

Survey Question List

Introduction / Survey Procedure:

You are being asked to participate in a voluntary research study. The purpose of this study is to understand the influence of a social media profile. Participating in this study will involve completing a survey where you will be expected to evaluate different tweets and the associated Twitter profiles. Your participation will last about 6-8 minutes.

Please enter your unique Prolific ID

- *Open Answer*
-

Main Study

Section 1: Repeated 3 times (1 for each profile condition)

***Caption:** Please read the following tweet carefully and answer two questions at the bottom.*

On a scale from 1 to 5, after looking at this tweet, how accurate do you think it is?

- Very Inaccurate (1)
- Somewhat Inaccurate (2)
- Neither Accurate nor Inaccurate (3)
- Somewhat Accurate (4)
- Very Accurate (5)

After looking at this tweet, in what way would you engage with it?

- Like
- Reply
- External Share
- No Engagement
- Retweet
- Prefer not to say

***Caption:** Suppose that the previous tweet was posted by the following Twitter Profile. Please read the profile and the tweet carefully and answer two questions at the bottom.*

On a scale from 1 to 5, after looking at this tweet, how accurate do you think it is?

- Very Inaccurate (1)
- Somewhat Inaccurate (2)
- Neither Accurate nor Inaccurate (3)
- Somewhat Accurate (4)
- Very Accurate (5)

After looking at this tweet, in what way would you engage with it?

- Like
 - Reply
 - External Share
 - No Engagement
 - Retweet
 - Prefer not to say
-

Section 2: Repeated 3 times (1 for each profile condition)

***Caption:** Please read the profile again and answer one question at the bottom.*

On a scale from 1 to 5, does this profile appear fake?

- Definitely fake (1)
 - More fake than real (2)
 - I'm not sure (3)
 - More real than fake (4)
 - Definitely real (5)
-

Follow-up Questions

Section 3: Repeated 3 times (1 for each profile condition)

***Caption:** Below, you will find an example Twitter profile with various features highlighted. Take a moment to identify each one.*

Twitter profile features include a Profile Photo, a Name, a Twitter Handle, a Bio, and Links in the Profile. These features have been marked respectively in the image on the left.

***Caption:** Please read the profile again and answer one question at the bottom.*

Which profile feature(s) helped you to determine whether or not the user shared accurate news? (Check all that apply)

- Profile Photo
- Name
- Twitter Handle
- Bio
- Links in Profile
- Other

Section 4: Quality Assurance Check

In two to three sentences, describe how you may have detected fake profiles in your everyday use of social media (Twitter). If you do not believe you have detected any fake profiles, please describe what makes a profile trustworthy.

- *Open Answer*

Section 5: Demographic Questions

How often did you read or listen to news concerning COVID-19 in the past 12 months?

- More than once a week
- Once or twice a week
- Once a week
- Once a month
- A few times
- I did not read or listen to news concerning COVID-19 in the past 12 months
- Prefer not to say

How would you describe your political view?

- Very Liberal
- Slightly Liberal
- Slightly Conservative
- Very Conservative
- Prefer not to say

Do you have any experience using Twitter?

- Yes, very experienced
- Yes, somewhat experienced
- Yes, but I just joined
- No, I've never used it
- Prefer not to say

In the past 3 months, how often did you tweet or retweet something?

- More than once a week
- Once or twice a week
- Once a week
- Once a month
- A few times
- I did not tweet or retweet in the past 3 months
- Prefer not to say

In the past 3 months, on a scale from 1 to 10, rate the trustworthiness of the tweets you have seen on Twitter.

- | | |
|-------------------|------------------|
| • Untrustworthy 1 | • 6 |
| • 2 | • 7 |
| • 3 | • 8 |
| • 4 | • 9 |
| • Neutral 5 | • Trustworthy 10 |

Are you currently vaccinated for COVID-19?

- Yes, fully vaccinated
- Yes, I have at least one round of the series
- No, I am not vaccinated
- Prefer not to say

Do you have any experience using Photo Editing Software (e.g., Photoshop, Luminar, Lightroom, Illustrator, etc.)?

- Yes, very experienced
- Yes, somewhat experienced
- Yes, but I just started using it
- No, I've never used it
- Prefer not to say

How old are you?

- 18-29
- 30-39
- 40-49
- 50 or above
- Prefer not to say

What is your gender?

- Male
- Female
- Non-binary / third gender
- Prefer not to say
- Other

What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree
- Prefer not to say

Questions included after Pilot Study

Section included at the end of the Main Study

In this survey, have you rated any tweets as Very/Somewhat Inaccurate and still decided to Like, Reply, Retweet, or Share the inaccurate tweets?

- Yes, I have
- No, I have not
- I cannot recall

If you answered "Yes, I have" to the previous question, can you explain why?

- *Open Answer*

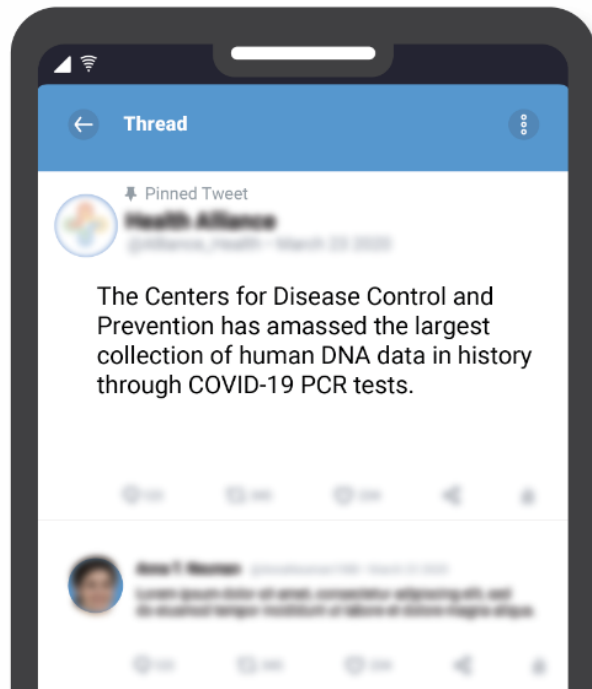
Screenshots of Survey Flow:

1. Tweet only

2. Tweet + Profile



Please read the following tweet carefully and answer two questions at the bottom.



On a scale from 1 to 5, after looking at this tweet, how accurate do you think it is?

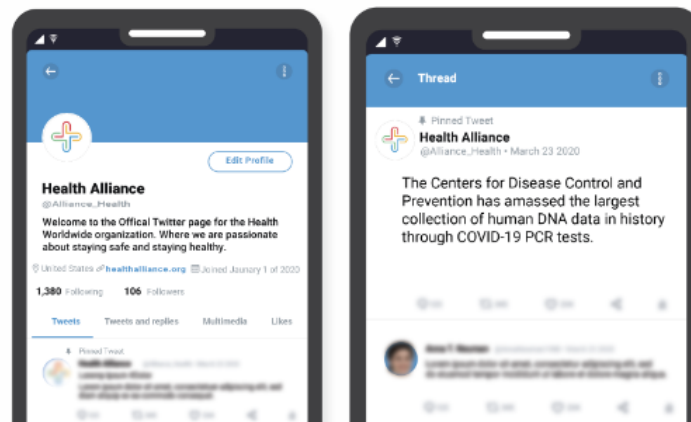
Very Inaccurate (1)	Somewhat Inaccurate (2)	Neither Accurate nor Inaccurate (3)	Somewhat Accurate (4)	Very Accurate (5)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After looking at this tweet, in what way would you engage with it?

<input type="radio"/> No Engagement
<input type="radio"/> Prefer not to say
<input type="radio"/> External Share
<input type="radio"/> Like
<input type="radio"/> Reply
<input type="radio"/> Retweet



Suppose that the previous tweet was posted by the following Twitter Profile. Please read the profile and the tweet carefully and answer two questions at the bottom.



On a scale from 1 to 5, after looking at this tweet and profile, how accurate do you think the tweet is?

Very Inaccurate (1)	Somewhat Inaccurate (2)	Neither Accurate nor Inaccurate (3)	Somewhat Accurate (4)	Very Accurate (5)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

After looking at this tweet and profile, in what way would you engage with the tweet?

<input type="radio"/> No Engagement
<input type="radio"/> External Share
<input type="radio"/> Like
<input type="radio"/> Retweet
<input type="radio"/> Prefer not to say
<input type="radio"/> Reply

Profile Condition Templates

Profile 1: Organizations	Profile 2: Deepfake	Profile 3: Simplefake
Name: Health Worldwide Tag: @HealthWorldwide2020 Location: United States Link: healthworldwide.org Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: Janie Smith Tag: @JanieSmith2020 Location: United States Link: janiesmith.com Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: Michael Green Tag: @MichaelGreen2020 Location: United States Link: N/A Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 3,180
Name: National Health Tag: @NatHealth1234 Location: United States Link: nationalhealth.org Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: James Martin Tag: @JMartin1234 Location: United States Link: jamesmartin.com Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: Gordon E. Patterson Tag: @GPatterson1234 Location: United States Link: N/A Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 3,180
Name: Health Alliance Tag: @Alliance_Health Location: United States Link: healthalliance.org Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: Debbie Waldon Tag: @Waldon_Debbie Location: United States Link: debbiewaldon.com Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 1,380	Name: Alan A. Kelly Tag: @Kelly_Alan Location: United States Link: N/A Birthday: February 1990 Joined: January 2021 Followers: 106 Following: 3,180

Bio Templates: Bios are randomly paired with profiles above

Profile 1: Organizations	Profile 2: Deepfake	Profile 3: Simplefake
Health advocates, community leaders, and independent thinkers, passionate about staying safe and staying healthy.	Former Journalist with NYT nyt.com . SIU alumna @siu	I share the troth. The good, bad and ugly
Community leaders Advocates Stay Safe and Stay Healthy.	Policy Advocate Journalist Truth Seeker COVID updates since Jan '20 @siu alumna.	I like sharing news and stories about every thng

Welcome to the Official Twitter page for the Health Worldwide organization. Where we are passionate about staying safe and staying healthy.	Follower of COVID news. Full-time Mom [Dad], Full-time Truth Seeker, Former WSJ Journalist wsj.com	I share fact daily

Deepfake Profile Image Breakdown

There are a total of 16 images used for the creation of deepfake profiles

- Ethnicity: Black
 - Age/Gender: Old, man and woman
 - Age/Gender: Young, man and woman
- Ethnicity: White
 - Age/Gender: Old, man and woman
 - Age/Gender: Young, man and woman
- Ethnicity: Latino
 - Age/Gender: Old, man and woman
 - Age/Gender: Young, man and woman
- Ethnicity: Asian
 - Age/Gender: Old, man and woman
 - Age/Gender: Young, man and woman