Consent

ABOUT THE STUDY

You have been invited to participate in a research project that will help us understand individuals' online news consumption behavior.

This project is being conducted by Dr. Jing Wang, Dr. Kholekile Gwebu, Dr. Lin Guo who are Associate Professors in the Department of Decision Sciences and the Department of Marketing at the University of New Hampshire (UNH). The University of New Hampshire's Institutional Review Board for the Protection of Human Subjects in Research has approved the use of human subjects in this study (UNH IRB # 8420). Please read the following statements. If you understand them and agree to participate, please click on the link at the bottom to indicate your consent and go to the first screen of the survey.

Your participation is purely voluntary. You are free to withdraw your consent and refuse to answer any question and discontinue participation at any time. The compensation for completing the survey will be paid through your panel provider. To receive the compensation, you must carefully and honestly complete all survey questions.

- We estimate that your participation will take between 15 to 20 minutes.
- Participants need to be at least 18 years of age to participate in the study.
- There are anticipated to be 1500 participants in this research project.   Publications using the data collected here will be reported in a group format. Thus, no individual identity will be determinable through demographic variables such as age or gender.
- The potential risks of participating in this study are minimal. Participation in this project is not expected to present any greater risk of your loss of personal privacy than would be encounter in everyday life when sending and/or receiving information over the Internet. While it is not possible to identify all risks in such research, all reasonable efforts have been undertaken to minimize any such potential risks.

- Your survey responses are completely anonymous. We do NOT collect any identifying information such as your name, email address, or IP address that would identify who you are. The three researchers (Dr. Wang, Dr. Gwebu, and Dr. Guo) of this study will have access to the data. The data will be reported in aggregate format and the results will be used for publications in academic journals and presentations in academic conferences.
- In the event of any publication or presentation resulting from the research, no personally identifiable information will be shared.
- There are no direct benefits for the respondents taking part in this study. There are however benefits for the community. This study will allow us to understand individuals' online news consumption and sharing behavior. The results of this research may be published or reported to scientific bodies, and that any such reports.

If at any time you have questions or concerns about any procedure in this project, you may speak with the investigator by calling 603.862.3329 or emailing jing.wang@unh.edu. You should also understand that you will be able to request a summary of the findings. If you have questions about your rights as a research subject you can contact Melissa McGee in UNH Research Integrity Services at 603-862-2005 or melissa.mcgee@unh.edu to discuss them.

Please read the above description about the survey, and click "I consent" below if you would like to participate in the survey.

I do NOT consent   I consent

Part 1-Intro

In today's study, you will complete a series of tasks. Some of these tasks are related, while others are not.

Please make sure to pay attention to each section of the study.

Please click the "Next" button to proceed.

Gender

Male   Female   Non-binary / third gender

Which of the following social media platforms do you use most frequently?

YouTube   TikTok   Reddit

Facebook   Instagram   Other

Twitter   Snapchat   None: I do not use social media

Where do you get your news from? Select all that apply.

TV   News app on my phone (Apple   Printed newspapers
                                 news, Google news etc.)

Online newspapers   Social media (Facebook, Twitter Other
                                 etc.)

Radio   Talking to my friends and family

How often do you **read** news stories online?

 Never Rarely Occasionally Sometimes Frequently Usually Every time

How often do you **share** news stories online?

 Never Rarely Occasionally Sometimes Frequently Usually Every time

How often do you **verify** news stories (e.g. use online fact check websites) that you read or share?

 Never Rarely Occasionally Sometimes Frequently Usually Every time

What is your age (in years)?

Death Thoughts Condition

In at least 3 **sentences**, please describe the emotions that **the thought of your own death** arouses in you.

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In at least 3 **sentences**, jot down **as specifically as you can**, what you think will happen to you as you physically die, and once you are physically dead.

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┌─────────────────────────────────────────────────────────────┐
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PANAS_SocialDesirability

Please indicate the extent to which you are feeling this way right now.

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Interested	○	○	○	○	○
Distressed	○	○	○	○	○
Excited	○	○	○	○	○
Upset	○	○	○	○	○
Strong	○	○	○	○	○
Guilty	○	○	○	○	○
Scared	○	○	○	○	○
Hostile	○	○	○	○	○
Enthusiastic	○	○	○	○	○
Proud	○	○	○	○	○
Irritable	○	○	○	○	○
Alert	○	○	○	○	○
Ashamed	○	○	○	○	○
Inspired	○	○	○	○	○
Nervous	○	○	○	○	○

	Very slightly or not at all	A little	Moderately	Quite a bit	Extremely
Determined	○	○	○	○	○
Attentive	○	○	○	○	○
Jittery	○	○	○	○	○
Active	○	○	○	○	○
Afraid	○	○	○	○	○

Please state the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
It is sometimes hard for me to go on with my work if I am not encouraged.	○	○	○	○	○	○	○
I sometimes feel resentful when I don't get my way.	○	○	○	○	○	○	○
No matter who I'm talking to, I'm always a good listener.	○	○	○	○	○	○	○
There have been occasions when I took advantage of someone.	○	○	○	○	○	○	○
I'm always willing to admit it when I make a mistake.	○	○	○	○	○	○	○
I sometimes try to get even rather than forgive and forget.	○	○	○	○	○	○	○
I am always courteous, even to people who are disagreeable.	○	○	○	○	○	○	○
I have never been irked when people expressed ideas very different from my own.	○	○	○	○	○	○	○

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
There have been times when I was quite jealous of the good fortune of others.	○	○	○	○	○	○	○
I am sometimes irritated by people who ask favors of me.	○	○	○	○	○	○	○
I have never deliberately said something that hurt someone's feelings.	○	○	○	○	○	○	○

News

In the next part of today's study, you will be asked to look at a graphic of a news headline that was recently published online.

Please make sure you look at the graphic and review all the information <u>VERY CAREFULLY</u>, without any distractions.

When you are ready to begin, please click the "Next" button below to proceed.

Please take a few minutes to <u>carefully</u> read <u>all the information</u> on the graphic below.

Note: The graphic may take a moment to load.

MedNews.org
20m · 🌐

Research findings published in the journal Microbiology & Infectious Diseases provide conclusive evidence that COVID-19 vaccines cause neurodegenerative diseases. The author believes that regulatory approval of the RNA based vaccines was premature and that the vaccine causes much more harm than good.

Study finds that COVID-19 vaccines lead to prion diseases, Alzheimer's, ALS and other neurodegenerative diseases.

👍 Like   💬 Comment   ↗ Share

When you are ready to proceed, please click the "Next" button.

Treatment_Promotion_Own

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

Note: The graphic may take a moment to load.
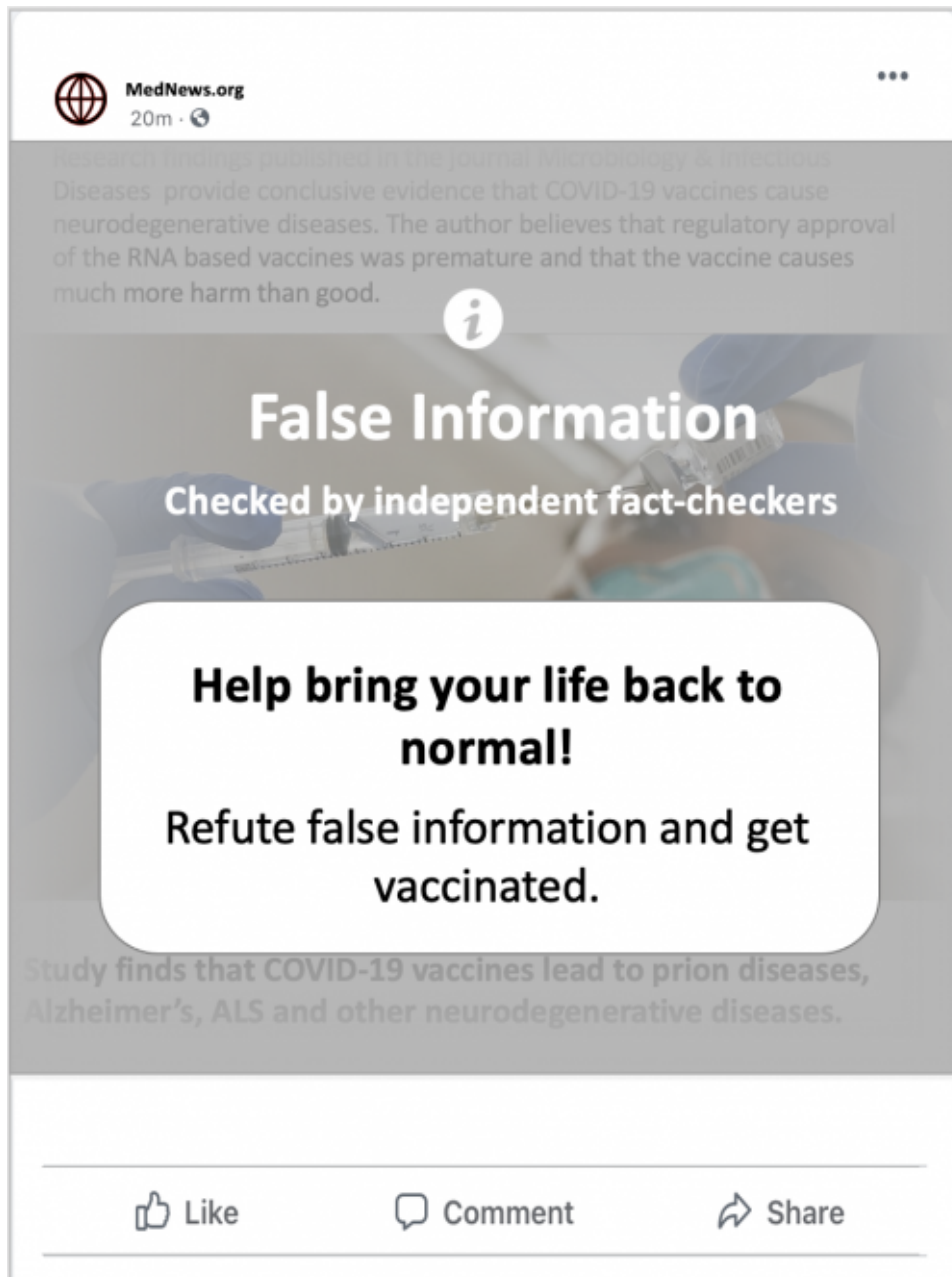
For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Dependent Variables

In the following section, you will be asked some questions about the NEWS HEADLINE that you saw. Please do your best to answer as CAREFULLY and HONESTLY as possible.

When you are ready to begin, please click the "Next" button below to proceed.

The information in the **news headline** is:

	1	2	3	4	5	6	7	
Unbelievable	○	○	○	○	○	○	○	Believable
Not Credible	○	○	○	○	○	○	○	Credible
Misleading	○	○	○	○	○	○	○	Honest

If you could, how likely are you to do the following with this **news headline?**

	Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
Read the full article	○	○	○	○	○	○	○
Share this article	○	○	○	○	○	○	○
Like this article	○	○	○	○	○	○	○
Validate the news	○	○	○	○	○	○	○
Post a Supporting Comment	○	○	○	○	○	○	○
Post an Opposing Comment	○	○	○	○	○	○	○

To what extent do you agree or disagree with the following statement about yourself?

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
If I have the opportunity to get vaccinated for COVID-19, I would take it.	○	○	○	○	○	○	○

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
If I have the opportunity to get vaccinated for COVID-19 **Booster**, I would take it.	○	○	○	○	○	○	○

How likely are you to...

	Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
warn others of the danger of not getting vaccinated for Covid-19	○	○	○	○	○	○	○
convince others to get vaccinated for Covid-19?	○	○	○	○	○	○	○
tell others of the benefits of getting vaccinated for Covod-19	○	○	○	○	○	○	○

Mediators_warning

In the following section, you will be asked some questions about the <u>WARNING MESSAGE</u> that you saw. Please do your best to answer as <u>CAREFULLY and HONESTLY</u> as possible.

When you are ready to begin, please click the "Next" button below to proceed.

The **<u>warning message</u>** is:

	1	2	3	4	5	6	7	
unbelievable	○	○	○	○	○	○	○	believable
misleading	○	○	○	○	○	○	○	honest
not convincing	○	○	○	○	○	○	○	convincing

not credible	O O O O O O O	credible

Having a **warning message** accompany the news headline is

	1	2	3	4	5	6	7	
unnecessary	O	O	O	O	O	O	O	necessary
unimportant	O	O	O	O	O	O	O	important
a bad idea	O	O	O	O	O	O	O	a good idea

Seeing the **warning message** made me feel

	1	2	3	4	5	6	7	
sad	O	O	O	O	O	O	O	delighted
annoyed	O	O	O	O	O	O	O	happy
tense	O	O	O	O	O	O	O	calm
bored	O	O	O	O	O	O	O	excited
angry	O	O	O	O	O	O	O	relaxed
bad	O	O	O	O	O	O	O	good
negative	O	O	O	O	O	O	O	positive

The warning message

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
seems acceptable to me	O	O	O	O	O	O	O
tried to manipulate me in ways that I don't like	O	O	O	O	O	O	O

I didn't mind the fake news warning message

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree

The warning message

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
threatened my freedom to choose	○	○	○	○	○	○	○
tried to make a decision for me	○	○	○	○	○	○	○
tried to pressure me	○	○	○	○	○	○	○

Vaccine_hesitancy

Please state the extent to which you agree or disagree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
COVID-19 vaccines are important for my health	○	○	○	○	○	○	○
COVID-19 Vaccines are effective	○	○	○	○	○	○	○
Being vaccinated against COVID-19 is important for the health of others in my community	○	○	○	○	○	○	○
All COVID-19 vaccines offered by the government are beneficial	○	○	○	○	○	○	○
COVID-19 vaccines carry more risks than older vaccines	○	○	○	○	○	○	○
The information I receive about COVID-19 vaccines from the government is reliable and trustworthy	○	○	○	○	○	○	○

Please state the extent to which you agree or disagree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
Getting a COVID-19 vaccine is a good way to protect myself from disease	○	○	○	○	○	○	○
Generally, I do what my doctor or health care provider recommends about COVID-19 vaccines	○	○	○	○	○	○	○
I am concerned about serious adverse effects of COVID-19 vaccines	○	○	○	○	○	○	○
I am uncomfortable getting a COVID-19 vaccines that was rushed into production	○	○	○	○	○	○	○
I feel uncomfortable getting a COVID-19 vaccine	○	○	○	○	○	○	○
Government over hypes the need for COVID-19 vaccines	○	○	○	○	○	○	○
Corporations manufacturing COVID-19 vaccines only care for profit	○	○	○	○	○	○	○
COVID-19 vaccines cause diseases	○	○	○	○	○	○	○

Post Treatment Questions

Have you seen or heard about this story before?

Yes	Unsure	No

Please state the extent to which you agree or disagree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I support the position advocated in the news headline	○	○	○	○	○	○	○
I am in favor of the main point of the news headline	○	○	○	○	○	○	○

How important is the issue discussed in the headline to you personally?

	1	2	3	4	5	6	7	
Not Important at All	○	○	○	○	○	○	○	Very Important

In the next part of today's study, we will ask some questions about your beliefs on some very important issues. Please take your time to answer all the questions carefully and honestly.

When you are ready to begin, please click the "Next" button below to proceed.

Please state the extent to which you agree or disagree with the following statements.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
We can depend on getting the truth from online news.	○	○	○	○	○	○	○
Online news can be misleading.	○	○	○	○	○	○	○

I do not support the position advocated in the news headline

Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree

Please state the extent to which you agree or disagree with the following statements:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I refuse to get vaccination because most of the people I hang out with do not get vaccination.	O	O	O	O	O	O	O
Not getting vaccinated is part of my image.	O	O	O	O	O	O	O
I refuse to vaccinate in order to feel part of the crowd.	O	O	O	O	O	O	O

The likelihood of _____.

	Far below average	Moderately below average	Slightly below average	Average	Slightly above average	Moderately above average	Far above average
me contracting Covid19 is:	O	O	O	O	O	O	O
my family members contracting Covid19 is:	O	O	O	O	O	O	O
me passing Covid19 to others is:	O	O	O	O	O	O	O

Demographics

Now, you will move on to the final part of today's study.

When you are ready to begin, please click the "Next" button below to proceed.

Approximately how many friends/connections you have across all social media platforms?

[   ]

How would you rate your overall political orientation?

| Very Liberal | Liberal | Lean Liberal | Moderate | Lean Conservative | Conservative | Very Conservative |

What is your current employment status?

Employed full time   Unemployed looking for work   Retired   Disabled

Employed part time   Unemployed not looking for work   Student

Which income group does your household fall under?

Less than $10,000 $40,000 - $49,999 $80,000 - $89,999

$10,000 - $19,999 $50,000 - $59,999 $90,000 - $99,999

$20,000 - $29,999 $60,000 - $69,999 $100,000 - $149,999

$30,000 - $39,999 $70,000 - $79,999   More than $150,000

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

Less than high school   2 year degree   Doctorate

High school graduate   4 year degree   Master's degree

Some college   Professional degree

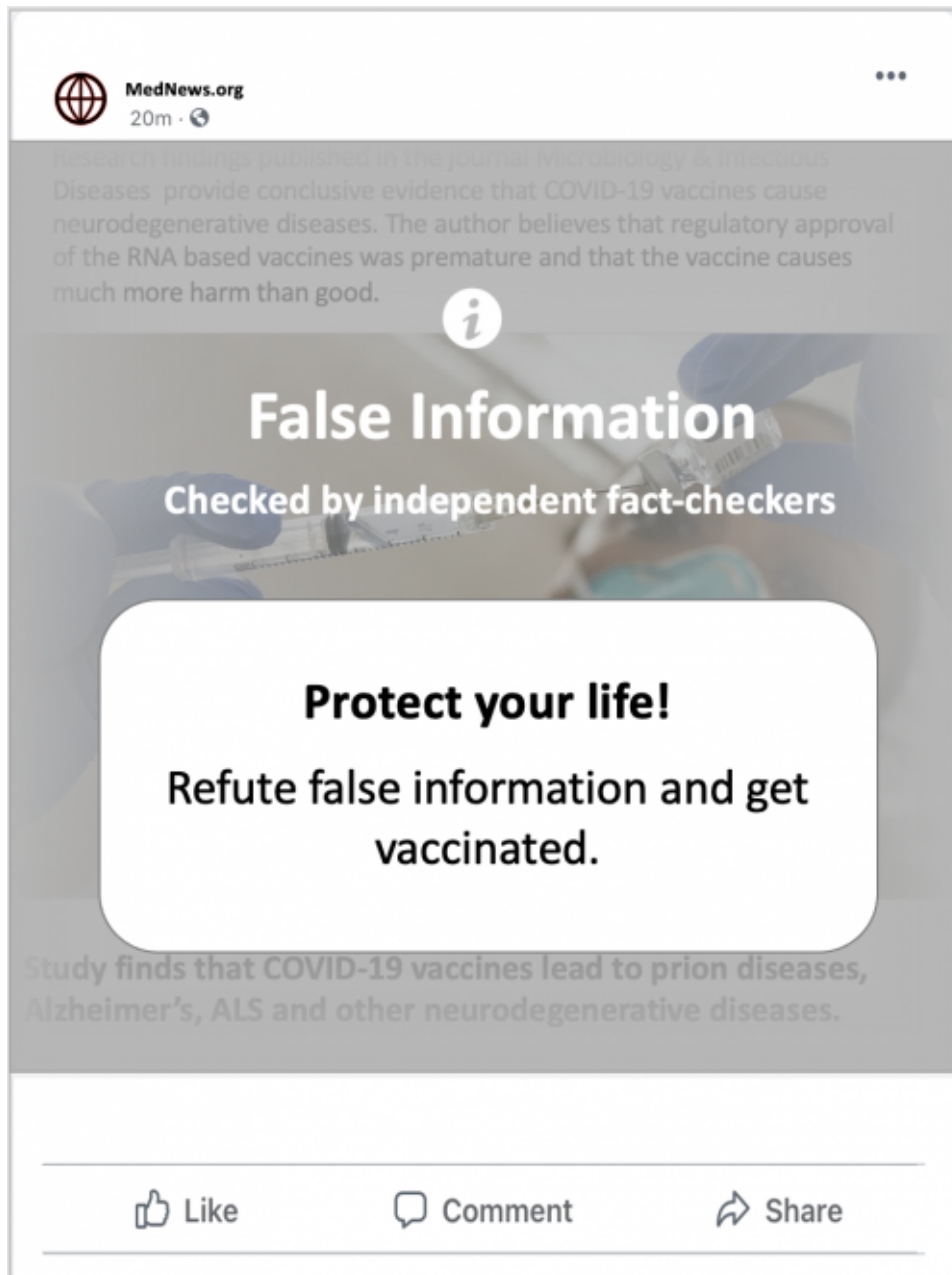## In which year were you born?

[dropdown ⌄]

Treatment_Prevent_Own

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

Note: The graphic may take a moment to load.

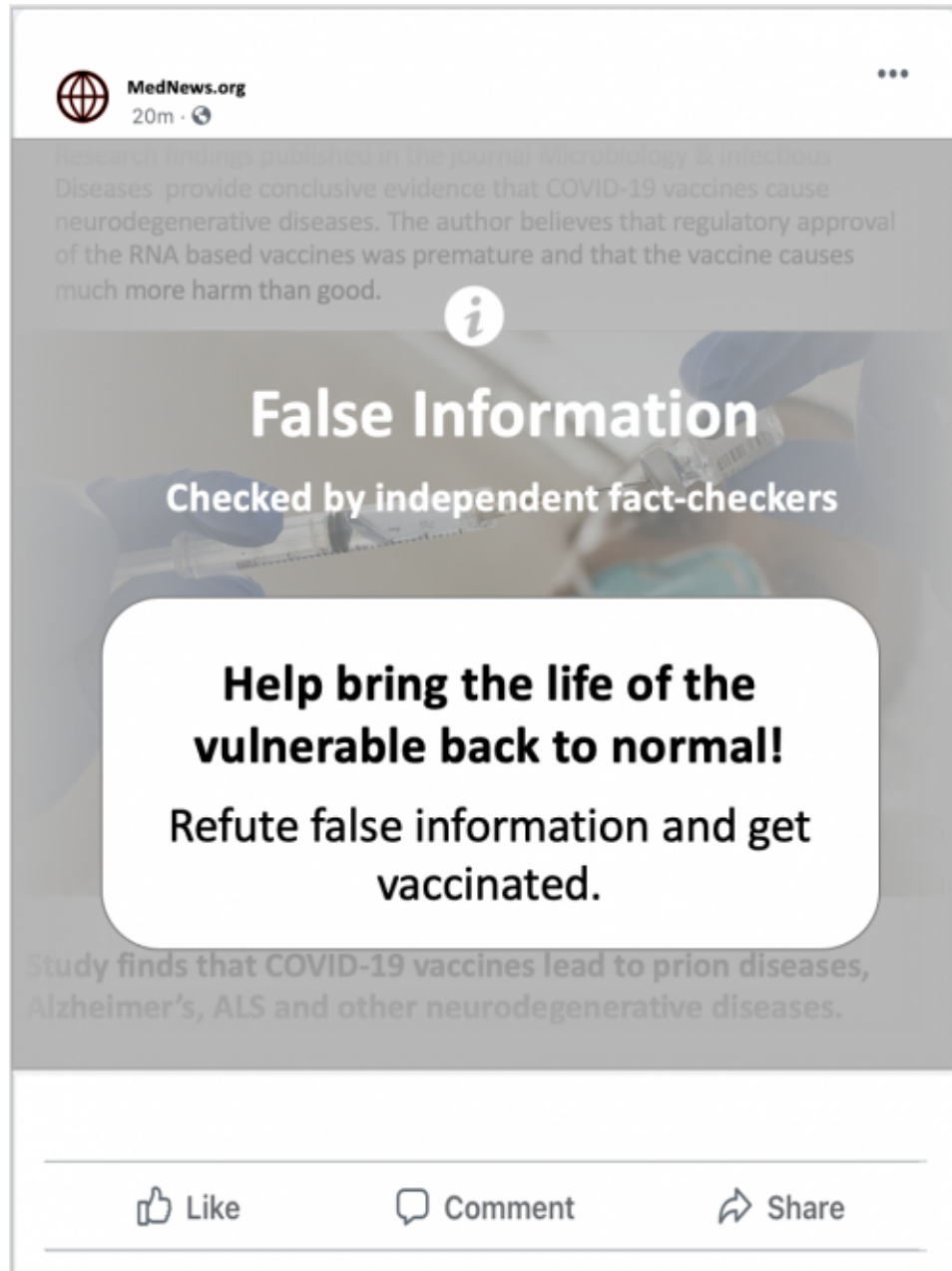For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Treatment_Promotion_Others

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

Note: The graphic may take a moment to load.

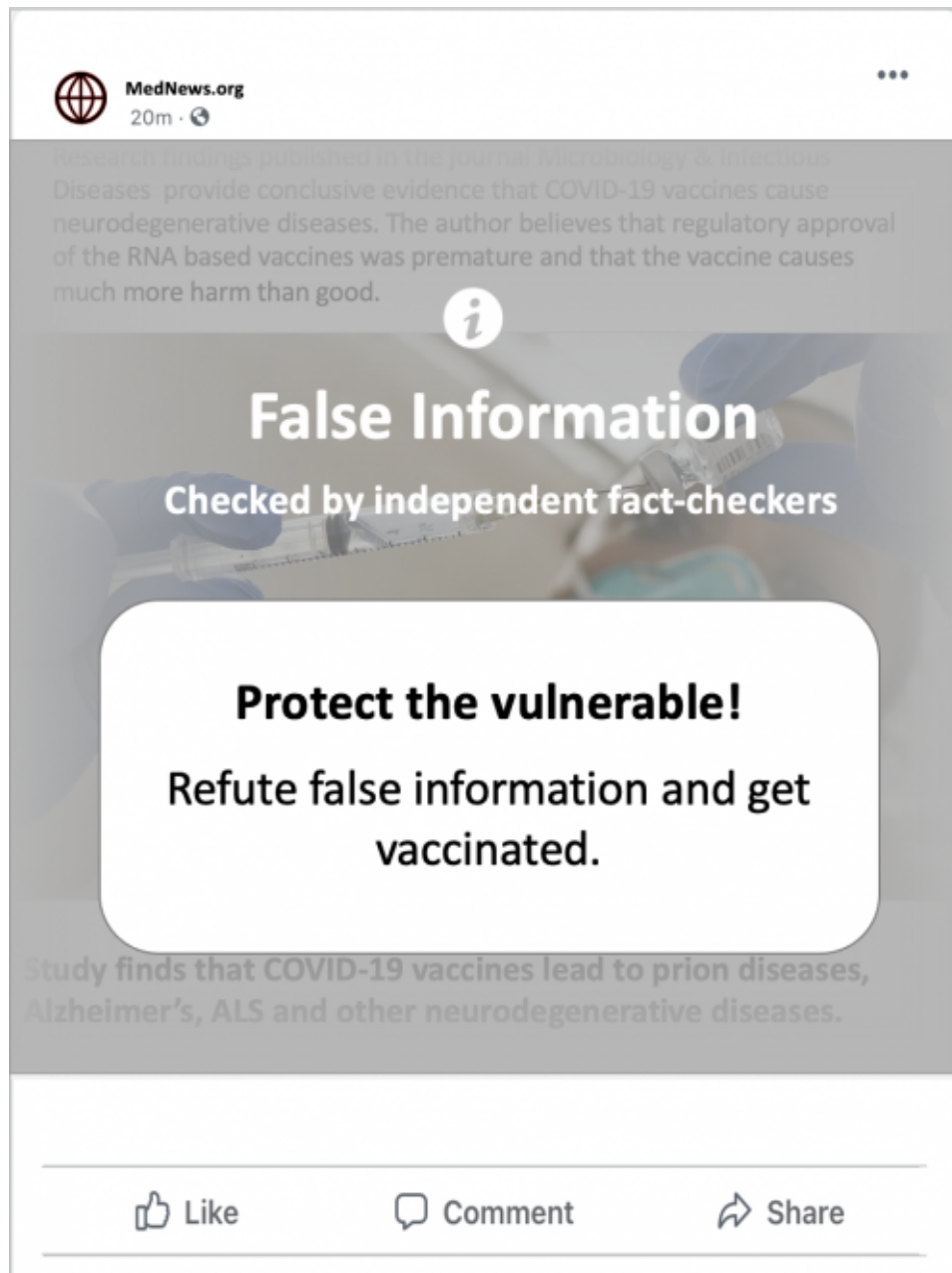For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Treatment_Prevent_Others

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

Note: The graphic may take a moment to load.

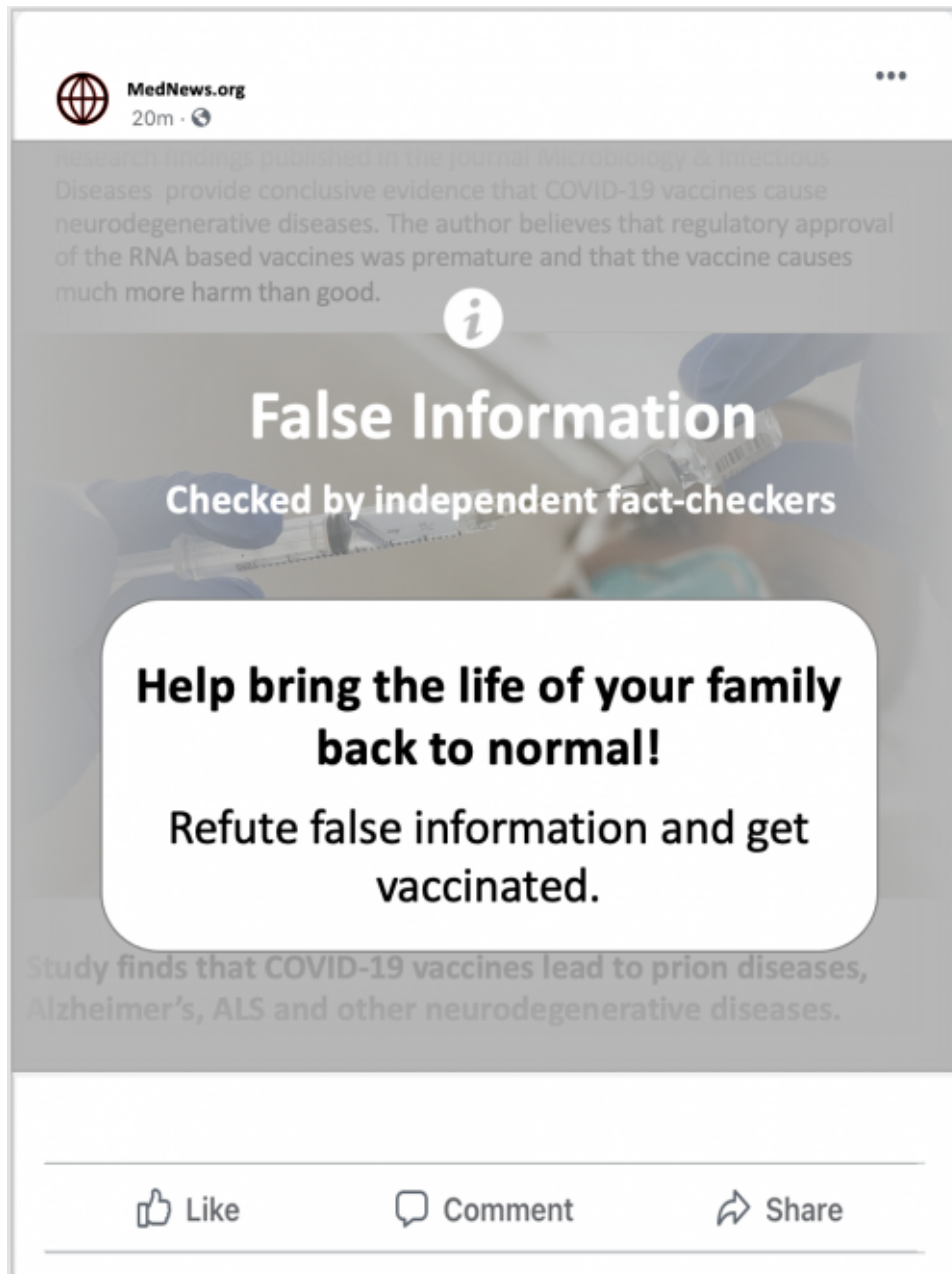For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Treatment_Promotion_Loved

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

Note: The graphic may take a moment to load.

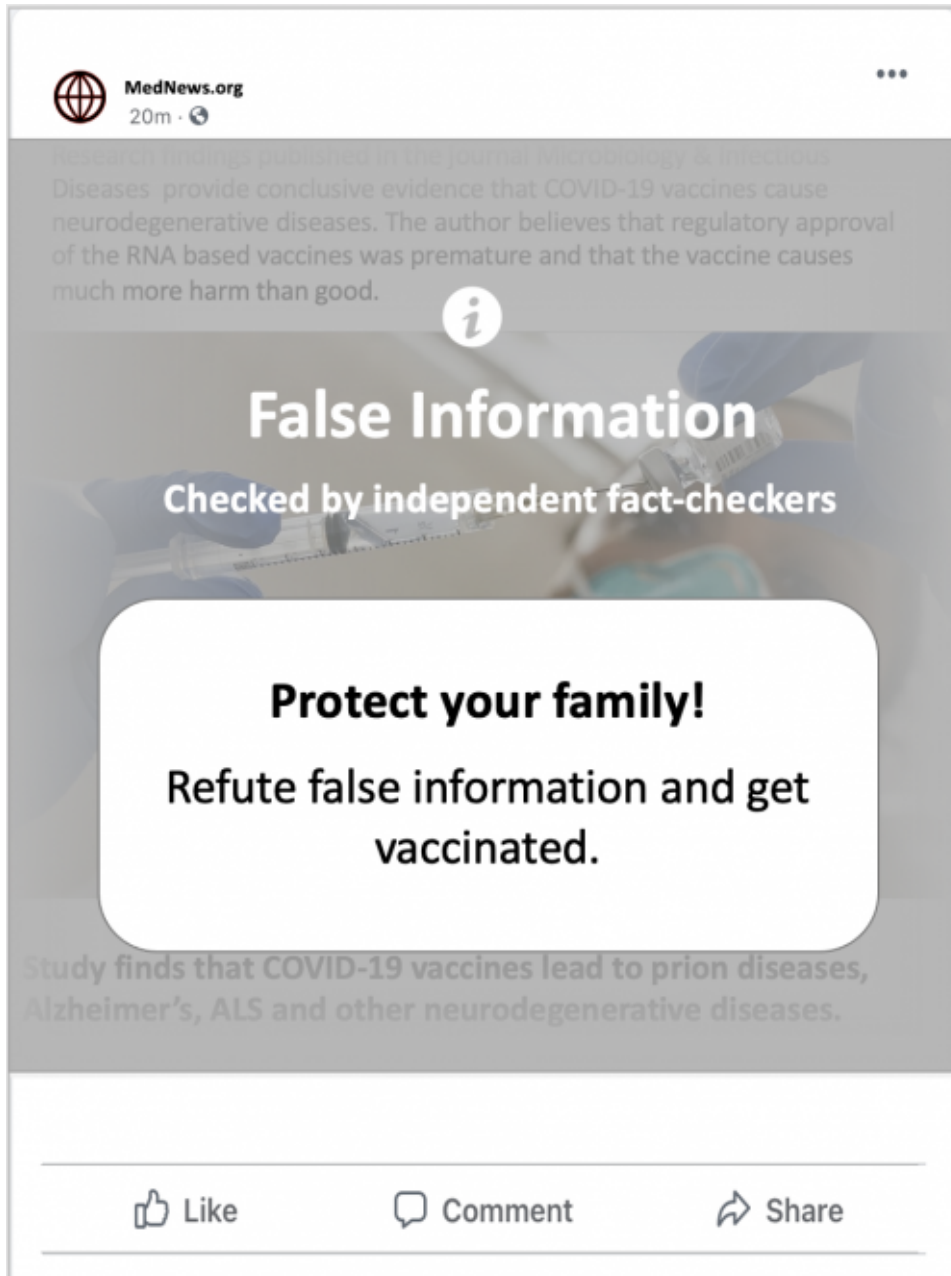For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Treatment_Prevent_Loved

A warning message has been issued for the news headline that you just read.

Please see the graphic on the next page and read <u>all the relevant information included in</u> the warning very carefully.

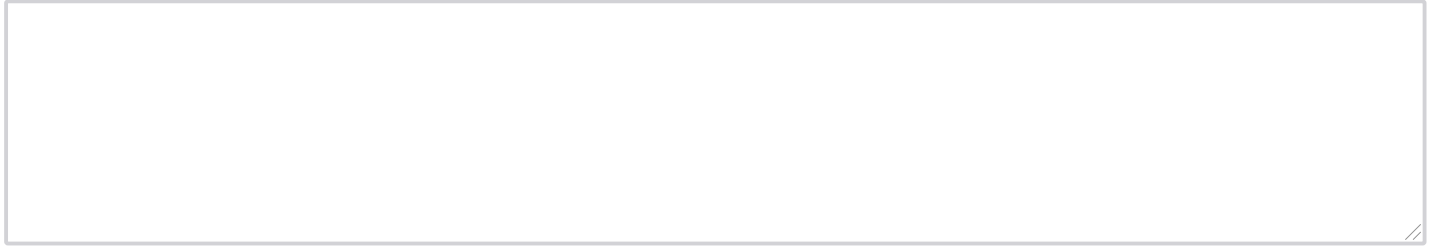**Note: The graphic may take a moment to load.**

For more details on why this news has been flagged as false **Click here**

When you are ready to proceed, please click the "Next" button.

Social Media Condition

In at least 3 **sentences**, please describe the emotions that **the thought of you browsing social media** arouses in you.
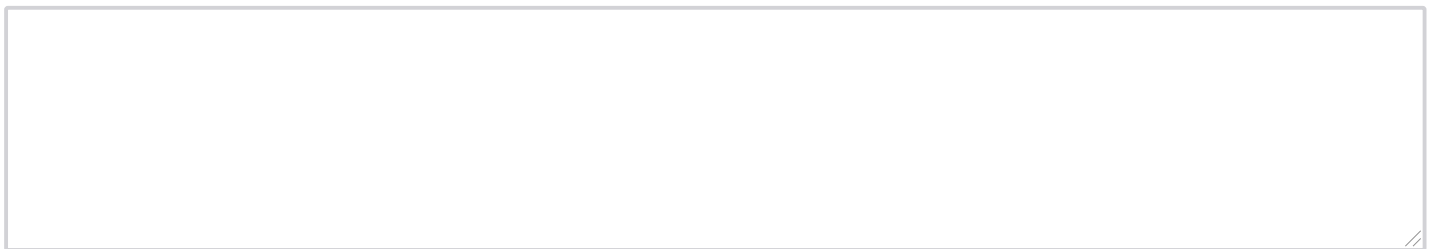
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In at least 3 **sentences**, jot down **as specifically as you can**, what you think will happen to you as you are physically browsing social media, and once you are done browsing social media.

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Social Loss Condition

In at least 3 **sentences**, please describe the emotions that **the thought of you being separated indefinitely from a person that you love dearly** (due to hospitalization, war, natural disasters, diseases, etc.) arouses in you.

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In at least 3 **sentences**, jot down **as specifically as you can**, what you think will happen to you as you are being separated indefinitely from a person that you love dearly, and once you

are separated.