

Research Plan for Team 2 (the Design Team)

By answering the questions below, you create a plan for your class research project. Please answer the questions in detail by the due date.

1. What do you hope to accomplish with this research? Please explain it to me in detail. What difference will your research make for theory and/or practice?	Author name
A large body of research work and efforts have been focused on detecting fake news and building countermeasures to debunk fake news as soon as possible. Despite the existence of these approaches, fake news is still widely shared by online users. It indicates that these approaches may not be fully effective and accepted by social media users. Studies of the video-based platform, Tiktok and Instagram, have documented high levels of misinformation. Tiktok and Instagram have taken active steps to debunk fake news. Video may be particularly powerful in reducing misperceptions and overcoming motivated reasoning, but this has not been studied on Instagram and Tiktok. The goal of this study is to understand how to improve the effectiveness of countermeasures on fake news short videos. It further explores the role of video format and platform affordance in shaping message interest and information-sharing in the context of fact-checking.	
2. Research question(s):	Holly and Noah

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|---|--|
| <p>1. What are the strategies being used to counter misinformation being shared on TikTok and Instagram Reels?</p> <p>2. How do users respond to various approaches used to prevent the spread of misinformation on TikTok and Instagram Reels?</p> <p>3. How effective are the strategies being used to reduce the sharing of misinformation on TikTok and Instagram Reels?</p> <p>4. How do people perceive the countermeasures being used to combat misinformation on TikTok and Instagram Reels?</p> <p>5. How does fact-checking influence people's evaluation of the information on TikTok and Instagram Reels?</p> | |
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3. Data Collection Methods:

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| <p>a. What sampling strategy will you use? How will you recruit participants? Please include a screening survey to filter and identify the right participants.</p> | |
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<p>We will be using convenience and snowball sampling to find participants for our data collection. In order to recruit participants, our group will use people that we know by posting on our social media and talking to friends, family and non-UX classmates to find individuals to take out screeners.</p>	<p>Teodora and Ella</p>
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<p>We will also put up flyers with a QR code in Harrison Hall and the libraries that will take students to the screener survey. We will provide the screener survey to individuals we have recruited through social media or social circles. Once individuals have taken the screener, we can assess if they are a good fit for the study.</p>	
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<p>The message we will send individuals if we believe that they would be a good fit for our study: "Hello! Thank you for your interest in participating in our study. To continue with your participation, fill out this screener survey so that we can learn more about you. Please let us know if you have any questions!"</p>	
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<p>The message we will send participants once they have completed the screener survey: "Hello! Thank you for filling out the screener survey to allow us to learn a little more about you. The next step in your participation</p>	
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is to schedule a time for an interview with our team. Please respond to this message with 1 hour slots that work best for your schedule! Again, let us know if you have any questions or wish to withdraw your participation at any time."

[Screener Survey Planning Document](#)

b. How do you plan to collect data for this class project? Will you use interviews, surveys, think aloud, etc? Please describe the exact procedures you will use, including details about how you will conduct the interview, record and save the data. Provide a list of interview and/or survey questions if applicable.

After participants take a screener survey, we will identify candidates to be asked further interview questions and schedule interviews with them. We will use interviews to gather information about user habits regarding platform affordances around fake news on video platforms TikTok and Instagram Reels. We will use audio/video recording and note taking to record and save data. Interviews will take place remotely one user at a time. We will conduct interviews using the [interview protocol](#).

Rita, Zach
and
Michael

c. Identify at least 15 widely shared and/or viewed fake news video stories on Instagram and Tiktok. All the 15 fake news should be **fact-checked** on social media platforms. Take screenshots of the fake news and briefly explain the stories as well as how they are debunked on social media. Summarize the approaches to counter fake news on Instagram and Tiktok.

1. A manipulated video of Joe Biden saying "We cannot win this re-election. We can only re-elect Donald Trump," was initially posted on Twitter but was widely circulated on TikTok. TikTok's Misleading Information policy states that users are not to post "content that misleads community members about elections or other civic processes." Therefore, this video was removed for violating TikTok guidelines.

Ella



<https://www.businessinsider.com/tiktok-remove-joe-biden-clip-content-moderation-misleading-elect-trump-2020-3>

2. Madonna shared a viral video that featured doctors making false and misleading claims about COVID-19, including things such as masks aren't required to stop the spread of COVID-19. The post was initially blurred out with a "False Information" warning label by independent fact-checkers and was ultimately removed by the platform. A message was also sent to everyone who engaged with the video that directed them to authoritative information about COVID-19.

False Information

Reviewed by independent fact-checkers

See Why

See Post

madonna • Follow

madonna • The Truth will

set us all Free!
But some people don't want to hear the
truth. Especially the people in power
who stand to make money from this
long drawn out search for a vaccine
Which has been proven and has been
available for months. They would rather
let fear control them and let the rich
get richer and the poor and sick get
sicker.
This woman is my hero 🙏 Thank you
Stella Immanuel

2h

taurusmikey MADONNA!!! Again?!
This is wrong! You have influence

Liked by califa013 and others

2 HOURS AGO

Add a comment... Post

<https://thehill.com/policy/technology/509606-madonnas-instagram-post-flagged-then-removed-for-spreading-coronavirus>

Ella

3. This Tiktok video makes the claim that individuals in India were misled and injected with saltwater solutions instead of vaccines. The creator of the video set the sound to a Trippie Redd song lyric where he sings “what the f**k” and makes a disgusted face.

Along the bottom of the video, a clickable bar reads “learn more about COVID-19 vaccines,” which when clicked, points the user to a Q and A page about COVID-19 by the World Health Organization. The video is still easily shareable, and the warning serves as a general blanket statement about content that includes misinformation. There is no specific warning about what is misleading about the video.



Q&A

Is there a vaccine for COVID-19?

A Yes there are now several vaccines that are in use. The first mass vaccination program started in early December 2020. At least 7 different vaccines have been administered globally. WHO... Expand ▾

Answer by: World Health Organization

Are COVID-19 vaccines safe?

A COVID-19 vaccines are **safe** and **effective**.

Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history.

The CDC recommends you get a COVID-19 vaccine as soon as you are eligible.

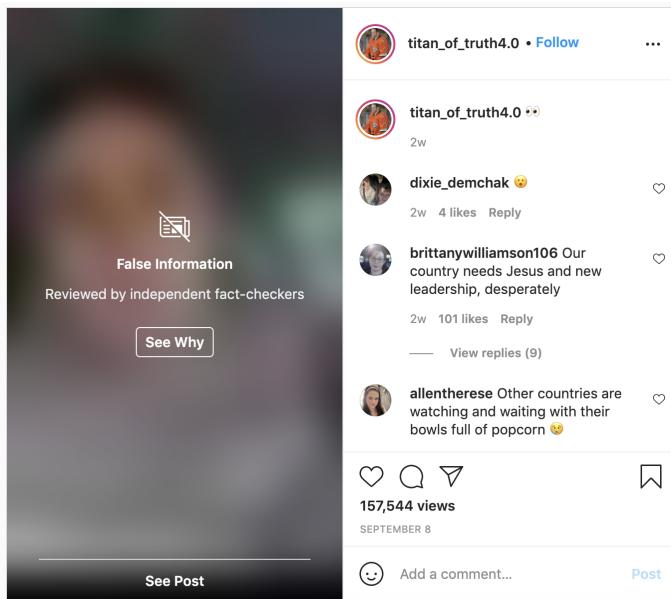
Teodora

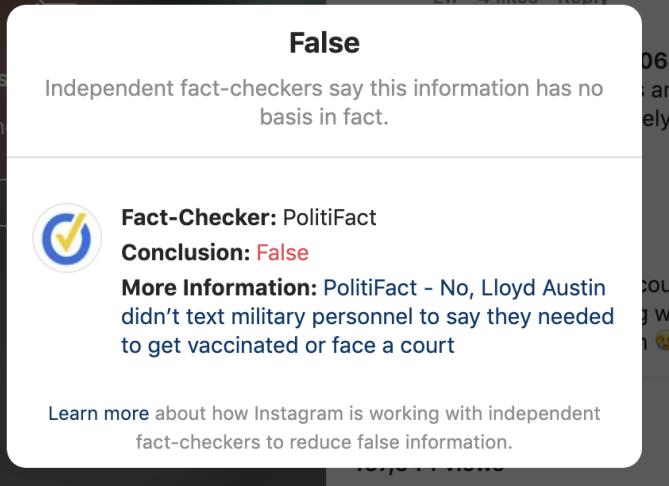
https://www.tiktok.com/@political_tea/video/6981530825258978566?is_from_web_app=v1&q=vaccinefake&t=1632789881146

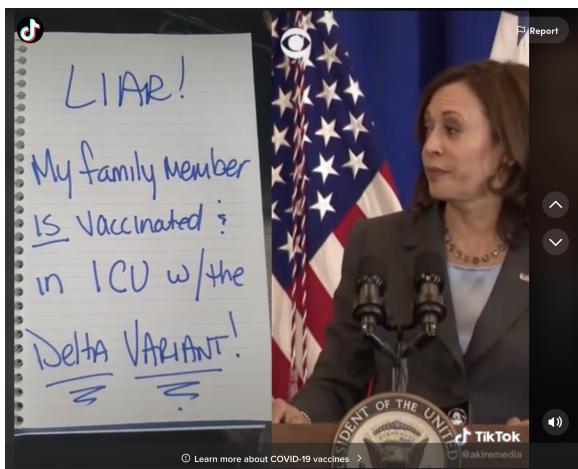
4. The Instagram post features a reposted Tiktok video about how the military is allegedly court marshalling military personnel who are refusing to receive the vaccine. The individual in the video yells at the people watching to “wake up” and recognize how the military is being compromised by being forced to vaccinate themselves. He claims our own leaders are pushing the military out.

Teodora

When you first click to view the post, it is blurred out by a “False Information” label that states it has been reviewed by independent fact checkers. When the user clicks “see why,” a separate pop up window comes up and provides more information to counter the misleading statements made in the video. There is also an additional road block of the user having to click the “see post” button at the bottom of the screen before they can view any of the content. By placing that button towards the bottom of the page and making it smaller, from a design standpoint, it encourages the user to explore the “see why” button first.



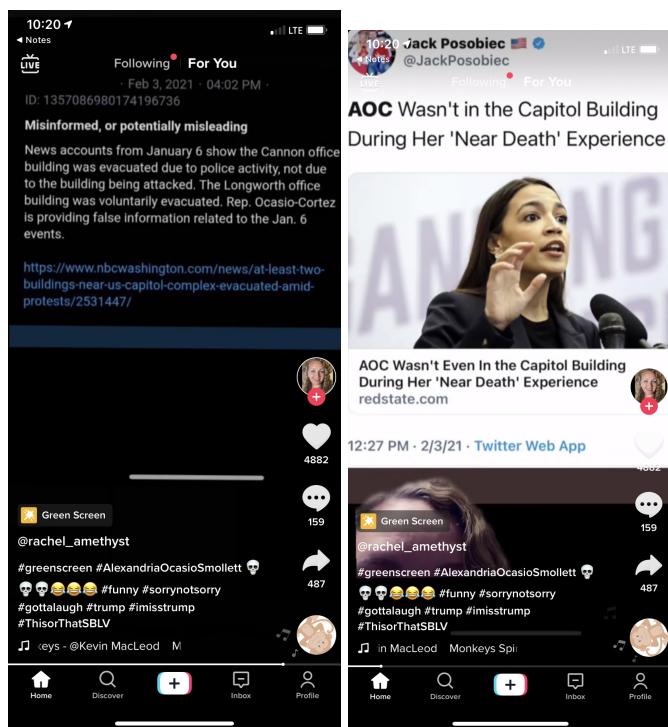
 <p>https://www.instagram.com/tv/CTkIcLYJV1W/?utm_source=ig_embed&ig_rid=bca892c2-8fde-a28e-a3792fc1e205</p>	
<p>5. This video includes many of the same fact-checking efforts as the previous Tiktok video I include, however I wanted to include this one to mention the role of audios in the spread of misinformation on Tiktok. The video is a “duet” of another video featuring Kamala Harris talking about how virtually no one who has taken the vaccine will end up in hospital with the Delta variant. Tiktok allows users to share the video and audio separately.</p> <p>That means that while the videos may be taken down, the audio remains shareable as a soundtrack that can be clipped by other users for their videos and furthering the opinions of users that the vaccines are harmful/not effective. That is partly the case here, as when a user clicks the audio for that video, it comes up with many other videos that are using the sound or duetting it, spreading false information about the vaccine. Tiktok does not have a specific explanation for each video. If a video mentions a controversial topic, it is likely that no matter if the video is debunking a misleading claim or making a misleading claim, they both have the “learn more” banner included on the video as a blanket solution.</p>	Teodora



https://www.tiktok.com/@akiremedia/video/6984471724607704325?is_fro_m_webapp=v1

6. In this TikTok video, the woman shares fake news about Congresswoman Alexandria Ocasio-Cortez's alleged claims of rioters storming her office. The woman in the video also says that she claimed to be in the capital at the time of the riot. Below is an article that fact checks this and says that the congresswoman neither claimed to be in the capital nor claimed that rioters stormed her office. The woman in the video is trying to spread rumors about the congresswoman to get others to dislike her more.

Rita



<https://www.reuters.com/article/uk-factcheck-aoc-instagram-live-video/fact-check-alexandria-ocasio-cortez-did-not-claim-that-she-was-in-the-capitol-during-siege-nor-that-rioters-entered-her-office-idUSKBN2A51RK>

<https://vm.tiktok.com/ZMRx9dEDk/>

7. This video shows Pfizer CEO Albert Bourla stating that he has not yet gotten his COVID-19 vaccine. This video went viral in early August 2021, yet the video interview was from December 2020, meaning it was taken out of context. This video originated on TikTok and went viral on Instagram. It was flagged as “Missing Context - Independent fact-checkers say information in this post could mislead people”.

Ella



⚠️ Missing Context. Independent fact-checkers say information in this post could mislead people. >



Fact-Checker: Lead Stories

Conclusion: Missing Context

More Information: Fact Check: Pfizer CEO's Israel Visit Was NOT Canceled 'Because He Was Not Vaccinated'-- He Was Awaiting Second Dose Of Two-Shot Vaccine | Lead Stories



Fact-Checker: USA TODAY

Conclusion: Missing Context

More Information: Fact check: Pfizer CEO Albert Bourla received COVID-19 vaccine



Fact-Checker: Reuters Fact Check

Conclusion: False

More Information: Fact Check- Pfizer CEO received his second dose of the COVID-19 vaccine on March 2021



Fact-Checker: PolitiFact

Conclusion: False

More Information: PolitiFact - Pfizer's CEO was vaccinated against COVID-19 in March



Fact-Checker: Associated Press

Conclusion: False

More Information: Pfizer CEO is vaccinated



Fact-Checker: The Quint

Conclusion: False

More Information: Old Video Shared to Claim Pfizer CEO Didn't Take COVID-19 Vaccine

https://www.instagram.com/p/CS37rQ8AG3B/?utm_source=ig_embed&utm_campaign=loading

<https://www.politifact.com/factchecks/2021/aug/24/instagram-posts/pfizers-ceo-was-vaccinated-against-covid-19-march/>

8. Joe Rogan talked about Ivermectin in his podcast recently, a horse deworming medicine that he claims is a treatment for COVID. There is little to no research behind this, and the CDC has come out with multiple messages telling people not to take Ivermectin. This video has received heavy criticism. On this particular video showing a clip from his podcast on a TikTok account, there is only a “Learn more about COVID-19 vaccines” flag. His actual podcast episode itself has been fact checked by multiple fact-checking sites. (Anything that is truly rated false on TikTok by fact checkers they are partnered with is removed, so this post must either be in progress of being checked or disputed)

Joe Rogan On His

THE JOE ROGAN EXPERIENCE

@joeroganfamily 4w ago

Joe Rogan WHOLE COVID 19 EXPERIENCE #foryoupage #foryou #joerogan #joeroganclips #... See more

Learn more about COVID-19 vaccines

Add comment...

10:19 AM Sprint 77%

Q&A

Is there a vaccine for COVID-19?

Yes there are now several vaccines that are in use. The first mass vaccination program started in early December 2020. At least 7 different vaccines have been administered globally. WHO... Expand ▾

Answer by: World Health Organization

Are COVID-19 vaccines safe?

COVID-19 vaccines are **safe** and **effective**.

Millions of people in the United States have received COVID-19 vaccines under the most intense safety monitoring in U.S. history.

The CDC recommends you get a COVID-19 vaccine as soon as you are eligible.

Learn more about COVID-19 vaccines.

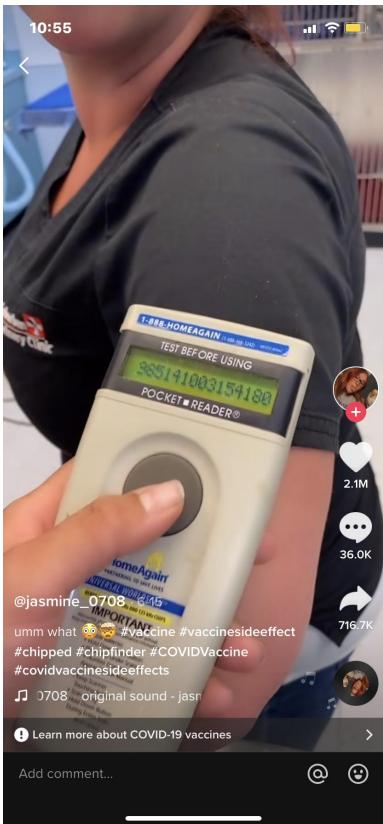
The content is provided for informational purposes only and is not a substitute for professional medical advice. TikTok did not create or verify the accuracy of this content. If you believe you have

Zach

<https://vm.tiktok.com/ZMRxCc5Qm/>

9. This viral TikTok that circulated the internet shows a woman scanning the area of her arm that she received the covid-19 vaccine at and claiming that getting the vaccine leads to those involuntarily implanting a microchip into their bodies.

Michael

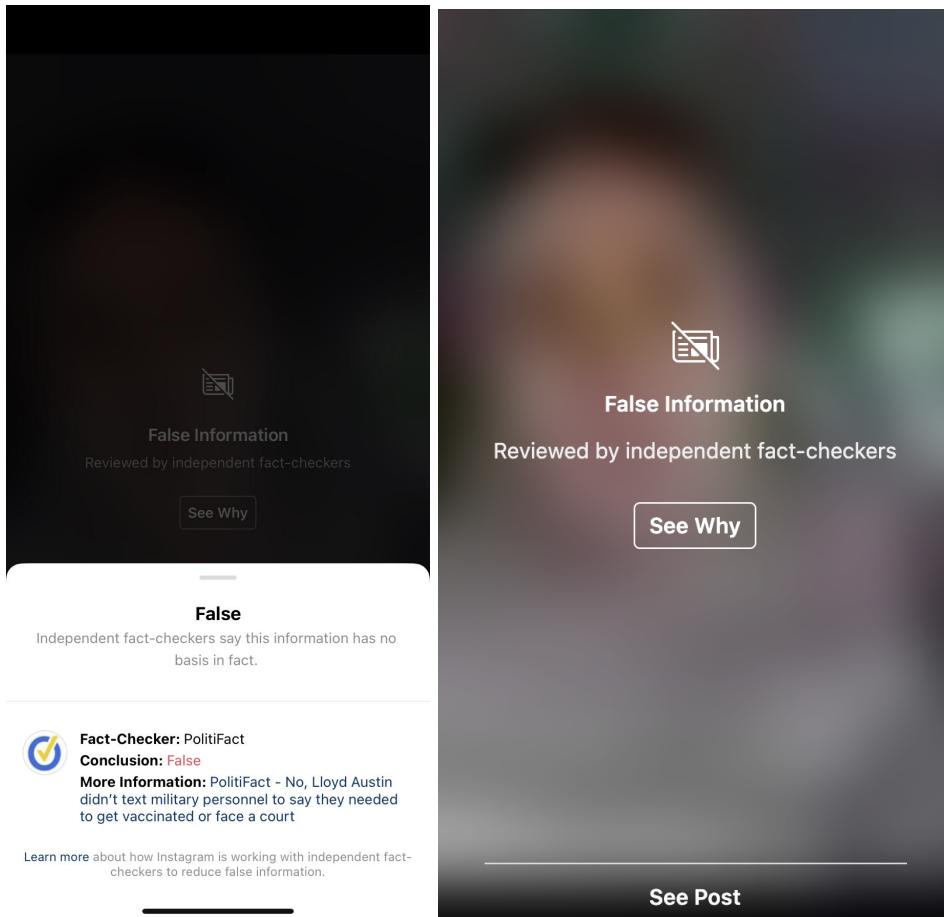


<https://www.factcheck.org/2021/07/scicheck-spoof-video-further-microchip-conspiracy-theory/>

<https://vm.tiktok.com/ZMRxX2scT/>

10. A viral Instagram video claims that U.S. military personnel were ordered by text message to get vaccinated in less than a day or else face a court martial. PolitiFact found no credible sources to corroborate either the social media video or the blog post. The video has a “False Information” reviewed by independent fact checkers label when viewed on Instagram.

Ella



<https://www.politifact.com/factchecks/2021/sep/14/instagram-posts/no-lloyd-austin-didnt-text-military-personnel-say-/>

https://www.instagram.com/tv/CTkIcLYJV1W/?utm_source=ig_embed&ig_rid=bca892c2-8fde-4605-a28e-a3792fc1e205

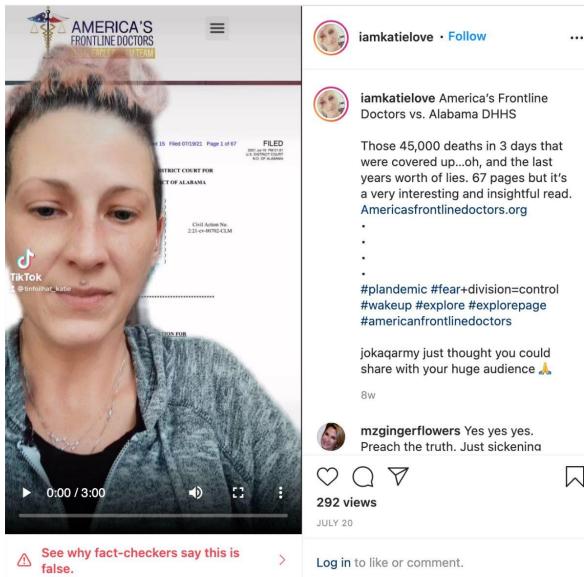
11. This is a screenshot from a tiktok that is meant to spread misinformation about what is happening in Syria. The video first displays a beautiful image of how Syria looked in 2010 and another showing how it looks in 2020. The accompanying text in the video says "Syria before America destroyed it" and then "After America destroyed it." The video fails to mention that the first image is 10 years old and that the destruction shown in the second image is over the time of those 10 years of events, war, and deterioration and not from a single attack.

Rita



<https://www.spectator.co.uk/article/tiktok-has-a-problem-with-misinformation>

12.



Noah

<https://www.usatoday.com/story/news/factcheck/2021/09/10/fact-check-no-evidence-vaccine-related-complications-killed-45-000/8256978002/>

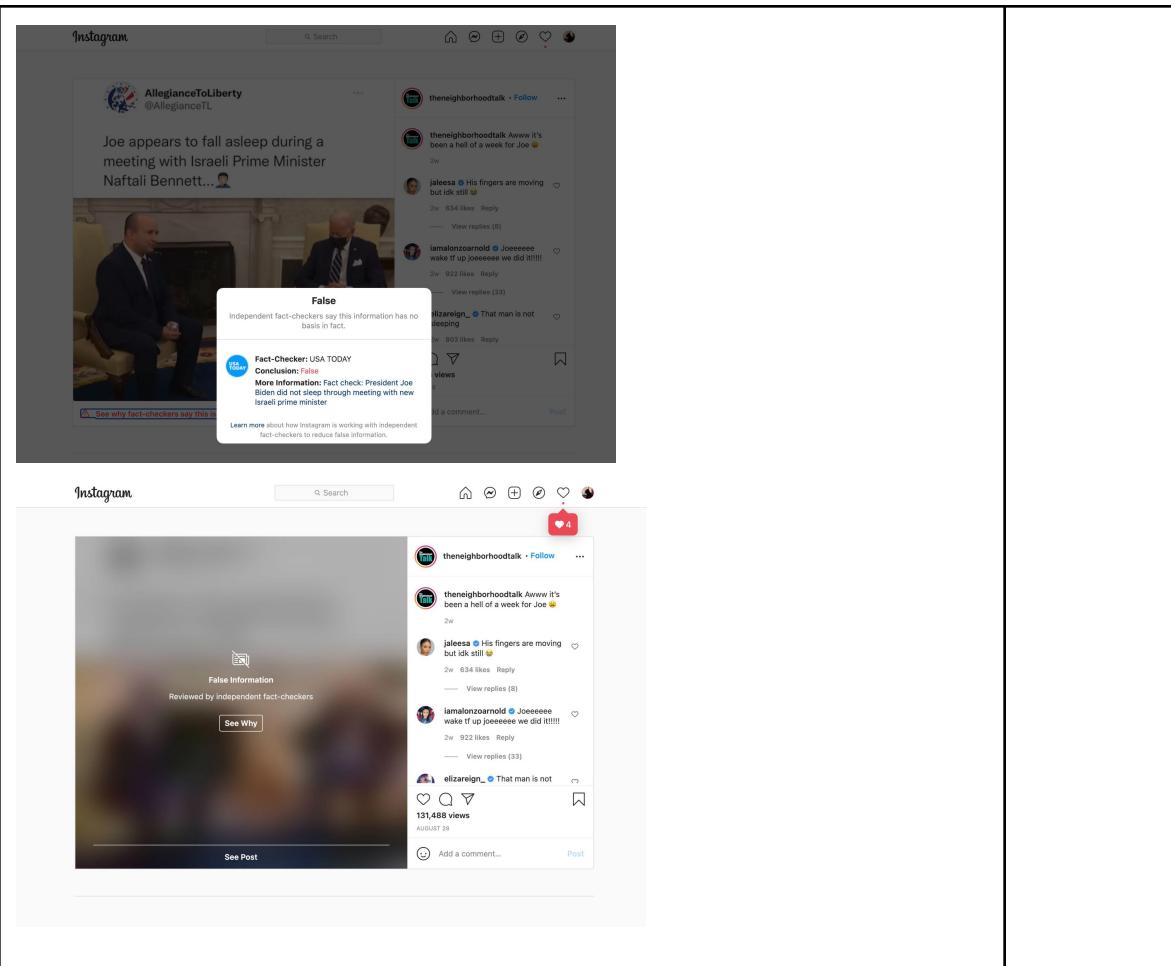
<https://www.instagram.com/tv/CRkDWGMH1Jv/>

10.

<https://www.usatoday.com/story/news/factcheck/2021/08/31/fact-check-video-shows-biden-awake-meeting-israeli-pm/5655374001/>

https://www.instagram.com/p/CTI-ZTYnlyP/?utm_source=ig_embed&utm_campaign=loading

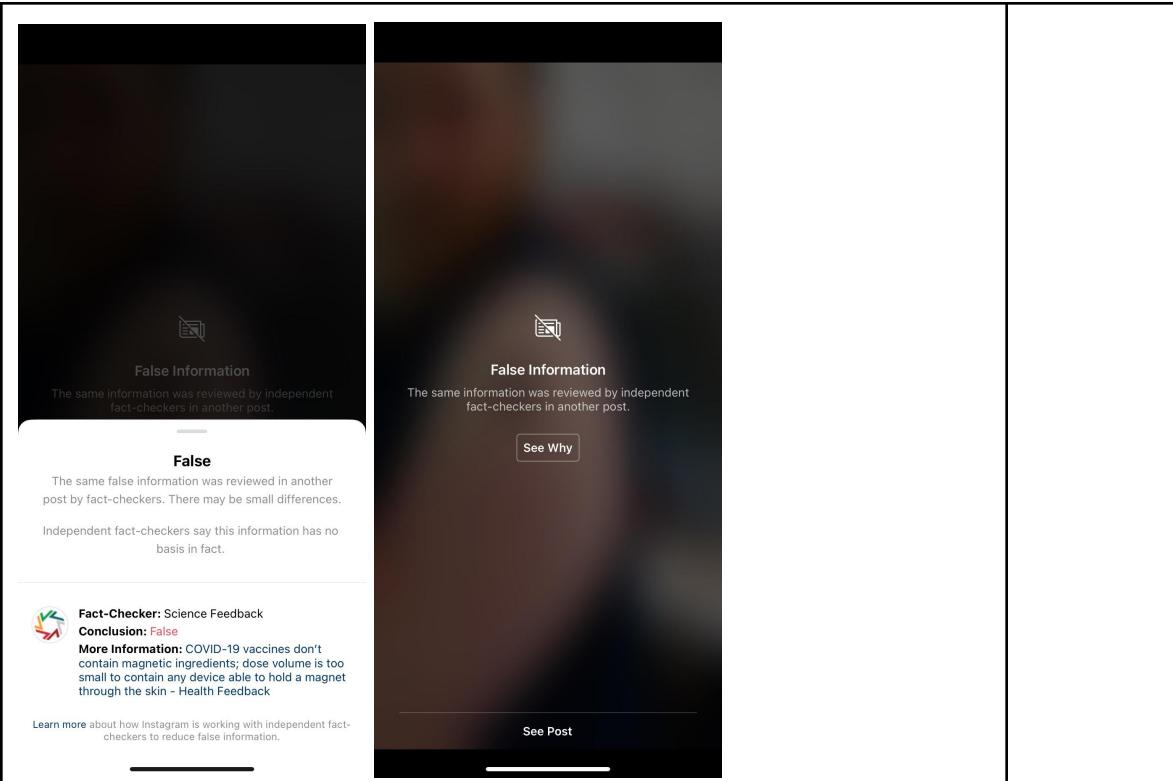
Noah



13.

A man incorrectly claims that the covid vaccine injects something magnetic into the human body. False Information message. Instagram IGTV

Holly

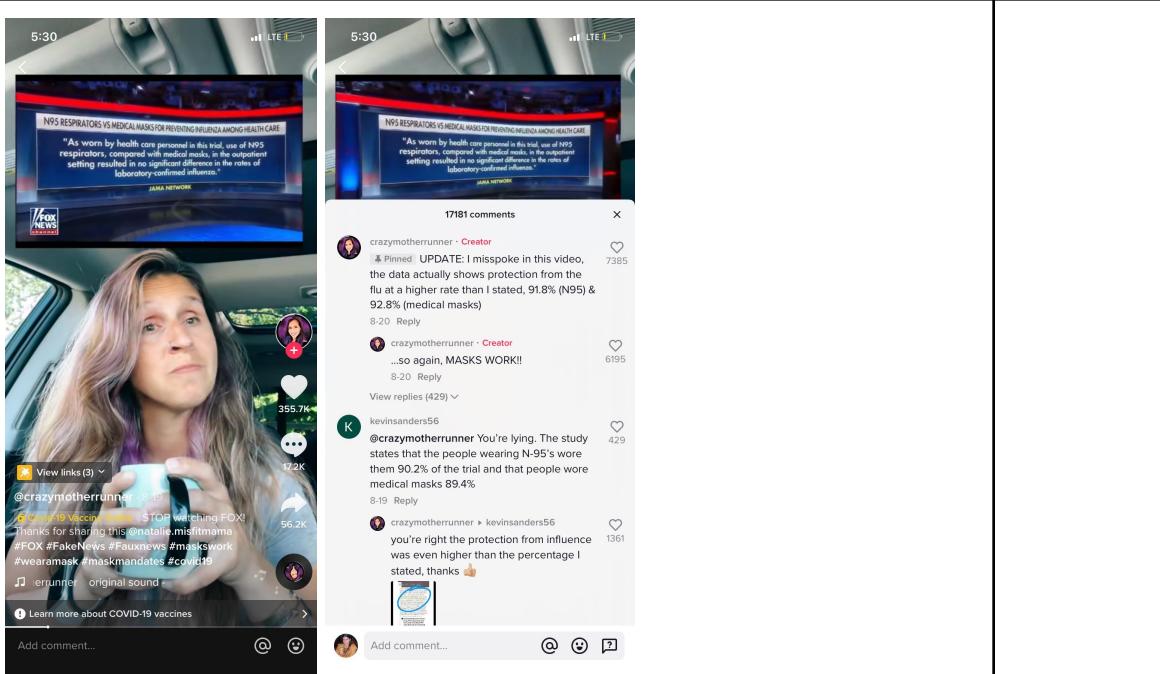


https://www.instagram.com/tv/CPMqxUqnH58/?utm_medium=copy_link

14.

Woman showcases and disputes a fake news video clip from Fox news but also incorrectly cites a percentage, which she then corrects herself in the comments. There seems to be no fact checking mechanisms for the comment sections on TikTok. Learn more about covid-19 message. TikTok

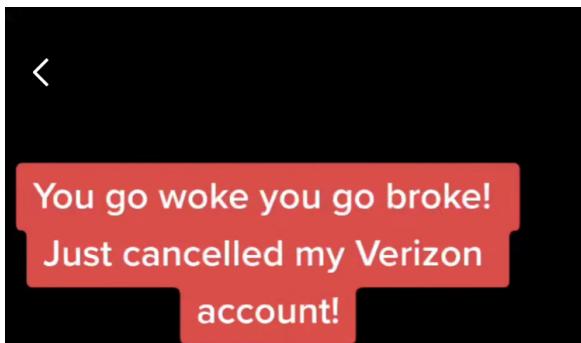
Holly



<https://vm.tiktok.com/ZMRQNoHdY/>

15. This TikTok shows a Fox Business headline making claims without proper context. The article itself has a misleading headline, where Verizon isn't actually making any of these claims, but in reality it is a conservative blog. Verizon itself refuted the claims. The TikTok is reposting this information without the proper context and therefore spreading misinformation about Verizon's stance using a misleading headline. This post is flagged as "Mostly False" by Politifact, although there are no tags or evidence of this on the post itself. This seems to go against TikTok's guidelines for dealing with this type of content, which is interesting and shows that there is further work to be done. I've included the link to the Politifact page along with the link to the tiktok.

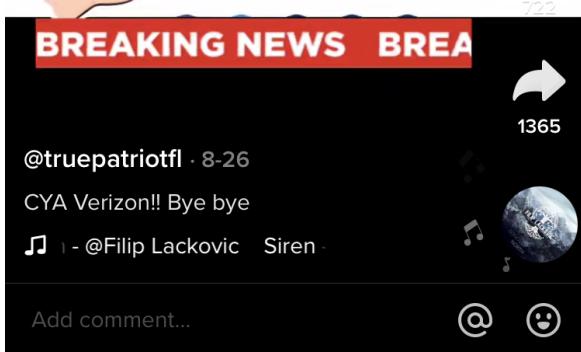
Zach



VERIZON · Published 2 hours ago

Verizon promotes defunding the police and idea America is fundamentally racist. report

Verizon's new program featured Khalil Muhammad, who argued that police 'reinforce' inequalities



<https://vm.tiktok.com/ZMRWMycJH/>

<https://www.politifact.com/factchecks/2021/sep/27/tiktok-posts/fact-checking-whether-verizon-promotes-defunding-p/>

16.

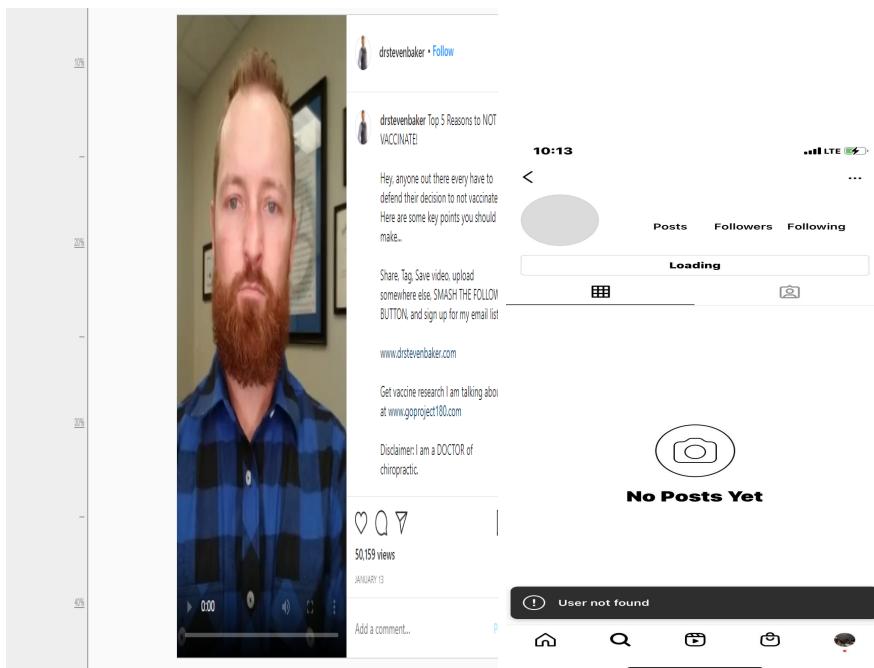
<https://www.theverge.com/2021/2/3/22263100/tiktok-fact-check-warning-labs-unverified-content>

17. This viral video contained a chiropractor named Doctor Steven Baker speaking about why people should not get the coronavirus vaccine. In the video he goes on to state his top 5 reasons for others to not get vaccinated. He makes a substantial amount of false claims about the vaccine and in result instagram deleted his account.

Michael

<https://archive.is/0fmBY>

<https://www.factcheck.org/2021/01/viral-video-makes-false-and-unsupported-claims-about-vaccines/>



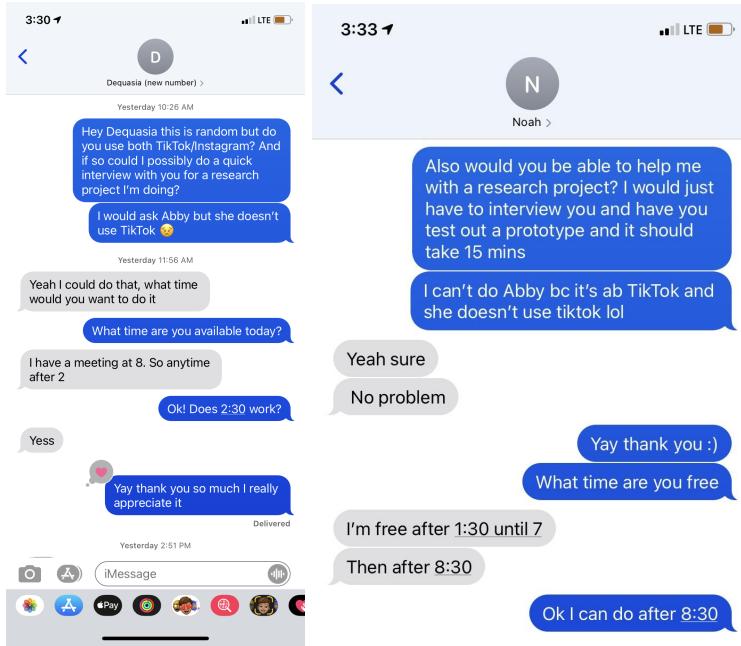
<p>Summary of countermeasures:</p> <p>TikTok: Removes videos for violating Community Guidelines, anything deemed false by fact checkers is removed from the platform, anything disputed is flagged, typically by a “learn more” banner.</p> <p>Instagram: Labels videos with “Misleading Information,” and “Missing Context” banners. Most videos include a “False Information” blurred pop up with “see why fact checkers say this is false” button, in addition to making them click on a “see post” button to view the content.</p>	

Data Collection: Phase 1

Rita Yoham

Survey Distribution:

I distributed the survey via text to individuals that I had previously known to use TikTok and Instagram Reels and would also be willing to sit down for an interview. On top of that I took the time to place the flier we made as a group in public areas of my apartment complex. Here is the link to the [screener survey](#).



Survey and Interview Responses:

I only received responses from the two individuals that I reached out to. Both of them met the qualifications based on their survey results and were frequent users of both TikTok and Instagram Reels. Out of the two, I decided to go through with the interview with Dequasia because of scheduling reasons and she was available to do the interview in person. I felt if I did the interview in person I could better understand how she interacted with the posts and I could pick up on her body language easier as well.

Based on the interview conducted with Dequasia, I discovered that the measures taken on Instagram to let users know that something is misinformation is more effective than TikTok's measures and the TikTok prototype. While TikTok has not focused as much on designing features that let users know something is misinformation and instead chooses to take them down, the additional measures may be just as important for videos that walk the fine line of misinformation. Instagram's multiple barriers and popups had proven to be very effective in

letting the user know not only that a post contained misinformation but also the reasons and logic why the post had incorrect information.

Data Collection Activity:

I completed one interview with Dequasia in person. The interview took about 40-45 minutes on Monday, October 25, 2021. We completed the interview in the living room of my apartment. I completed the interview procedure very close to the instructions and didn't ask any further follow up questions.

Appendix 1: Survey with Raw Data

[Dequasia Survey Raw Data](#)

[Noah Survey Raw Data](#)

Appendix 2: Interview Questions and Transcripts

Audio Recording:

https://drive.google.com/file/d/1AECw0sskZT7fEH_o7dMGIruNMflqcLRg/view?usp=sharing

Interview Transcript:

https://docs.google.com/document/d/1i7SgyIgoVgc5531mCYWIu-6QnSSFmgoeRiZS5Bvi_xI/edit?usp=sharing

Appendix 3: User Interview and Observation Notes

Countermeasures of Video Misinformation User Study

Date: October 25, 2021

Overarching Question: (research questions)

- *What strategies do short video sharing platforms (like TikTok and Instagram Reels) use to combat misinformation?*
- *How do people react to countermeasures on Tiktok and Instagram Reels?*
- *How do people perceive the countermeasures, and how does fact-checking influence their evaluation of the information on Tiktok and Instagram Reels?*

- How effective are those strategies to reduce the sharing of misinformation on Tiktok and Instagram Reels?

Stage 2: Build Rapport

Ask participants to take the screening survey first, then:

1. What devices do you use to watch TikTok and Instagram Reels (e.g. phone, tablet, computer)? Do you have a preference?	Phone, preferred, also watches on laptop
2. What is your average screen time use for Tiktok and Instagram Reels? (Open in phone settings and check the screen time metrics on the phone)	Tiktok- 1 hour and 8 mins Instagram- 49 mins daily average
3. What kind of media do you consume the most on TikTok or Instagram Reels? (i.e., fashion, news, DIYs)	Comedy videos, some news but not a lot
4. Have you ever opened Tiktok or Instagram just to browse news articles? Explain.	No
5. How long do you spend browsing news articles on Tiktok and Instagram Reels?	No
6. How often do you share videos with your friends on Tiktok?	Daily
7. How often do you share videos with your friends on Instagram Reels?	Weekly
8. What, if any, is your level of trust with the media you consume on TikTok and Instagram Reels?	Trust some of it, depends on what the information is, celebrity news for example vs world news
9. How serious do you think the problem of misinformation spread is on TikTok and Instagram Reels?	Moderately serious
10. How do you think various misinformation tags affect your thoughts on TikTok and Instagram Reels?	Doesn't contribute to how she feels about the information
11. Do you believe in fact-checking? If so/not, why?	Yes, provides background info to know whether its true or not

Stage 3: Think aloud when showing videos that've been fact-checked on TikTok/Instagram Reels with different design elements

Task 1: Think aloud discussion about the U.S. Military Court Marshalling over COVID-19 Vaccines video on Tiktok:

1. Can you watch the video as you normally do in your feed and when you do so, say out loud everything that you are thinking in your mind.	<p>Your observations:</p> <p>Seems to not believe what he's saying, seems doubtful</p>
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In-test questions:

Encourage participants to click on the share button if they didn't do it while thinking aloud.

Credibility and sharing questions:

1. How would you rate the credibility of this video?	Somewhat credible, because he talked about people in his life and how it affected him
2. How did you make credibility evaluations?	The way he was talking didn't seem like he was stumbling over his words and he seemed to know what he was talking about
3. Would you share this video with your friends on social media?	Depends on the person
4. Why would you share the video? Or Why would you NOT share the video?	Some friends do care about it because it has to do with politics but other friends wouldn't have a view on it

Information seeking & feature questions:

1 . What did you notice first on the screen? Why do you think you noticed that first?	Noticed the way he looked, upside down flag on shirt next, because its not supposed to be that way
2. Is there anything specifically your eye was drawn to after that?	Nothing in particular
3. How did you decide what to scan or read on this screen and what to ignore?	Read everything, doesn't really ignore anything in particular
4. What features are useful for you when evaluating the credibility of this post?	Comments no particular reason why

(There are two fact-checking features: warning label and a pop-up warning when sharing the video. Ask both.)	
a. What assumptions, if any, does this tag/the pop-up share warning change your feelings about the content presented in the video?	Maybe that its not credible, warning message
b. How does this tag/ the pop-up share warning affect your feelings about the content presented in the video?	Makes her feel negative about it, like maybe this is something she shouldn't agree with
c. How effective do you think this tag/the pop-up share warning is?	Not super effective because the wording just says the user could be unverified
d. What do you like about this tag/the pop-up share warning?	Does give the share anyway option so it doesn't completely stop you from sharing the video
e. What do you dislike about this tag/the pop-up share warning?	Nothing in particular
f. Does the wording of this tag/the pop-up share warning makes sense to you? Would you prefer that it say something different?	Maybe instead of saying are you sure, to not put that, and just say the video is flagged for unverified content
g. Would you have preferred to watch this video with or without the tag to determine the video's credibility yourself?	Wouldn't think it would change views about anything in particular
f. Would you have preferred to share this video with or without the sharing warning?	Without the warning
h. I would like you to share some ideas to improve the interventions. Any thoughts?	Nothing really, thinks the pop up is a good idea to warn people
5. Refer back to the UI features the participant didn't interact with and ask him/her:	N/A
a. Have you noticed those UI features?	

b. Are they useful?	
c. Why didn't you notice features D, E, F?	
6. What features do you like when you interact with this post on social media?	Comments so you can see how other people feel about the video
7. What features do you dislike when you interact with this post on social media?	Nothing
8. Is there anything else you would like to tell us?	No

Task 2: Think aloud discussion about the microchip video on Tiktok:

Can you watch the video as you normally do in your feed and when you do so, say out loud everything that you are thinking in your mind.	Your observations: Went to read comments to see what others were saying
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Credibility and sharing questions:

1. How would you rate the credibility of the information included in this video using a 4-point Likert scale with the following options: false, rather false, rather true, and true?	Rather false
2. How did you make credibility evaluations?	The comments, she mentioned in the comments it was a dog chip
3. Would you share this video with your friends on social media?	Yes
4. Why would you share the video? Or Why would you NOT share the video?	She said it was a joke, to send to her friends as a joke to freak them out

Information seeking & feature questions:

1 . What did you notice first on the screen? Why do you think you noticed that first?	Noticed they were in a medical facility
2. Is there anything specifically your eye was drawn to after that?	No
3. How did you decide what to scan or read on this screen and what to ignore?	Didn't ignore anything, looked at it, no thought process behind decisions
4. What features are useful for you when evaluating the credibility of this post? (There is only one fact-checking feature: warning label. Focus on the label.)	Definitely the comments
a. What assumptions, if any, does this tag change your feelings about the content presented in the video?	Now may feel like its credible because its giving government information about the vaccine
b. How does this tag affect your feelings about the content presented in the video?	Thinks it leans towards maybe it is more credible
c. How effective do you think this tag is?	Not effective, doesn't think people pay attention to it or want to learn more about it
d. What do you like about this tag?	Tag does have actual information present which she likes
e. What do you dislike about this tag?	Nothing
f. Does the wording of this tag make sense to you? Would you prefer that it say something different?	Should include that it is misinformation, does say that it was a joke, if people didn't go into the comments they wouldn't know its a joke

g. Would you have preferred to watch this video with or without the tag to determine the video's credibility yourself?	Doesn't think the tag has any affect on it
h. I would like you to share some ideas to improve the interventions. Any thoughts?	No
5. Refer back to the UI features the participant didn't interact with and ask him/her:	N/A
a. Have you noticed those UI features?	
b. Are they useful?	
c. Why didn't you notice features D, E, F?	
6. What features do you like when you interact with this post on social media?	Comments
7. What features do you dislike when you interact with this post on social media?	Nothing
8. Is there anything else you would like to tell us?	No

Task 3: Think aloud discussion about the U.S. Military Court Marshalling over COVID-19 Vaccines video on Instagram Reels:

Encourage participants to click on the share button if they didn't do it while thinking aloud.

Can you watch the video as you normally do in your feed and when you do so, say out loud everything that you are thinking in your mind.	Your observations: Don't like the statement made Went through comments first and warning
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In-test questions:

Credibility and sharing questions:

1. How would you rate the credibility of the information included in this video using a 4-point Likert scale with the following options: false, rather false, rather true, and true?	Rather false
2. How did you make credibility evaluations?	With the fact check at the bottom of the video
3. Would you share this video with your friends on social media?	No
4. Why would you share the video? Or Why would you NOT share the video?	Because its not credible

Information seeking & feature questions:

1 . What did you notice first on the screen? Why do you think you noticed that first?	Noticed the fact check at the bottom of the video because it was in red font and stuck out from everything else
2. Is there anything specifically your eye was drawn to after that?	In the video she noticed the flag said anti state which she noticed next
3. How did you decide what to scan or read on this screen and what to ignore?	Read everything but with the background in her head that it wasn't credible information
4. What features are useful for you when evaluating the credibility of this post? (There are three fact-checking features: blocking video, warning label, and a pop-up warning when sharing the video. Ask all those features.)	Fact check at bottom
a. What assumptions, if any, does the block/this tag/the pop-up share warning change your feelings about the content presented in the video?	Gives information that its not true and encourages that feeling

b. How does the block/this tag/the pop-up share warning affect your feelings about the content presented in the video?	Gives negative feelings about the video
c. How effective do you think the block/this tag/the pop-up share warning is?	Very effective
d. What do you like about the block/this tag/the pop-up share warning?	Likes that it says its misinformation but also gives a reason why
e. What do you dislike about the block/this tag/the pop-up share warning?	Nothing
f. Does the wording of the block/this tag/the pop-up share warning make sense to you? Would you prefer that it say something different?	Should give information about who the fact checkers are so people can know why they are credible
g. Would you have preferred to watch this video without the block screen?	No
h. Would you have preferred to watch this video with or without the tag to determine the video's credibility yourself?	With it
i. Would you have preferred to share this video with or without the sharing warning?	Yes because it does have the block on the video so they would know its misinformation as well
j. I would like you to share some ideas to improve the interventions. Any thoughts?	No
5. Refer back to the UI features the participant didn't interact with and ask him/her:	N/A
d. Have you noticed those UI features?	
e. Are they useful?	
f. Why didn't you notice features D, E, F?	

6. What features do you like when you interact with this post on social media?	Added information about why it is misinformation
7. What features do you dislike when you interact with this post on social media?	Nothing
8. Is there anything else you would like to tell us?	No

Task 4: Think aloud discussion about the microchip video on Instagram Post:

Can you watch the video as you normally do in your feed and when you do so, say out loud everything that you are thinking in your mind.	Your observations:
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In-test questions:

Encourage participants to click on the share button if they didn't do it while thinking aloud.

Credibility and sharing questions:

1. How would you rate the credibility of the information included in this video using a 4-point Likert scale with the following options: false, rather false, rather true, and true?	Rather false
2. How did you make credibility evaluations?	With the fact check at the bottom of it
3. Would you share this video with your friends on social media?	Yes
4. Why would you share the video? Or Why would you NOT share the video?	Just to send it to them, gives background information that it isn't true

Information seeking & feature questions:

1 . What did you notice first on the screen? Why do you think you noticed that first?	The fact check because it was in red
2. Is there anything specifically your eye was drawn to after that?	No
3. How did you decide what to scan or read on this screen and what to ignore?	Read everything
4. What features are useful for you when evaluating the credibility of this post? (There are two fact-checking features: warning label and a pop-up warning when sharing the video. Ask both.)	The fact check and the info within the fact check, the pop up warning when sharing was helpful as well
a. What assumptions, if any, does this tag/the pop-up share warning change your feelings about the content presented in the video?	Gives information that it's not true
b. How does this tag/ the pop-up share warning affect your feelings about the content presented in the video?	Supports her feelings that the information is not true
c. How effective do you think this tag/the pop-up share warning is?	Very effective
d. What do you like about this tag/the pop-up share warning?	Gives the warning that its not true so people don't just run with the info
e. What do you dislike about this tag/the pop-up share warning?	Nothing
f. Does the wording of this tag/the pop-up share warning makes sense to you? Would you prefer that it say something different?	Yeah makes sense

g. Would you have preferred to watch this video with or without the tag to determine the video's credibility yourself?	With the tag
h. Would you have preferred to share this video with or without the sharing warning?	With the warning so the other person knows
i. I would like you to share some ideas to improve the interventions. Any thoughts?	No
5. Refer back to the UI features the participant didn't interact with and ask him/her:	N/A
a. Have you noticed those UI features?	
b. Are they useful?	
c. Why didn't you notice features D, E, F?	
6. What features do you like when you interact with this post on social media?	The fact that it does give a warning before watching the video
7. What features do you dislike when you interact with this post on social media?	Nothing
8. Is there anything else you would like to tell us?	No

Stage 4: Post-session questions:

1. Thanks for looking through these with me. Before we move on, do you want to return to any of the videos and say anything more?	<u>No</u>
2. What approach do you think was the most effective? Why?	<u>Within instagram, the fact that it gives information why its misinformation</u>

3. Which approach do you think was the least effective? Why?	<u>On tiktok just putting the learn more about vaccines tag wasn't very effective</u>
4. What would you have done differently if we changed feature X (point to the feature the participant frequently noticed/used)?	<u>Giving supporting information to let the user know that this might not be true</u>
5. What other strategies should video sharing platforms use to combat misinformation?	<u>With the popup they should put the reason why its misinformation on the pop up</u>
6. How has your attitude towards misinformation in the media changed if at all?	<u>Stayed the same</u>
7. How would you describe your overall experience with fact-checking on Tiktok/Instagram Reels?	<u>Its a good experience so far</u>

Stage 5: Closing Comments & Conclusion

1. Is there anything else you would like to tell us?	<u>No</u>
2. Collect demographics if the participant didn't do the screening survey	

Thank you – those are all the questions I have for you. If anything else occurs to you after I leave, please don't hesitate to let me know by email. I may be in touch with you again to ask a few follow-up questions. If you'd like, I can send a version of the report that we'll write based on this interview. Do you have any questions? Thanks again!

Appendix 4: Additional Materials

Think Aloud Activity Videos:

<https://drive.google.com/drive/folders/1wPkTepTpZq8mjYX0Ri2ntNKYAbHH-TWn?usp=sharing>

Think Aloud Activity Screen Recordings:

<https://drive.google.com/drive/folders/1GyKHzu8Ee6AfbCcUKjOM0TgE6pW-h8y2?usp=sharing>

Full Audio Recording:

https://drive.google.com/file/d/1AECw0sskZT7fEH_o7dMGIruNMflqcLRg/view?usp=sharing