Title: Campaign data appendix for "Prebunking misinformation techniques in social media feeds: Results from an Instagram field study"
Authors: Sander van der Linden (1), Debra Louison-Lavoy (2), Nicholas Blazer (2), Nancy S. Noble (2), Jon Roozenbeek (1)
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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 B: Campaign data

Table B1. *Data output for the pilot studies and for the full video campaign and poll tests.*

	Ad Name							
	Control Poll	Treatment Poll	Control Test 1	Treatment Test 1	Video-Test 1	Video-Test 2	Video-Test 3	Video-Treatment
Responses (N)	403	403	69	25				
Fearmongering	154	240	26	18				
False dilemma	249	163	43	7				
Correct %	**38.21%**	**59.55%**	37.68%	72.00%				
Incorrect %	61.79%	40.45%	62.32%	28.00%				
Reach	**118137**	**45285**	36344	2494	15978	24167	29279	**375597**
Impressions	**119101**	**47623**	36344	6649	36831	36893	47806	**889386**
Clicks	**127**	**147**	34	14	123	115	183	3324
Engagements	514	528	96	38	4068	2222	5252	78915
Video plays					19705	23527	28633	**472612**
Plays (25%)					3488	1709	4110	65027
Plays (50%)					2770	1148	2674	**49100**
Plays (75%)					2428	900	1979	41784
Plays (95%)					60	41	181	132
Plays (100%)					60	40	177	128
% Plays (25%)					17.70%	7.26%	14.35%	13.76%
% Plays (50%)					14.06%	4.88%	9.34%	10.39%
% Plays (75%)					12.32%	3.83%	6.91%	8.84%
% Plays (100%)					0.30%	0.17%	0.62%	0.03%
ThruPlays					2394	846	1887	40986
Reporting starts	11/02/2025	11/02/2025	27/11/2024	03/12/2024	27/11/2024	10/12/2024	27/12/2024	06/02/2025
Reporting ends	20/02/2025	20/02/2025	20/02/2025	20/02/2025	20/02/2025	20/02/2025	20/02/2025	20/02/2025