

Appendix A: Protocol

Screening survey

- What is your age?
- What is your gender?
- What is your occupation?
- Which social media platform(s) do you most frequently use?
 - Twitter
 - Facebook
 - Instagram
 - Reddit
 - YouTube
 - TikTok
 - Snapchat
 - WeChat
 - Line
 - Other
- How often do you see posts which you think contain misinformation on these social media platforms?
 - Never
 - Infrequently
 - Sometimes
 - Often
 - All the time
- How frequently do you respond to posts which potentially contain misinformation?
 - Never
 - Infrequently
 - Sometimes
 - Often
 - All the time
- How do you generally respond to misinformation? If you don't choose to respond, why not? Explain using a couple of sentences.

Phase 1 interview protocol

Introduction

We are researchers whose project is centered around creating a tool to help promote productive and healthy conversations around misinformation on social media sites, such as Twitter. We wanted to talk to you more about your social media habits and how you interact with misinformation. We are not looking for any right or wrong questions. This interview will last no more than an hour. Can we record audio? You can choose not to answer any question, and we can stop the interview at any time.

Background information

- Professionally, what is your job? (Are there aspects tied to social media?) OR Online community wise, what is your role (and what is the community)?
- What are your goals when it comes to your online communities?
- What social media platforms do you use most often? (examples: Instagram, Facebook, Twitter, WhatsApp, WeChat)
- Follow up: Why do you use these platforms? What do you like about them?
- How long have you been using each social media platform?
- How many hours a week are you on these platforms?
- What do you like about the social media platforms you use?
- What do you dislike about the social media platforms you use?
- Interacting with Misinformation
- How often do you encounter misinformation [or information you are uncertain about] on social media?
- Think of a specific recent instance where you encountered misinformation? Can you describe the misinformation you encountered and how you reacted to it?
- On social media, what elements or factors cause you to suspect that you have found misinformation?
- What is the nature of the misinformation that you find?
- Are there some specific topics of misinformation that frequently show up? Which topics?
- When you encounter misinformation, what are your first thoughts and feelings? Is there a typical way that you respond to misinformation you find?
- Do you try to counter the misinformation in any way? How so? Why? Is this process difficult?
- Do you try to respond to the misinformation by engaging in conversation with the poster? How so? Why? Is this process difficult?
- Do you try to respond to the misinformation by making a post in reference to the misinformation? How so? Why? Is this process difficult?
- When you engage around / respond to misinformation, what are your goals in doing so? Or when you choose not to engage/respond, what are your goals?
- Have you observed others respond / engage in conversations about misinformation on social media? What do you think has worked well or poorly about how these people have gone about those conversations?
- Has anyone ever corrected or challenged something that you posted / re-shared? How did that go? What worked well or poorly?
- Which tools or circumstances have been helpful in your fight against [OR 'countering'] misinformation?
- Can you think of anything that might help you? (It's okay if you can't think of anything / if the answer is no.)
- Would you consider downloading another app or software tool for helping you fight misinformation? Do you use your desktop or phone more?
- What is/has been most difficult about countering misinformation on social media? Explain.
- Closing Question
- Reflecting over our discussion, do you feel optimistic or pessimistic about social media overall? What is one thing that you think might make things bet?

Phase 2 interview protocol

Introduction

We are researchers whose project is centered around creating a tool to help promote productive and healthy conversations around misinformation on social media sites, such as Twitter. We wanted to talk to you more about your social media habits and get your feedback on a prototype for our tool. We are not looking for any right or wrong answers, and we value your honest opinions. This interview will last no more than an hour. Can we record audio? You can choose not to answer any question, and we can stop the interview at any time.

- Professionally, what is your job? (Are there aspects tied to social media?) OR Online community wise, what is your role (and what is the community)?
- What are your goals when it comes to your online communities?
- What social media platforms do you use most often? (examples: Instagram, Facebook, Twitter, WhatsApp, WeChat)
- How long have you been using each social media platform?
- How many hours a week are you on these platforms?
- Misinformation Context
- Have you ever encountered misinformation on social media? If yes, how often?
- Have you ever responded to misinformation, or felt the urge to respond?
 - If they have: What strategy did you employ? How successful was it? Did you source info/resources from an outside app/website/Google? Do you think you could've used more resources or background?
 - If they just felt the urge but didn't respond: Why didn't you? What would've made you more likely to go out and respond (probe if a tool might've been useful)
- How likely are you to exit your social media app to open a website/app that can help you craft a response to misinformation?
- How likely are you to use an app built into the social media site to respond to misinformation?
- Tool Demo: screenshare the low-fidelity mock-up
- Emphasize that they shouldn't focus on aesthetics (colors, fonts, spacing, etc) - simply the content and the layout and sections they see.
- Open Figma and take interviewee through each page. Let them observe, telling them to think out loud about what they're seeing and what they think
 - Positives
 - Negatives
 - Points of confusion
 - General observations (cluttered, easy to read, well organized)
- What are your first impressions?
- How do you see yourself using this tool (if at all)? Explain in detail
- What parts of the tool do you resonate with, if any? Are there any features that you think you will be frequently using?
- What parts are most ambiguous, if any?
- What parts look like things you wouldn't be interested in or use? Are there any features which seem irrelevant to you?
- Would you use the tool differently, or need different features, in situations where you are responding to a family member versus a stranger?
- If you wouldn't use this tool, what kinds of people (if any) could you see using this tool?
- If you wouldn't use this tool, is there anything that might make it more useful for you?

- Closing Questions
- Reflecting over our discussion, would you use some kind of a tool to counter incorrect or confusing information you see online could defeat misinfo? How likely would you be to use the tool I presented?
- Any suggestions for features that you would like to see?
- Any features that you appreciated? Explain.
- Any features that you did not appreciate? Explain