Credibility on Twitter Survey

Chuqiao's Thesis

Survey Flow

Block 1: Introduction (1 paragraph)
Block 2: Demographics (8 Questions)
Block 3: Part 2 Pre-tweet (4 Questions)
Block 4: Random Gender and Title (6 Conditions)
Block 5: Random title and link (6 Conditions)
Block 6: Random Profile (2 Conditions)
Block 7: Closing statement (1 paragraph)

Page Break ─────────────────────────────────

Motivation: The credibility of information matters. This is especially true for large social medial platforms (e.g., Twitter), which became ideal spaces to disseminate information. In this study, we want to investigate the credibility of Dr. titled users. The ultimate goal is to understand better what influences credibility online and how real claims could be better promoted on Twitter.

Structure: This survey contains two parts. In the first part, you are required to answer some demographic questions. In the second part, you are asked to read three tweets and one user's profile page, after it you will have to respond to one follow-up question. This survey will take around 5 minutes. If you have any questions, please don't hesitate to contact us at chuqiao.yan@uzh.ch.

We appreciate your time and honest response. Thank you in advance!

Please click the blue button to start!

Q1 Age
What is your age range?

○ Below 20

○ 20-30

○ 30-40

○ 40-50

○ 50-60

○ Over 60

Q2 Gender
What is your gender?

○ Male

○ Female

○ Other

○ Prefer not to say

Q3 Location
Which country do you live in?

_____

Q4 Education Level
What is your education level?

○ High School and lower

○ Bachelor

○ Master

○ PhD and higher

Q5 Twitter usage
How often do you use Twitter?

◯ Daily

◯ Weekly

◯ Monthly

◯ Yearly

◯ I don't use it

Q6 Twitter Frequency
How frequently do you post on Twitter?

◯ Daily

◯ Weekly

◯ Monthly

◯ Yearly

◯ Never

Page Break ———————————————————————————————————————

Q7 Following Number
How many users are you following? Please enter the digital number. If you never used Twitter, please enter '0'.

_____

Q8 Follower Number
How many followers do you have? Please enter the digital number. If you never used Twitter, please enter '0'.

_____

End of Block: Demographics

Intro

This is the second part of the questionnaire.

First, you will be given three statements about diabetes; depression and high blood pressure on each. You will be asked to give opinions about how strongly do you agree on the statement.

After, you will be asked to read three related tweets, one on each topic, plus a user's profile on the third topic, and give opinions again about how strongly do you agree on the statements.

Please pay attention to the every element on the included images.

Page Break

Q9 statement 1
" Night shifts work is not related to Type 2 diabetes".
How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Q10 statement 2
"Exercise is not a significant treatment for depression".
 How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Q11 statement 3
"Analysing Retina's blood vessels has nothing to do with high blood pressure".
How much do you agree with this high blood pressure statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break ———————————————————————————

Q12 Attention Check

This is a very simple question. What is your favorite color? Please select 'Green' so that we know you are paying attention.

○ Dark blue

○ Willow green

○ Purple

○ Orange

○ Green

End of Block: Part 2 intro

Title (Dr Vs MD Vs NonDr) x Gender (Female vs Male)

6 conditions in total, participants will only see one.

Condition1 Dr - Female

Assuming you are reading this tweet.

Dr. Mary Smith ✔
@MarySmith

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 Retweets   **100** Quote Tweets   **1.0K** Likes

" Night shifts work is not related to Type 2 diabetes".
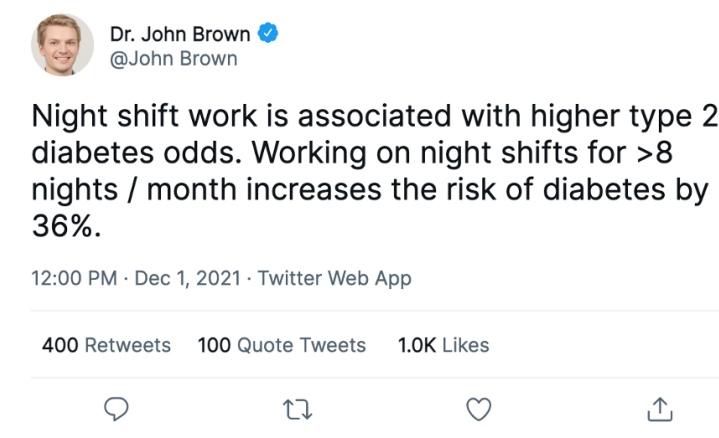How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

- -

Page Break ———————————————————————————————

Condition 2 Dr - Male

Assuming you are reading this tweet.

Dr. John Brown ✔
@John Brown

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 **Retweets**   100 **Quote Tweets**   1.0K **Likes**

" Night shifts work is not related to Type 2 diabetes".

How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 3 MD - Female

Assuming you are reading this tweet.

Mary Smith, MD ✓
@MarySmith

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 Retweets   **100** Quote Tweets   **1.0K** Likes

" Night shifts work is not related to Type 2 diabetes".

How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

- -

Page Break ————————————————————————————

Condition 4 MD - Male

Assuming you are reading this tweet.

John Brown, MD ✔
@John Brown

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 Retweets   100 Quote Tweets   1.0K Likes

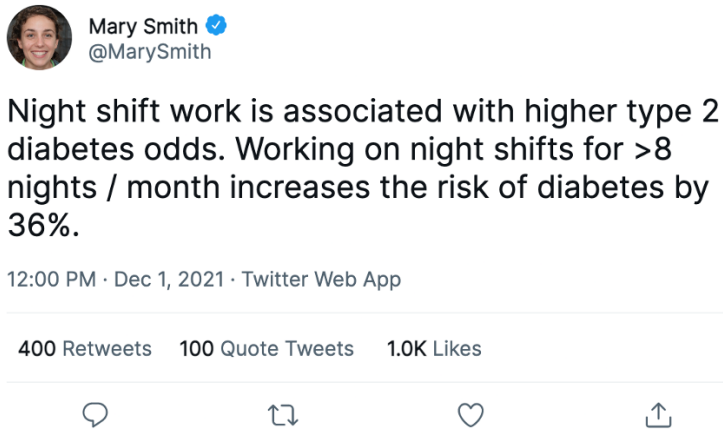**" Night shifts work is not related to Type 2 diabetes".**

How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 5 NonDr-Female

Assuming you are reading this tweet.

Mary Smith ✔
@MarySmith

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 **Retweets**   100 **Quote Tweets**   1.0K **Likes**

" Night shifts work is not related to Type 2 diabetes".

How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 6 NonDr-Male

Assuming you are reading this tweet.

John Brown ✓
@John Brown

Night shift work is associated with higher type 2 diabetes odds. Working on night shifts for >8 nights / month increases the risk of diabetes by 36%.

12:00 PM · Dec 1, 2021 · Twitter Web App

400 **Retweets**   100 **Quote Tweets**   1.0K **Likes**

" Night shifts work is not related to Type 2 diabetes".

How much do you agree with this diabetes statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

End of Block: Random Gender and Title

Title (Dr Vs MD Vs NonDr) x Link (include vs exclude)

6 conditions in total, participants will only see one.

Condition 1 Dr - link

Assuming you are reading this tweet.

Dr.Riley Parker ✔
@RileyParker

"Exercise has a large and significant antidepressant effect in people with depression. Our data strongly support the claim that exercise is an evidence-based treatment for depression." Check out our paper here: https://pubmed.ncbi.nlm.nih.gov/26978184/

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

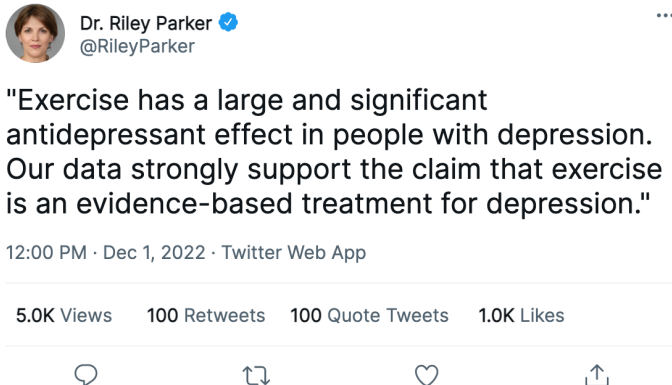**"Exercise is not a significant treatment for depression".**

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 2 Dr-no link

Assuming you are reading this tweet.

Dr. Riley Parker ✔
@RileyParker

"Exercise has a large and significant antidepressant effect in people with depression. Our data strongly support the claim that exercise is an evidence-based treatment for depression."

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

"Exercise is not a significant treatment for depression".

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 3 MD - link
Assuming you are reading this tweet.

Riley Parker, MD ✔
@RileyParker

"Exercise has a large and significant antidepressant effect in people with depression. Our data strongly support the claim that exercise is an evidence-based treatment for depression." Check out our paper here: https://pubmed.ncbi.nlm.nih.gov/26978184/

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

"Exercise is not a significant treatment for depression".

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

- -

Page Break ————————————————————————————

Condition 4 MD - no link

Assuming you are reading this tweet.

Riley Parker, MD ✔
@RileyParker   ...

"Exercise has a large and significant
antidepressant effect in people with depression.
Our data strongly support the claim that exercise
is an evidence-based treatment for depression."

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

💬   ↻   ♡   ⬆

"Exercise is not a significant treatment for depression".

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

- -

Page Break ⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯⎯

Condition 5 NonDr - link

Assuming you are reading this tweet.

Riley Parker ✔
@RileyParker

"Exercise has a large and significant antidepressant effect in people with depression. Our data strongly support the claim that exercise is an evidence-based treatment for depression." Check out our paper here: https://pubmed.ncbi.nlm.nih.gov/26978184/

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

"Exercise is not a significant treatment for depression".

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break ——————————————————————————

Condition 6 NonDr - no link

Assuming you are reading this tweet.

Riley Parker ✓
@RileyParker

"Exercise has a large and significant antidepressant effect in people with depression. Our data strongly support the claim that exercise is an evidence-based treatment for depression."

12:00 PM · Dec 1, 2022 · Twitter Web App

5.0K Views   100 Retweets   100 Quote Tweets   1.0K Likes

"Exercise is not a significant treatment for depression".

How much do you agree with this depression statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

End of Block: Random title and link

Title (Dr) x Profile level (relevant Vs irrelevant)

2 conditions in total, participants will only see one.

Condition 1 Irrelevant profile

Assuming you are reading this tweet and the user's profile

"Analysing Retina's blood vessels has nothing to do with high blood pressure".
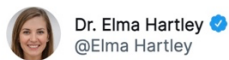How much do you agree with this high blood pressure statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

Page Break

Condition 2 relevant profile

Assuming you are reading this tweet and the user's profile

"Analysing Retina's blood vessels has nothing to do with high blood pressure".
How much do you agree with this high blood pressure statement? Please indicate on the scale below.

○ strongly disagree

○ disagree

○ somewhat disagree

○ somewhat agree

○ agree

○ strongly agree

○ I don't know

End of Block: Profile

Closing Statement

We thank you for your time spent taking this survey. Your response has been recorded. The Twitter account and tweets information involved in this survey were generated and designed only for this study. The statement regarding to the healthcare topics are based on the evidence from scientific paper publication, if you are interested you can check them out with links below:

https://pubmed.ncbi.nlm.nih.gov/26978184/
https://diabetesjournals.org/care/article/41/4/762/36957/Night-Shift-Work-Genetic-Risk-and-Type-2-Diabetes
https://www.ahajournals.org/doi/10.1161/HYPERTENSIONAHA.120.14695