

Title: Mock-up descriptions and screenshots appendix for “User experiences and needs when responding to misinformation on social media”

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Note: The material contained herein is supplementary to the article named in the title and published in the Harvard Kennedy School (HKS) Misinformation Review.

Appendix C: Mock-up descriptions and screenshots

Tool Guide

Discussing contested information can be super difficult.

This is a tool that supports social media users have more productive conversations surrounding vaccines and other tricky topics online. Simply input a link and from there, you will be able to read about various tips and advice helping you to respond to misinformation and other issues.

Get started:

The 'Get started' section contains two side-by-side forms. The left form is titled 'insert url' and has the sub-heading 'if you want to respond to a specific tweet with url, paste it here:'. Below this is a text input field. Underneath are two columns of checkboxes. The first column is titled 'What goals do you want to achieve in your response?' and includes options: 'Directly correct the original poster', 'Empathize with the original poster', 'Educate others who view the post', and 'blank'. The second column is titled 'Which communities are you trying to communicate with?' and includes options: 'Parents', 'Ethnic/cultural groups', 'Healthcare professionals', and 'Partisan groups'. A right-pointing arrow icon is at the bottom right of the form. The right form is titled 'paste text' and has the sub-heading 'if you want to respond to a comment without a url, paste it here:'. It has a similar layout with a text input field, two columns of checkboxes for goals and target audiences, and a right-pointing arrow icon at the bottom right.

General tips to support discussion:

The 'General tips to support discussion' section features eight buttons arranged in two rows of four. Each button contains a tip and a right-pointing arrow icon. The tips are: 'Lateral reading', 'Reduce fear or anger', 'Acknowledge concerns', 'Ignore trolls', 'Include sources', 'Ask questions', 'Identify Bots', and 'Community Trust issues'.

Figure 2 (a). Homepage for tool. This shows a space to insert links or content potentially containing misinformation and options to select one’s goals and target audience while responding. It also includes links to research-backed tips on how to respond to misinformation in trust-building ways.

Support

the tweet you pasted:

If this is not the tweet you are looking for, click [here](#)



Here's what we found:

original poster info Follower count: 500 followers Following: This poster follows primarily right wing sources Bot-o-meter: This metric calculates the likelihood of whether or not this twitter account is a bot account. Learn more here . 1.5/ 5: This account is most likely not a bot.	tweet content This post links to: thecountersignal.com Reliability: This article comes from a source which is considered to be Far-Right Biased and Questionable by Media Bias/Fact Check Fact checked by: https://mediabiasfactcheck.com/the-countersignal-bias/ . Hot topics: vaccine mandate for more information on 'vaccine mandate,' read here
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Based on the tweet, here are ways you could respond:

If you want to directly correct the poster:

Point out issues with the quality of the source The linked source is The Counter Signal , which has been labeled as far-right biased and questionable by many non-partisan organizations for evaluating sources, such as Media Bias Fact Check. Here's their page about how they determine bias and accuracy: https://mediabiasfactcheck.com/about/ related tip: lateral reading	Point out tactics used in the post / article This article is using tactics of moral-emotional language and fear appeal to invoke emotion. Emotions are powerful tools of persuasion. Research shows that using emotional words, especially ones that evoke negative emotions such as fear or outrage, increases the viral potential of social media content. related tip: reduce fear or anger
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Community-Specific Tips
Based on the communities you selected, here are some considerations:
Ethnic/cultural groups: read [here](#)
Healthcare professionals: some read [here](#)
Parents: read [here](#)

Draft your response:

start typing . . .

copy

Figure 2 (b). Analysis and response page for tool. This page contains analysis of an example tweet containing misinformation, including details about the Twitter account of the misinformation poster, fact-checks from an external website, and more detailed tips on how to respond informed by the selected goals and target audience.

Tip: What do other sources say?

Remind the original poster about the danger of believing everything on the internet.

Encouraging people to look for verification sources outside of message - in other resources and other platforms - reminds people that they should not believe everything they read immediately.

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Figure 2 (c). Detailed tips on how to respond.