Appendix B: Sample demographics, measurements, and instruments

Table 1. Sample demographics.

	U.S. adult internet population	Sample (*N* = 1,003)
Gender		
Male	49%	47.6%
Female	51	51.6
Race/ethnicity		
White	70	70.3
Black	13	14
Other	17	15.3
Hispanic	15	16.5
Age		
18–29	24	21.7
30–49	36	36.4
50–64	25	25.8
65+	15	16.1
Household income		
Less than $30K	31	30.1
$30K - $49,999	18	18.2
$70K - $74,999	14	14.2
$75K or more	37	37.5
Education		
High school graduate or less	34	34.5
Some college/Associate degree	33	33.2
College graduate or more	33	32.3

Note: The U.S. adult internet population is based on data from the Pew Research Center when data were collected in January 2019.

Table 2. Measures.

Variables	Question wording	*M* (*SD*)	Reliability
Perceived efficacy of fact-checking labels (two items for each label)	This post is disputed by a misinformation detection algorithm. This post is disputed by third-party fact checkers (e.g., Snopes.com). This post is disputed by the news media. This post is disputed by other social media users. (1 = extremely ineffective to 7 = extremely effective) (1 = extremely unconfident to 7 = extremely confident)	4.02 (1.34) 4.24 (1.36) 4.12 (1.37) 3.88 (1.39)	Spearman-Brown = .77 Spearman-Brown = .79 Spearman-Brown = .79 Spearman-Brown = .81
News credibility (four items)	The news media are fair. The news media are unbiased. The news media tell the whole story. The news media are accurate. The news media separate facts from opinions. (1 = strongly disagree to 7 = strongly agree)	3.41 (1.63)	Cronbach's α = .94
Reliance on algorithmic news (two items)	I rely on social media algorithms to tell me what's important when news happens. I rely on social media algorithms to provide me with important news and public affairs. (1 = strongly disagree to 7 = strongly agree)	3.17 (1.78)	Spearman-Brown = .90
Attitudes toward social media (four items)	Facebook Twitter Instagram YouTube (1 = very unfavorable to 7 = very favorable)	4.12 (1.56)	Cronbach's α = .87
Prior exposure to fact-checking labels (single item)	Since the U.S. 2020 presidential election, how often have you encountered fact-checking labels in any of your social media feeds? (1 = never to 7 = very frequently; 8 = not sure)	3.35 (1.99)	N/A

Before asking participants to rate their perceived efficacy of fact-checking labels, we showed participants the following text and visual example presented below: "Social media platforms label, remove, or intervene on posts containing misleading or inaccurate information. Here is one example of the misinformation labels on Twitter." It should be noted that this image is provided as a general example of fact-checking labels to help participants understand what we meant by fact-checking labels. As we provided the visual example once, the source of the label example was designed not to be associated with any of the sources of our interest, to avoid any priming effects.
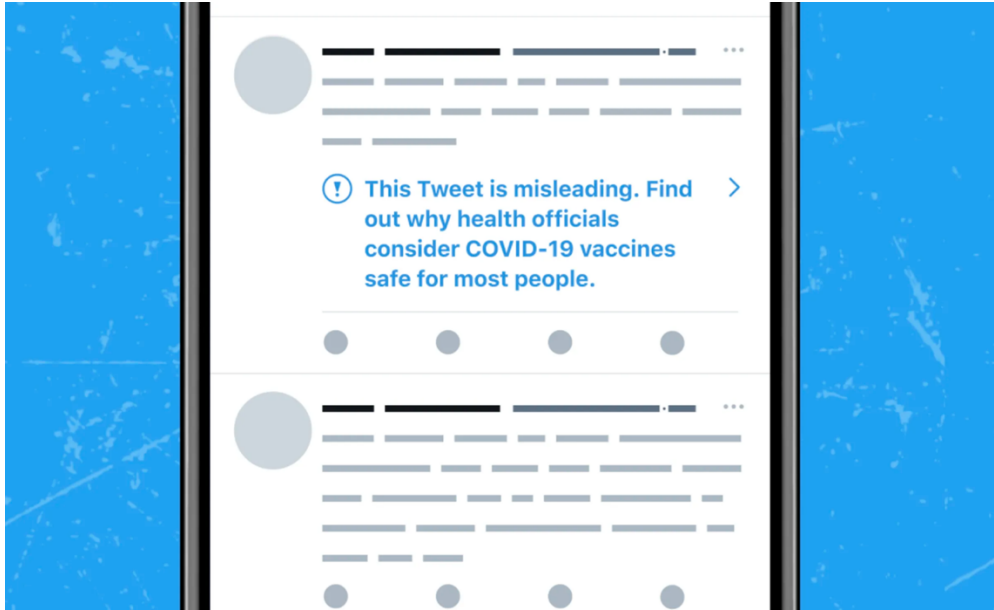
Figure 1. Example of a misinformation label.