going to bed at 10pm and getting up at 7am
    Regularly going to bed at 12am and getting up at 9am

text. All of these could help promote a healthy sleep habit! The important thing is picking a schedule and sticking to it consistently. When each person should go to bed depends on their own schedule, and when they feel tired during the day.

Note: the button to continue will only appear after 10 seconds on the page. *Please read the following carefully.*

SleepSchedulQ3. ⏰There are several strategies you can use to help manage a regular sleep schedule. One useful tip is to set an alarm clock. Alarms help us wake up in the morning, but we can use them to remind us to go to bed on time as well!

🚿Another helpful strategy is setting a regular bedtime routine. This could involve taking a shower, tidying your bedroom, or reading a book.

Let's look at an example. Suppose a friend told you: "I'm very particular about my sleep, and I keep the same schedule every week. I go to bed at 9pm every night on the dot. The only exception is Wednesdays when I catch up with friends. I go to bed at 10pm."

🧐What do you think about this example?

This schedule is the same every week. My friend must be sleeping well.

Going to bed later on Wednesday's makes this schedule inconsistent. This may impact my friend's sleep.

---

text1. That's actually not quite right. Having a regular sleep schedule means doing the same thing every day, not every week. That's the consistency that matters.

---

text2. That's right! Having a regular sleep schedule means doing the same thing every day, not every week. That's the consistency that matters.

---

text. 🧠 When planning your day, think about if you could wake up and go to bed at the *same time as* yesterday and the day before.

You've learned all about sleep schedules!

NEW Control Caffeine

SleepCaffineQ1. 💬 **Do you know how to finish the following phrase? "Wake up and smell the…**

> morning air"
>
> flowers"
>
> coffee"
>
> bacon"
>
> pancakes"

text1. **That's correct! The phrase "wake up and smell the coffee" means that someone has finally realized the truth about what's going on. It refers to the large number of people who drink coffee in the morning to wake up.**

Note: the button to continue will only appear after 10 seconds on the page. *Please read the following carefully.*

text2. **That's actually not quite right. The phrase "wake up and smell the coffee" means that someone has finally realized the truth about what's going on. It refers to the large number of people who drink coffee in the morning to wake up.**

Note: the button to continue will only appear after 10 seconds on the page.

Please read the following carefully.

SleepCaffineQ2. ☕The caffeine in coffee can block some of the chemicals in our brains that make us feel sleepy. This can trick our bodies into feeling alert and awake.

⚠️ While there are times we may want to feel awake, one danger of coffee is that it can prevent us from getting a good night's sleep. This also isn't just true of coffee, many things can contain caffeine.

🧐 Can you think of other products that could contain caffeine? Select all of the food or drinks from the list below where caffeine might be present.

   Tea

   Energy drinks

   Decaffeinated coffee

   Ice cream

   Dark chocolate

---

text. That's right! In fact, all of the options listed earlier could potentially contain caffeine – including decaffeinated coffee. Although decaffeinated coffee contains less caffeine than a regular cup, it can still have 3-10% of a regular dose.

Note: the button to continue will only appear after 10 seconds on the page. *Please read the following carefully.*

SleepCaffineQ3. 🕐Caffeine can also stay in our bodies longer than we expect. It can take as much as 7 hours for our bodies to remove half the caffeine we consume from our brain.

🎂Aging can also alter how fast we process caffeine. The older we are, the longer it can take our brain and body to remove it.

Here's an example. Suppose a friend told you: "I love coffee, but I can't drink it too close to bed. I have my last cup at about 5pm as soon as I get home from work. That way, it won't interfere with my sleep."

🧐What do you think about this example?

My friend will definitely sleep well using this schedule.

My friend may still struggle to sleep because of caffeine.

---

text1. That's actually not quite right. Even if they drink their last cup of coffee at 5pm, their body may not have removed even half of it by midnight! Even then, they would still be impacted by the other half, making it difficult to sleep.

---

text2. That's correct! Even if they drink their last cup of coffee at 5pm, their body may not have removed even half of it by midnight! Even then, they would still be impacted by the other half, making it difficult to sleep.

---

text. 🧠 When choosing to eat or drink something which contains caffeine, *think carefully* about what time it is and what time you plan to go to bed.

You've learned all about caffeine!

NEW Control Hours

SleepHoursQ1. 💬 **Do you know how to finish this saying: "Got out on the wrong side of the...**
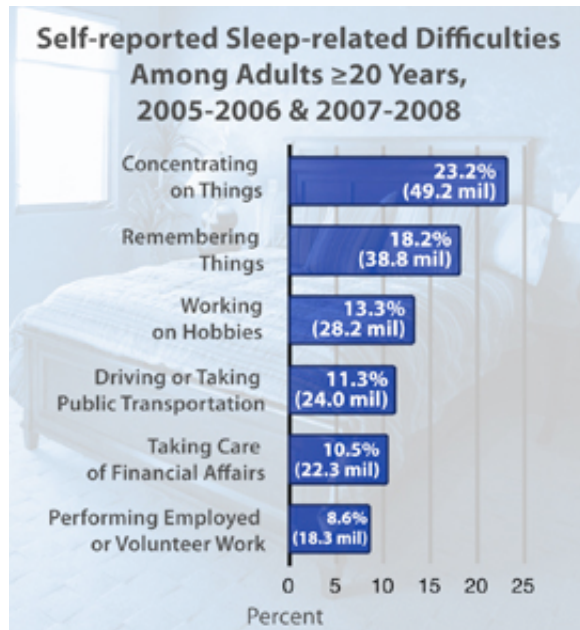
chair"

bed"

couch"

train"

plane"

text1. **That's correct! The phrase "got out on the wrong side of the bed" describes someone who's in a bad mood all day. There are many reasons that might happen. One common cause is not getting enough sleep.**

Note: the button to continue will only appear after 15 seconds on the page. *Please read the following carefully.*

text2. **That's actually not quite right. The phrase "got out on the wrong side of the bed" describes someone who's in a bad mood all day. There are many reasons that might happen. One common cause is not getting enough sleep.**

Note: the button to continue will only appear after 15 seconds on the page. *Please read the following carefully.*

SleepHoursQ2. ⚠️Insufficient sleep can affect us in many different ways. Here are the results from a survey where Americans identified how they were impacted by too little sleep:


Self-reported Sleep-related Difficulties Among Adults ≥20 Years, 2005-2006 & 2007-2008

Category	Percent
Concentrating on Things	23.2% (49.2 mil)
Remembering Things	18.2% (38.8 mil)
Working on Hobbies	13.3% (28.2 mil)
Driving or Taking Public Transportation	11.3% (24.0 mil)
Taking Care of Financial Affairs	10.5% (22.3 mil)
Performing Employed or Volunteer Work	8.6% (18.3 mil)

🏥In fact, not getting enough sleep can also impact our health. Here's a list of different health issues. Which of these do you think are related to not getting enough sleep?

Heart Attack

Stroke

Obesity

Dementia

Cancer

SleepHoursQ3. That's right! In fact, all of these health issues are somehow related to how much sleep we get. Every major system and organ in our body is impacted when we don't get enough sleep.

₂z^Z**Most major health organizations suggest that we get at least 7 hours of sleep per night. How much sleep you need, however, varies depending on who you are. Children, for example, typically need more sleep than their parents.**

🛏️**There's a difference between our sleep duration (how long we sleep for) and sleep opportunity (how long we spend in bed). If someone struggles to fall asleep, or wakes up during the night, they may need to spend more time in bed to get enough sleep.**

Here's an example. Suppose a friend told you: "I'm really health conscious. I eat well, exercise regularly, and make sure I spend 7 hours in bed every night."

🧐**What do you think about this example?**

My friend is very healthy, and is definitely getting enough sleep.

My friend may be able to improve their health if they get more sleep.

text1.

That's actually not quite right. If your friend is just spending 7 hours in bed each night, then they're probably getting less than 7 hours of sleep. This means that they're getting less sleep than health organizations suggest.

🧠 **Reflect on** *how much sleep* **you get every night, and whether you might**

benefit from getting more or spending more time in bed.

You've learned all about getting enough sleep!

text2.
That's correct! If your friend is just spending 7 hours in bed each night, then they're probably getting less than 7 hours of sleep. This means that they're getting less sleep than health organizations suggest.

🧠 Reflect on *how much sleep* you get every night, and whether you might benefit from getting more or spending more time in bed.

You've learned all about getting enough sleep!

NEW Treatment

text. You have completed the second section of the survey! There are two more sections to go.

We will now show you a mini course that we designed to be interesting and engaging.

Remember, please read the questions carefully. The survey includes specific questions designed to check your attention. If you answer all of them

correctly, you will be eligible to win one of several $20 Amazon gift cards.

text. There are over *26 different tactics* used to create manipulative content!

We'll now show you how three of them look.

NEW Treatment graphs

TreatGraphsQ1. 💬 Do you know how to finish this:

As the old saying goes: "A picture can tell...

an image"

colors and shapes"

a thousand words"

no words"

text1. That's correct!

A picture can tell a thousand words, and that's also *true for graphs and diagrams*. 📈 These can make information look more official.

⚠️ The danger is that graphs can be easily presented to be *manipulative*.

text2. That's actually not quite right.

A picture can tell a thousand words, and that's also *true for graphs and diagrams*. 📈 These can make information look more official.

⚠️ The danger is that graphs can be easily presented to be *manipulative*.

TreatGraphsQ2. 🧐 Can you think of any ways to make a graph manipulative? *Select all* the options below that you think would *make a graph manipulative*

- Use incorrect numbers
- Draw the graph incorrectly
- Change an axis
- Truncate an axis
- Use a confusing graph type
- Add distracting elements
- Omit the labels
- Add unnecessary images
- Use confusing colors

text.
You are right! And in fact, *all of the options listed* earlier include manipulation tactics.

Note: the button to continue will only appear after 15 seconds on this page. *Please read the following carefully*.

Here is an example of truncating the vertical axis:
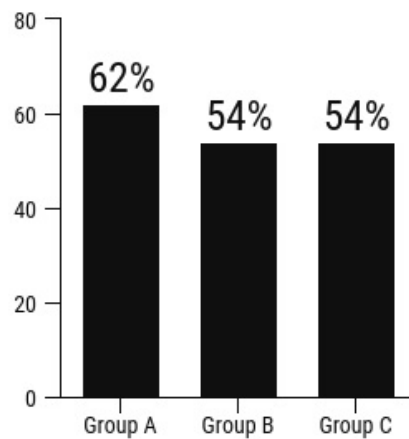
OMITTING THE BASELINE

In most cases, the baseline for a graph is 0. But writers can skew how data is perceived by making the baseline a different number. This is known as a "truncated graph".
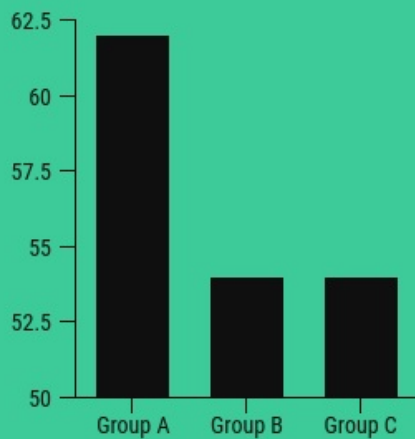
☹ MISLEADING   VS   **ACCURATE ☺**

- Starting the vertical axis at 50 makes a small difference between groups seem massive
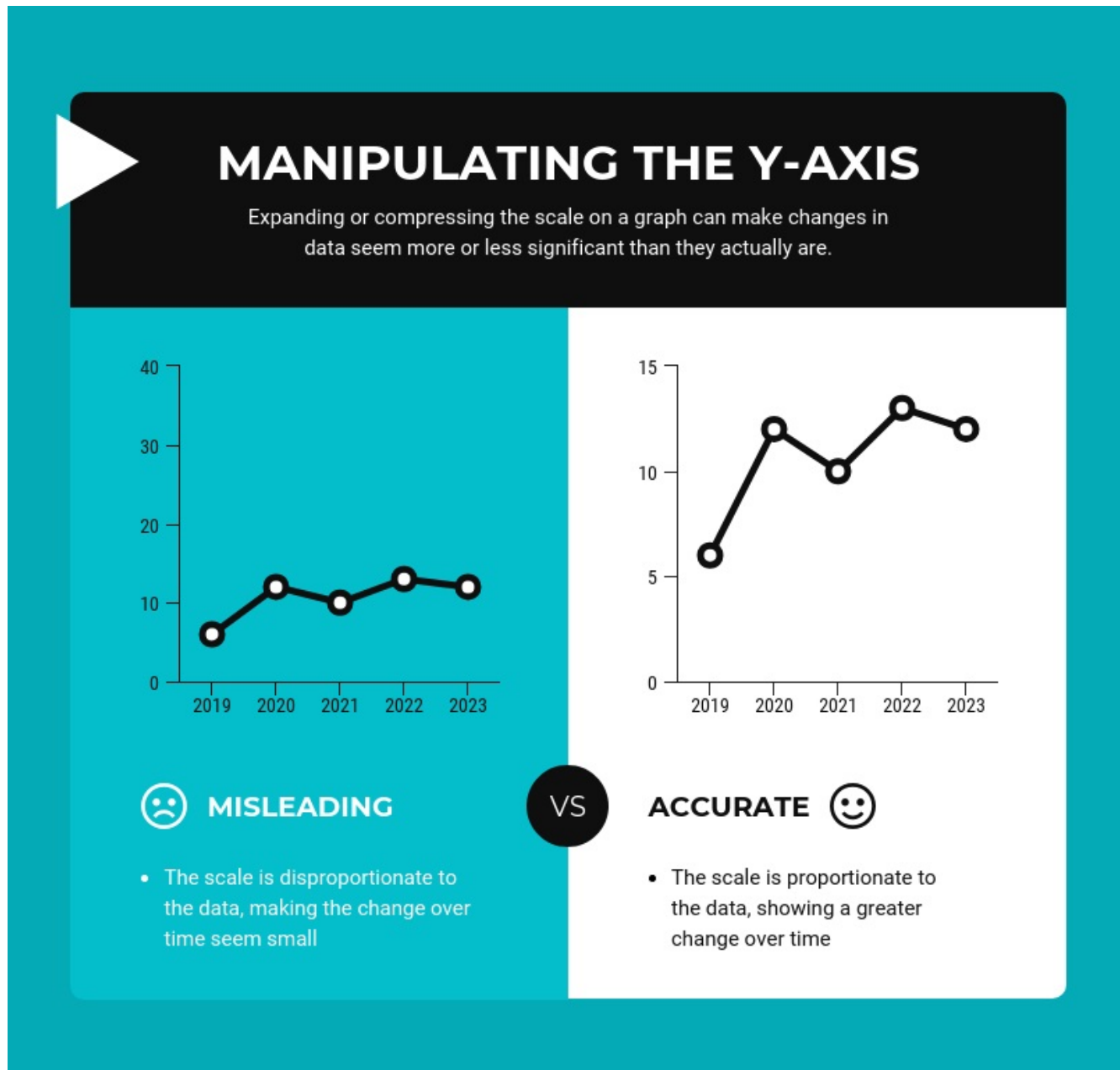- Group A looks much larger than Groups B and C

- Starting the vertical axis at 0 offers a more accurate depiction of the data
- The difference between the groups does not seem as dramatic

If the vertical axis doesn't start at zero, small differences may seem much bigger.

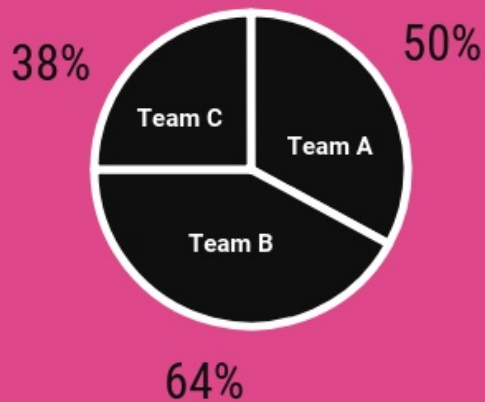Stretching out the vertical axis can have the opposite effect, as you can see

it below:

Using the wrong kind of graph can be just as misleading:

USING THE WRONG GRAPH

The type of graph you use should depend on the type of data you want to visualize. Using the wrong type of graph can skew the data. Writers will sometimes use the wrong type of graph on purpose.

☹ **MISLEADING**

- Pie charts are used to compare parts of a whole, not the difference between groups
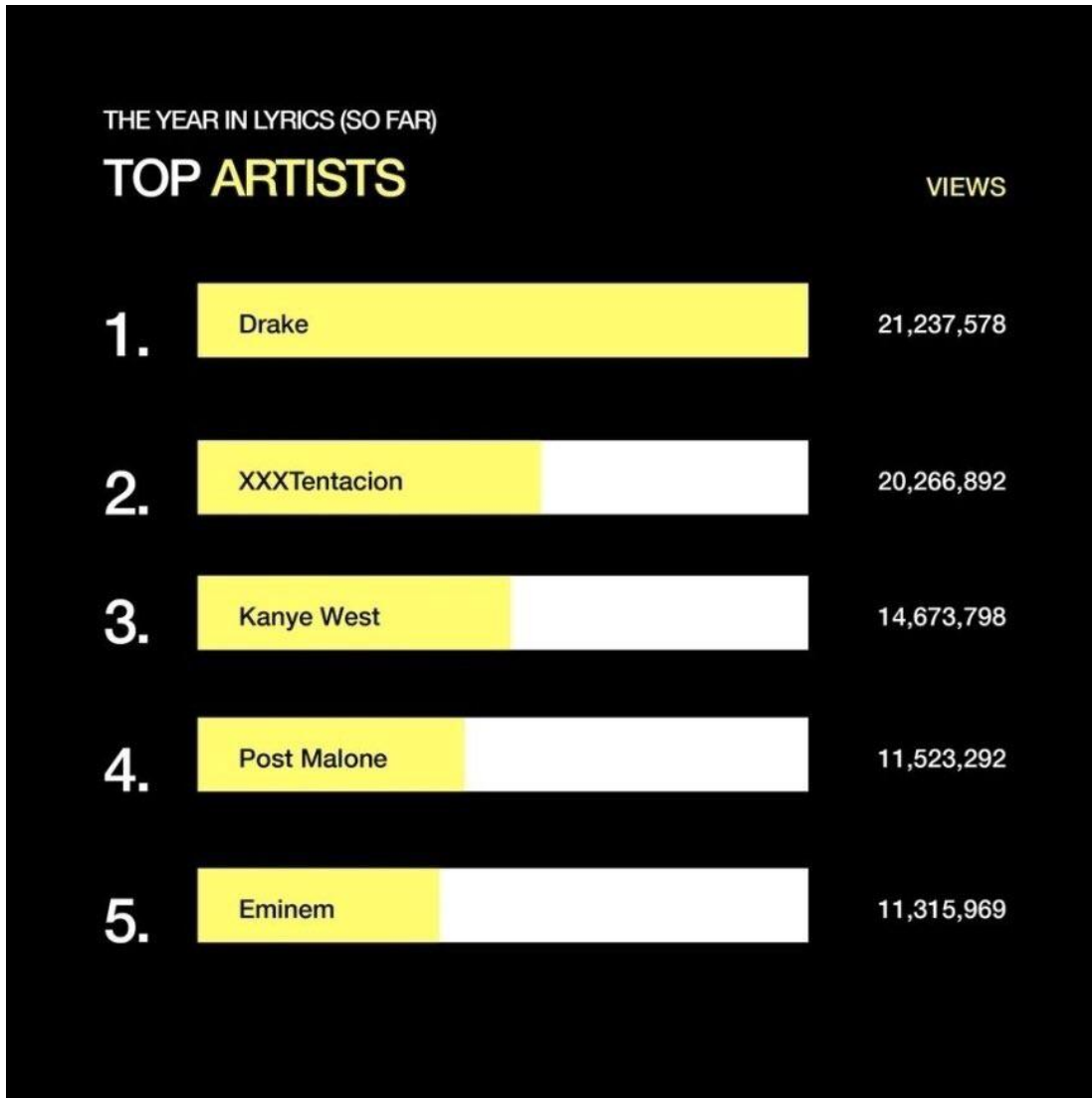- A different type of graph should be used to compare the three teams

VS
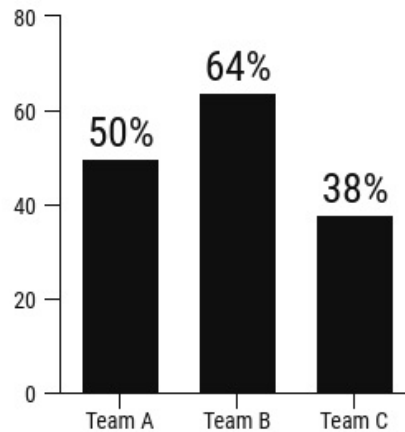
ACCURATE ☺

- Bar graphs are better for showing the differences between groups
- This chart is a better visualization of the data

TreatGraphsQ3. **Let's look at a real example. What do you think about the following graph?**

THE YEAR IN LYRICS (SO FAR)

TOP ARTISTS

VIEWS

1.	Drake	21,237,578
2.	XXXTentacion	20,266,892
3.	Kanye West	14,673,798
4.	Post Malone	11,523,292
5.	Eminem	11,315,969

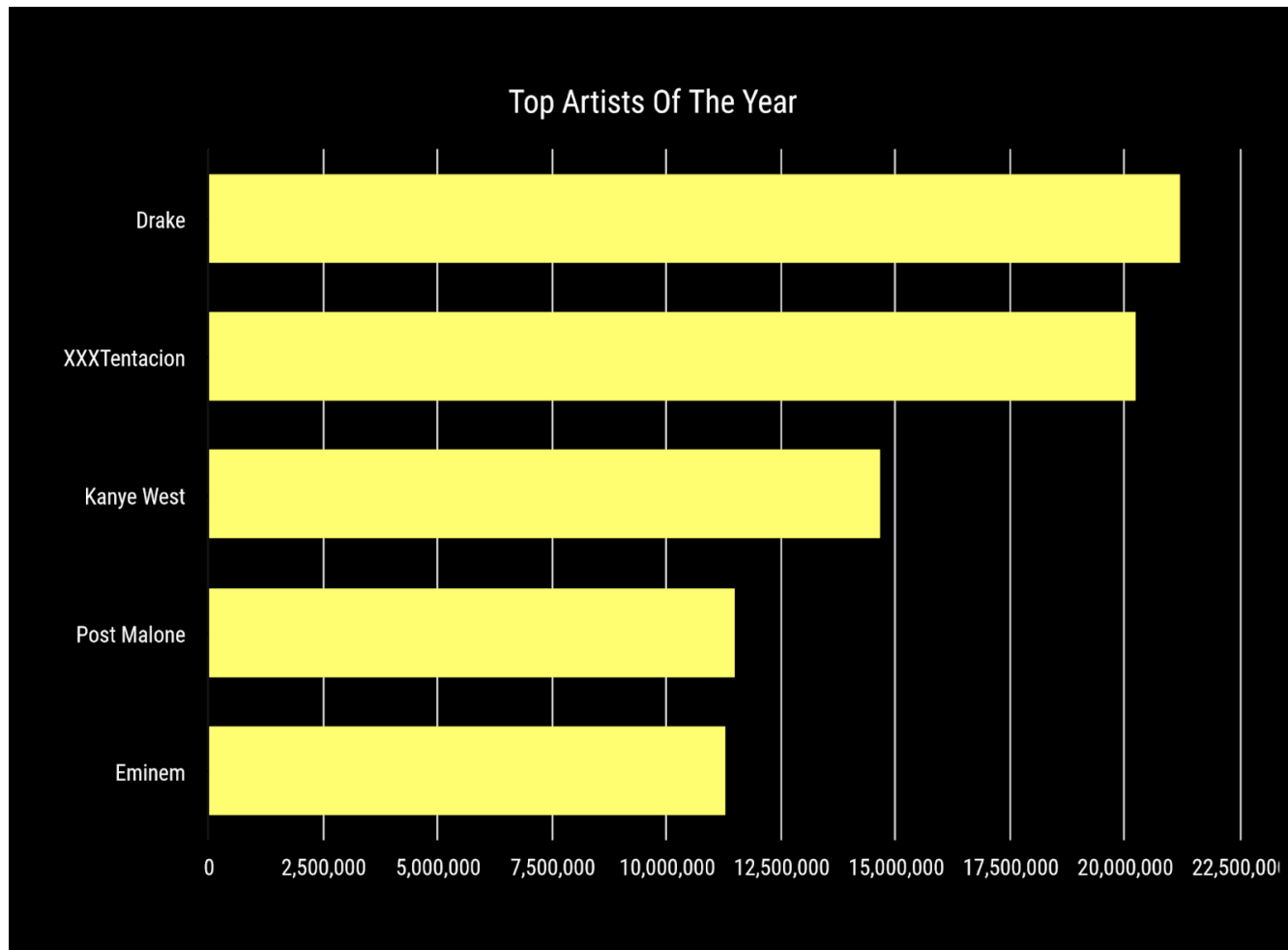Drake is so much better than everyone else

The bars seem a bit off

text1. **Let's take a more careful look!**

text2. **That's right!**

image.

Drake doesn't look that far ahead of the competition if the bars are plotted correctly:

Top Artists Of The Year

text.

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

You have mastered the tactic of manipulating graphs and diagrams!

NEW Treatment anecdotes

TreatAnecdotesQ1. 💬 **Have you ever had a friend rave to you about something like a restaurant or a movie — only to be disappointed when you tried it yourself?**

Yes

No

I'm not sure

TreatAnecdotesQ2. **When someone tells you about their experience with something, that story is called an anecdote, and they aren't always reliable.**

Note: the button to continue will only appear after 10 seconds on the page. Please read the following carefully.

⁉️ **How does that work?**

⚠️ **The danger of anecdotes is that they assume what's true for one person should be true for everyone.**

Here's an example: Suppose a friend told you: "My cousin is a really fast sprinter, and only buys shoes with thin soles. So if you want to run faster, you should buy shoes with thin soles, too!"

🧐 **What do you think about this example?**

This is great advice!

This anecdote could be misleading

text1.

Maybe. It's possible that there's more information about the cousin that we could be missing. Maybe their cousin is a fast sprinter because they do a lot of training.

Note: the button to continue will only appear after 10 seconds on the page. Please read the following carefully.

text2.

Yes! It's possible that there's more information about the cousin that we could be missing. Maybe their cousin is a fast sprinter because they do a lot of training.

Note: the button to continue will only appear after 10 seconds on the page. Please read the following carefully.

TreatAnecdotesQ3. ⚠️ This means that we need to be careful about anecdotes because they could lead us to the wrong conclusion. In fact, using anecdotes is a common tactic to persuade and manipulate.

🍒 Anecdotes are often cherry-picked because something unusual happened. You don't hear all the times that something didn't work, because those stories aren't as interesting.

🧠 Humans are also more likely to remember personal stories, even if they aren't as accurate.

Here are some other examples. Which of these examples do you think could be using anecdotes to manipulate their audience?

An advertisement where a celebrity tells you about their great experience with a new product

A politician telling you about a conversation they had with a voter

A friend telling you about how much money they made investing in a new business

text. **All of these could be examples of using anecdotes for manipulation! None of these examples are giving you information that something is true all the time. They're telling you a story about one person's specific experience.**

👀 **When confronted with an anecdote, take a moment to** *reflect on whether there may be reasons that it doesn't apply to you*.

You have mastered the tactic of anecdotes!

NEW Treatment false comparisons

TreatFalseCompsQ1. 💬 **Do you know how to finish the following phrase?**

"Stop comparing apples to…

apples"

cars"

pies"

trees"

oranges"

---

text1. **That's correct! The phrase, comparing apples to oranges, refers to comparing two things, food related or otherwise, that share obvious common characteristics, while being ultimately different.**

Note: the button to continue will only appear after 10 seconds on the page. Please read the following carefully.

In the case of apples and oranges, it is obvious that while they are both fruits, they are quite different in many aspects.

⚠️ **The danger is when comparisons are made between more complex things in order to manipulate the reader to jump to conclusions.**

---

text2. **That's actually not quite right. The phrase, comparing apples to** *oranges***, refers to comparing two things, food related or otherwise, that share obvious common characteristics, while being ultimately different.**

Note: the button to continue will only appear after 10 seconds on the page. Please read the following carefully.

In the case of apples and oranges, it is obvious that while they are both

fruits, they are quite different in many aspects.

⚠️ The danger is when comparisons are made between more complex things in order to manipulate the reader to jump to conclusions.

TreatFalseCompsQ2. 🧐 **Can you think of comparisons that could be used to manipulate? Select** *all the pairs* **of things from the list below that you think could be used to make manipulative conclusions**

Two groups of people on the same diet

Addictions to alcohol or to shopping

Attending public school today or 50 years ago

Two patients with the same disease

Running the country or running a company

Buying a lottery ticket or buying a stock

Two patients having fever

text. **You are right! And in fact, all of the options listed earlier refer to things that are similar in some aspects while being not exactly same in other regards. Such pairs of things can be used to manipulate by making a misleading or false comparison.**

Note: the button to continue will only appear after 10 seconds on this page. *Please read the following carefully.*

Here is an example of a false comparison used to manipulate:

"Car insurance companies reward good behavior: no claims = better rates. Why not have health insurance companies reward good behavior too?"

Car insurance and health insurance companies both provide insurance that can save you large amounts of $$$ in case things go wrong. However, there are important differences between the two. For example, medical insurance covers "maintenance" like regular checkups and preventative care. Additionally, costly medical concerns often arise due to causes beyond the "fault" of the individual.

This is to show that examples like the above are complex cases. Simplifying them using a false comparison disregards important details and can be used to manipulate.

TreatFalseCompsQ3. Let's see another example:

"Running the country is no different from running a business. It's irresponsible to increase national debt."

What do you think about this statement?

    It is not manipulative, no complexities are omitted

    It is manipulative, complexities are omitted

text1. Not quite.

Both the Government and companies have balance sheets, revenues and

expenses. However, the goal of a company is to maximize profits, which is not the primary objective of the Government. Instead, the Government has significantly more complex objectives.

---

text2. **That's correct!**

Both the Government and companies have balance sheets, revenues and expenses. However, the goal of a company is to maximize profits, which is not the primary objective of the Government. Instead, the Government has significantly more complex objectives.

---

text. 👀 **When confronted with a simple looking comparison, take a moment to think carefully and** *ask whether any complexities have been omitted*.

You have mastered the tactic of false comparisons!

Transitioning

text. **You have completed the third section of the survey! The last section is coming up.**

We will now ask what you think about 6 examples of social media posts.

Remember, please read the questions carefully. **The survey includes specific questions designed to check your** attention. **If you answer all of them correctly, you will be eligible to win one of several $20 Amazon gift cards.**

Ending

text1. **Thank you for completing this survey. You have reached the end. Please click the button below to submit your response.**

Unfortunately you did not answer correctly all the questions checking your attention and so you are not eligible for the draw to win one of the gift cards.

If you are wondering what all of this was about and what the correct answers were, please copy and open this link in a new tab or window to read more: https://docs.google.com/document/d/14vc7JYcr4eN0Z2fgg7Eohkdjnr_q usp=sharing

text2. **Thank you for completing this survey. You have reached the end. Please click the button below to submit your response.**

Congratulations on answering the attention checking quiz questions correctly! If you'd like to participate in our lottery for a chance to win one of the $20 Amazon gift cards, please send an empty email to experimentalp281@gmail.com with the subject: "${e://Field/gift_code}". To be eligible you must copy this code correctly.

If you would like to <u>email us anonymously</u>, you need to <u>create a new email account</u> by copying and pasting this link in a new tab: https://accounts.google.com/signup. It only takes a couple of minutes. Make sure to <u>check this new email address in the coming week</u> because we will email you there the information about your gift card if you are selected.

If you are wondering what all of this was about and what the correct answers were, please copy and open this link in a <u>new tab or window</u> to read more: https://docs.google.com/document/d/14vc7JYcr4eN0Z2fgg7Eohkdjnr_q usp=sharing

OptionalFeedback. **OPTIONAL: if you have an thoughts, concerns, or feedback about this survey, please put it here**

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