

UX Research Project of Misinformation and Fake News on Social Media Platforms

By: Daniel Doh

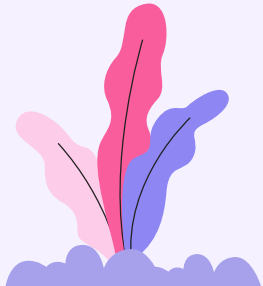


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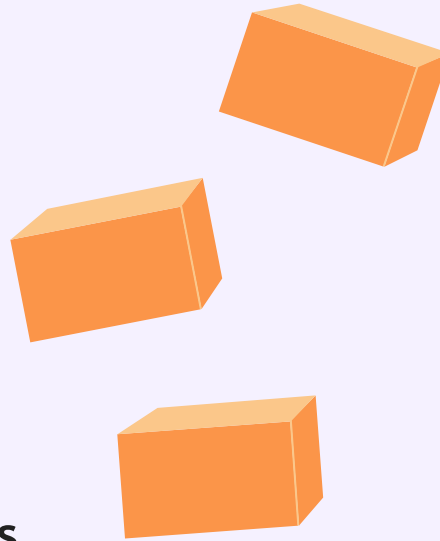
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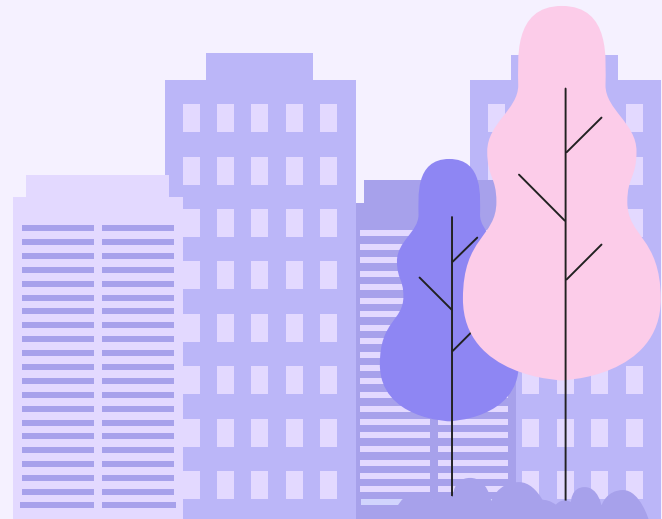
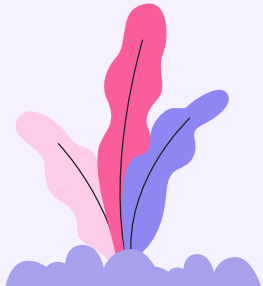
01

Introduction



Mission statement

This research focuses on the importance of misinformation and fake news on short video social media platforms. Users experience misinformation everyday when using their devices, and this research focuses on how to create strategies and understand how to prevent misinformation and fake news.



Goals And Scopes



The goals aimed throughout this research is to study the human aspects of fake news and misinformation online. The aim is to find better ways to create strategies and methods of avoiding misinformation and fake news online.

Experiencing misinformation can:

- Implement fake mindsets
- Receive fake information
- Spread false news that could lead to more fake news

It is important that we need to understand and study the users thought process when viewing these videos



Research Questions

- How should approaches to counter fake news in short-video sharing platforms be designed to be accepted by the users of such platforms? How effective are those approaches to reduce the influence of fake news? (focusing on platform affordances and the ad-hoc strategies they use).
- How can people tell if the post is involving misinformation or fake news? What tactics do they use? How do they know if it is reliable to share with other colleagues?
- What are the popular methods that video sharing platforms like TikTok and Instagram posts use to indicate that it involves misinformation and fake news?



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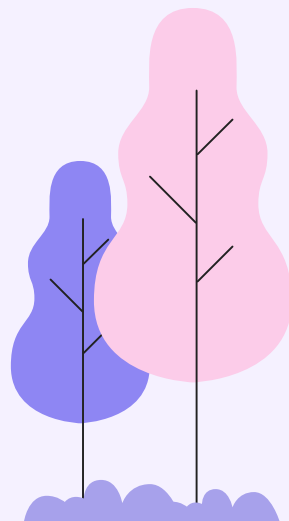
Research Process



Literature Review

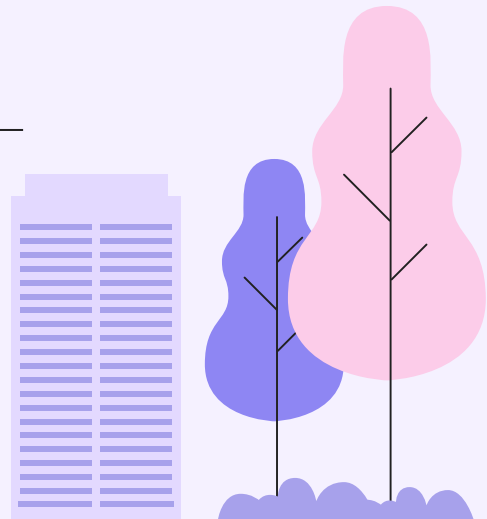
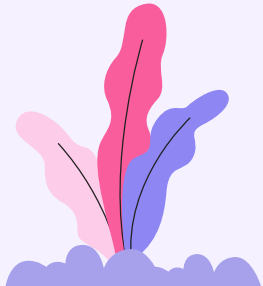
There has been other researchers who have been studying in this topic. Below are related research around this topic:

- Designing Media Provenance Indicators to Combat Fake Media
- Encounters with Visual Misinformation and Labels Across Platforms
- Fake News on FaceBook and Twitter: Investigating How People (don't) Investigate



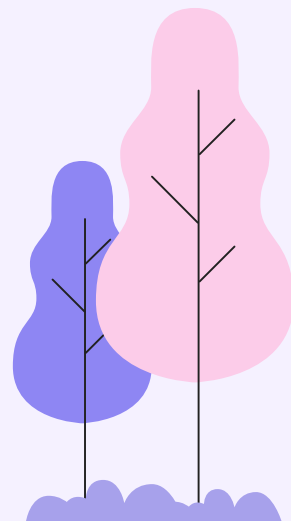
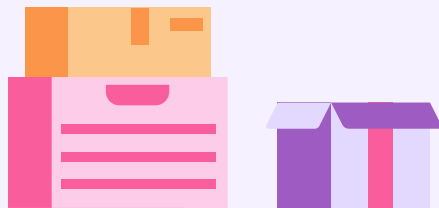
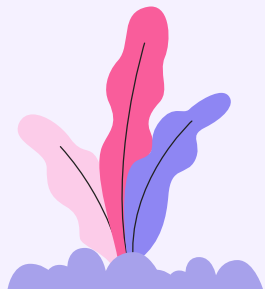
Although these researches have assisted the problem with misinformation and fake news online, more research is needed for the current usage of popular video sharing platforms like **TikTok** and **Instagram**.

—Misinformation/Fake News



03

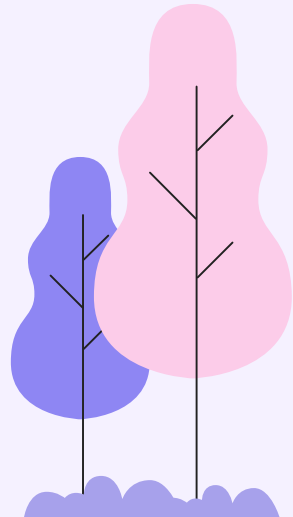
Methods & Approaches



Data Collection Procedures

Taken inspiration from [Analyticsfordecisions.com](https://analyticsfordecisions.com) I have used these data collection methods throughout this research process. As well as a sampling process inspiration from [Scribbr](https://scribbr.com).

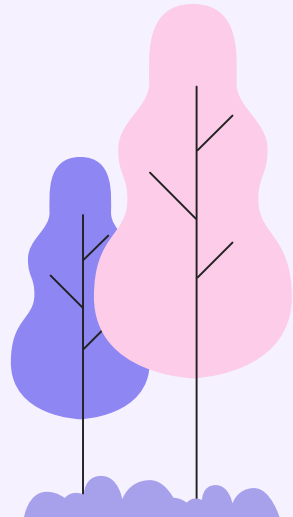
- Questionnaire and Surveys
- Interviews
- Direct Observations
- Video/Audio Recordings
- Data coding
- Documented Reviews



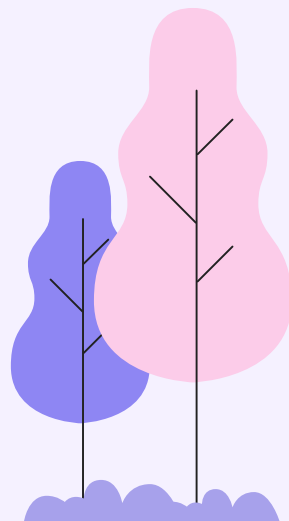
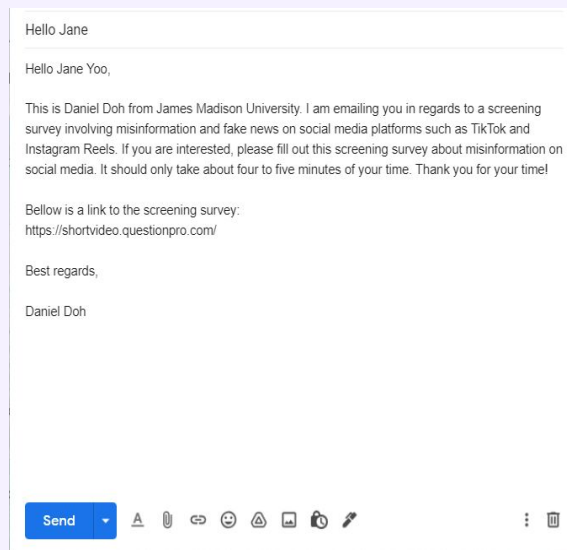
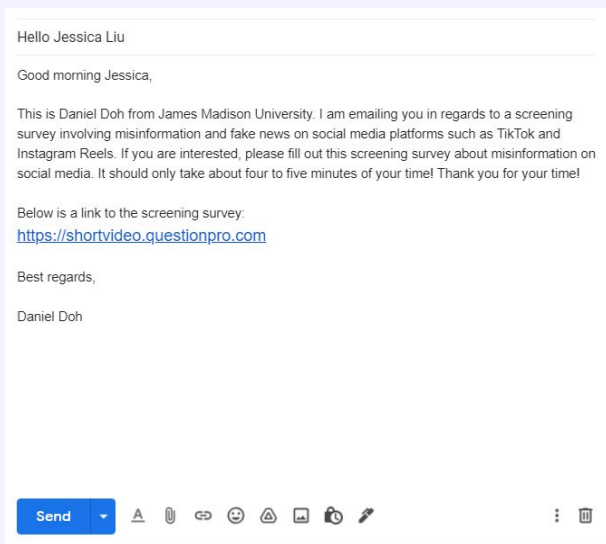
Screening Survey

The research process was first initiated with emailing and contacting a wide variety of individuals with an online screening survey created within the James Madison University, QuestionPro survey. [Screening survey link.](#)

This screening survey consisted on users usage and experience on social media platforms and experience of misinformation and fake news on TikTok and Instagram.



Screening Survey Emails



Screening Survey Emails

Hello Susie

Hello Susie,

This is Daniel Doh from James Madison University. I am emailing you in regards to a screening survey involving misinformation and fake news on social media platforms such as TikTok and Instagram Reels. If you are interested, please fill out this screening survey about misinformation on social media. It should only take about four to five minutes of your time! Thank you for your time!

Below is a link to the screening survey:
<https://shortvideo.questionpro.com>

Best regards,

Daniel Doh

Hello Aaron

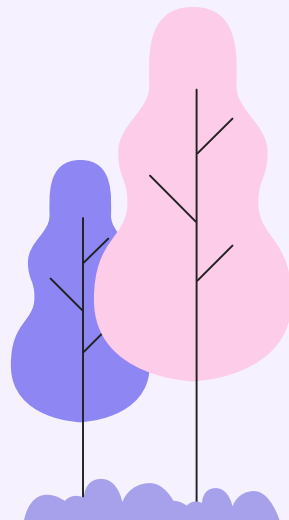
Good afternoon Aaron,

This is Daniel Doh from James Madison University. I am emailing you in regards to a screening survey involving misinformation and fake news on social media platforms such as TikTok and Instagram Reels. If you are interested, please fill out this screening survey about misinformation on social media. It should only take about four to five minutes of your time! Thank you for your time!

Below is a link to the screening survey:
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Best regards,

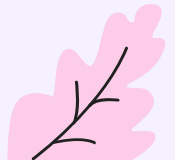
Daniel Doh



Semi-structured Interviews

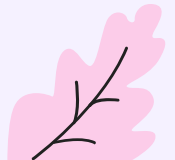
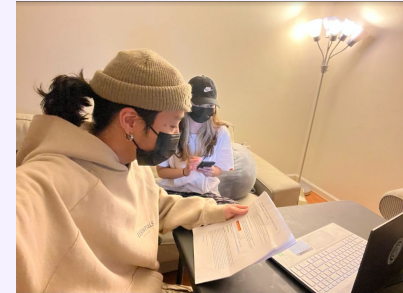
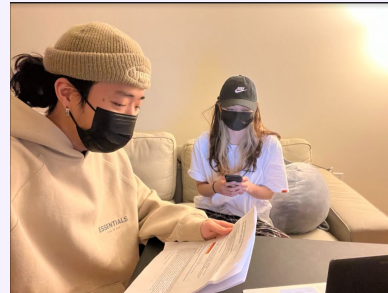
Based off of the screening surveys, I have interviewed two individuals who was one that was employed with a paid salary occupation, as well as a senior college student. The interview was conducted in person with audio and video recordings consisted during the interview with the interviewee's consent.

The interview was completed through an Interview Protocol Document.



Semi-structured Interview

Doing semi-structured interviews assists with the process of how the user interact with misinformation and fake news online. The process was made through screening questions, a think-aloud process, and observation notes.



Think Aloud & Observation

Throughout the process of the interview, the interviewee were tasked to view six different videos involving misinformation and fake news. They were asked to speak out loud their thinking process and what made them do certain actions. During this process, I have collected short notes of key actions that were used and not used.

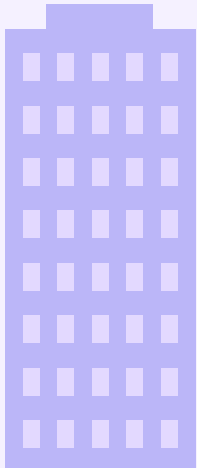
In-depth information can be located below with a video of the interviews as well as the audio recordings of the entire sessions:

- [Interview one](#)
- [Interview two](#)



04

Research Findings



Respondents and Demographics

Throughout the respondents of the online screening surveys, I have received about five results of individuals who have viewed and completed the survey. The individuals were an range of 18-28 years old. Ranging through students to employed workers, as well as often to not as frequent used social media users. The survey as a whole received around 43 completed responses.



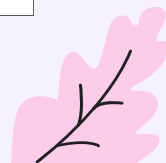
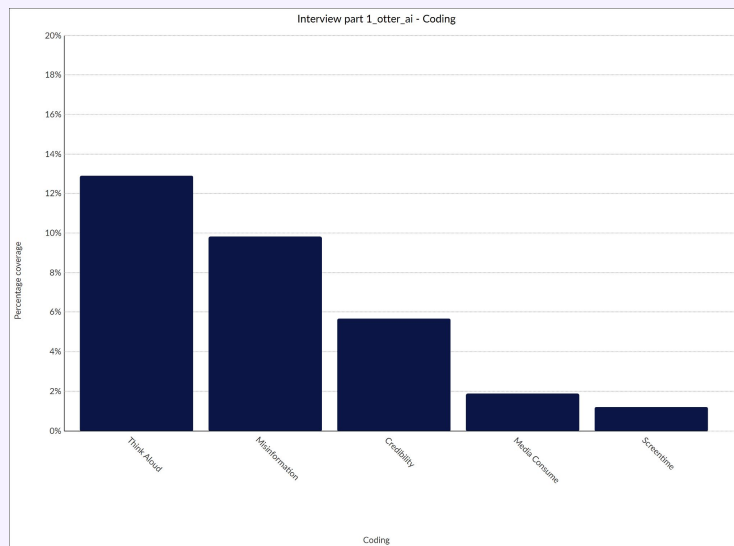
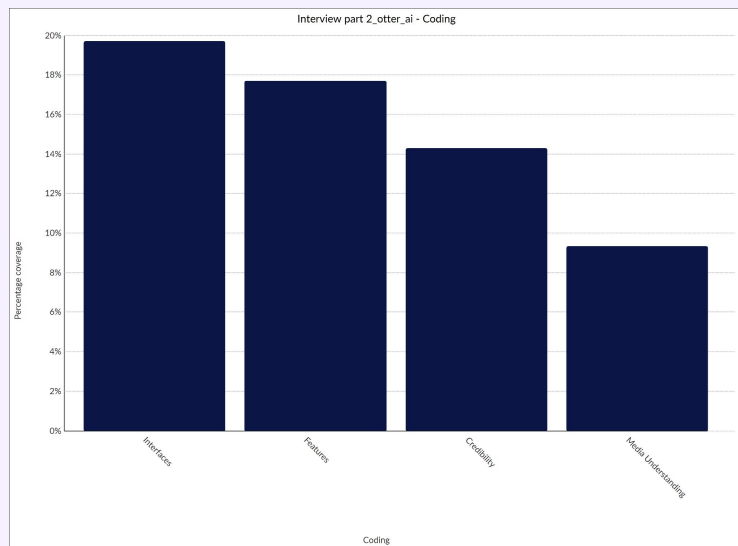
Data Coding Notes Through Nvivo

After the two interviews were conducted, using Nvivo, I have coded the interview process to collect data and create themes of what was most discussed during the interview. It consisted of mostly features of misinformation and the user interfaces of the social media platforms. Taken inspiration from Nvivo.

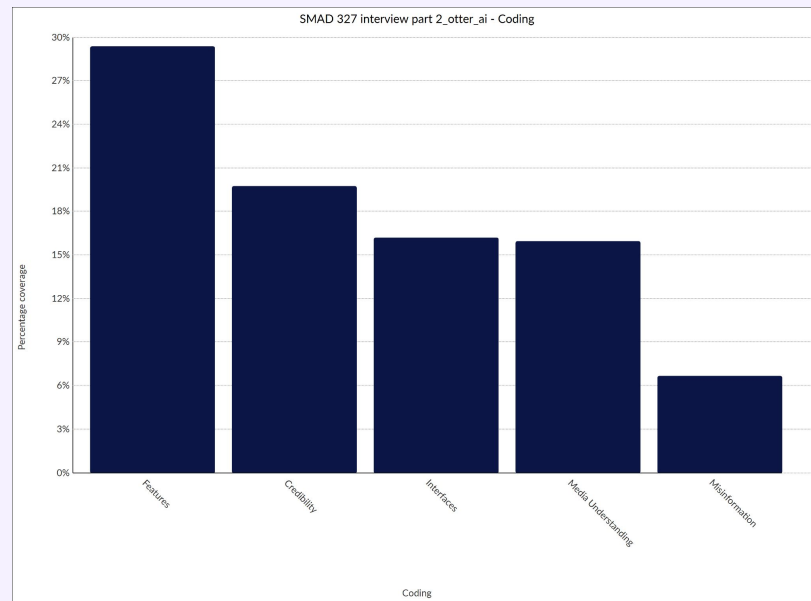
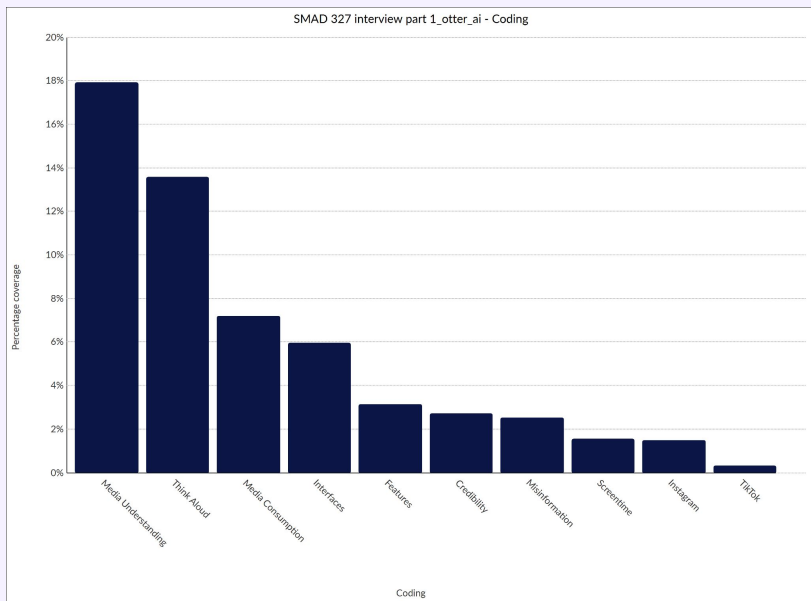


Data Coding Notes

Through Nvivo: Interview I



Data Coding Notes Through Nvivo: Interview 2



Themes and Insights

During the interviews and think-aloud sessions, there were similarities of themes that were viewed throughout the process. The interviewees have viewed the misinformation warnings very well, which gave them a lot of assistance, knowing that the video is fake. Another was the comment section. They were very active with viewing the comments of the videos. Captions were also well viewed.

However, some user interfaces that was not used as frequently, such as the likes, and shares.

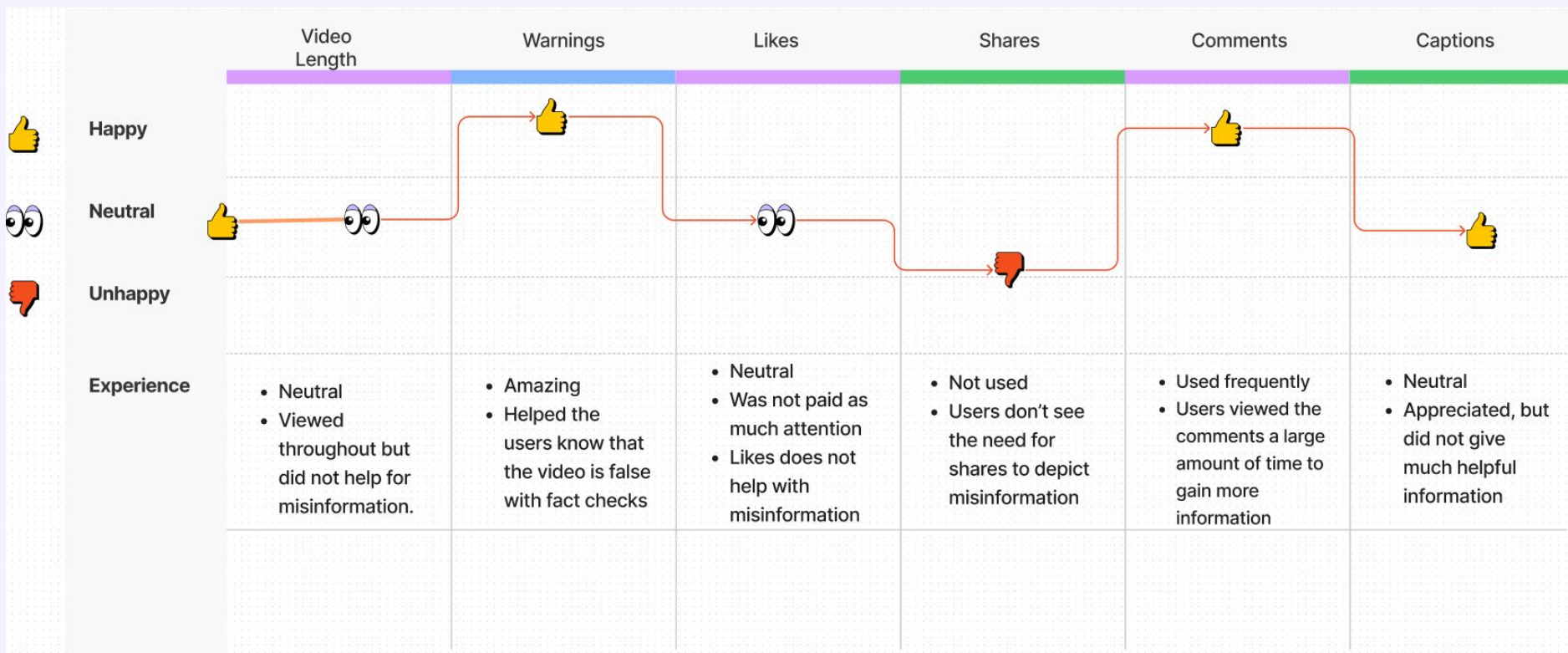


UI Themes and Insights

Warnings/fact checks	Likes	Shares	Comments	Captions	Video Length
Well used throughout the process. Interviewees have found it very useful.	Were not paid as much attention as to other features.	Did not comment or discuss much about the 'share' feature on video platforms.	Well viewed throughout the think-aloud process. Helped the users gain more information	Viewed, but were not as useful when interpreting the video and understanding the videos.	Most videos were watched through fully.



UI Journey Map



Research Findings

From the observation notes I have taken. Users do not really seem to use the likes and shares features for video platforms. As stated from the interviewees:

“I don't really pay attention to the amount of shares I don't really share that often. Mostly because I don't. Then I don't think the videos that I saw were relevant to me. My friend groups wouldn't get anything much from it.”

“I just watched them whether because they pop on my for you page or because they caught my attention somehow. But I usually don't pay attention to the number of likes that much.”



Research Findings

As a result, the interviewees were able to find depict almost all of the videos to be involved in misinformation or not. Most videos shown, the individuals would say that they would not share the videos, knowing that it involves fake news. The most appreciated feature is the blurred screen warning before viewing a video. The individuals also offers some helpful strategies to help prevent the spread of misinformation and fake news. They have found the most useful user interface feature is the warning and fact checker within the videos.

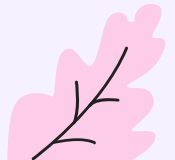
They have stated although comments do help, it could also lead to negative effects if focused on too in deep.



Interviewee Quotes For Misinformation

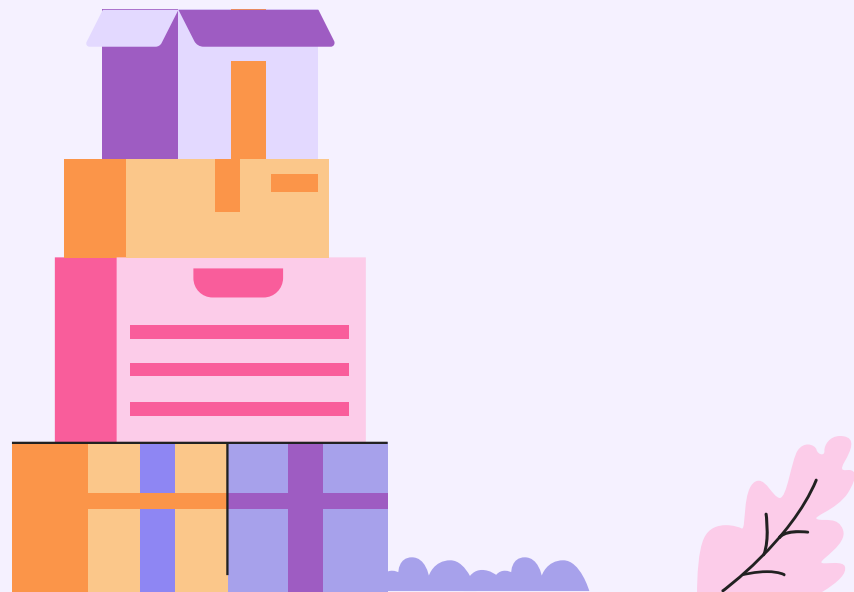
“Maybe by not just stating what's false, but also stating what's true? Let's say that video about the difference between COVID and flu, maybe they could have listed more resources on where we could find more information about that. Or, let's say the video about the nurse passing out, maybe they could have listed different resources, both true and false, where it describes what actually happened before and after. So that we have more places to look at other than the video itself.”

“Maybe if it's to prevent. I don't know if this isn't even possible, but to prevent, misinformation being spread, if, the video already has a fact check on it, maybe not make it shareable?”



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Discussion



Discussion

Within this research, it seems that from the research findings that users appreciate the warnings in video platforms. We also notice that some features aren't as used frequent as we thought.

Users do not pay attention to likes and shares as much when viewing videos. Most focused features are comments and the video itself. They interpret the videos themselves with the help of the comments and their own mindset and morals.



So What?

Users are aware the spread of misinformation throughout the video sharing platform world. After showing the warnings within the videos from the interviews, they appreciated of how it assisted them to know that the video is misinformed.

This is important because with a warning feature being more utilized in video sharing platforms, it can help a large amount to prevent misinformation throughout the social media world. This is something to take in consideration to the large companies of video sharing platforms. There should be more features that involves fact checking to help the user when viewing a video.



Limitations

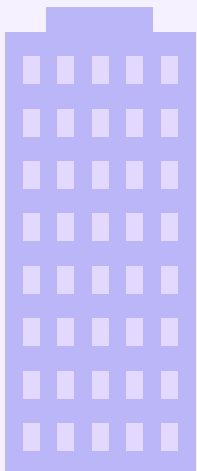
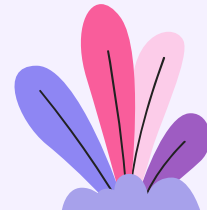
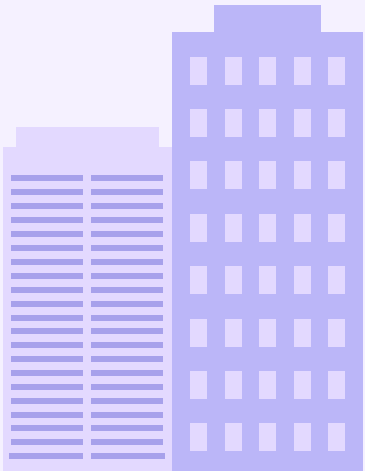
Some limitations could be that not every platform could use the fact checking features. Some companies do not use this feature to gain more viewership and could make their applications look untrustworthy.

Another could be that, this process of implementing fact checking and warnings could take a long time to develop and not everyone might use it as often as others. There are users out there who post misinformation to gain popularity and views. There is much needed cooperation with the people to know what is the best way to prevent misinformation.



06

Conclusion



Summary

This research was focused on human aspects on misinformation and fake news online in short video sharing platforms. It was our job as researchers to learn how the human interacts with misinformation online.

Many methods were used such as: surveys, screening questions, interviews, think-aloud sessions, and more.



Summary

As a result, we have learned that there is a large amount of misinformation out there regarding health, politics, and more. However, with the usage of warnings and fact checking features on the applications. It does assist the users with knowing that the video is fake or misinformed.

The main takeaway is that we need to spread the idea of implementing fact checking warnings in all video sharing platforms to help our knowledge and mindset of the news, current events, people and much more.



Design Recommendations

Some design recommendations would be to add features before posting a misinformed video with a fact checker, to see if it is true before posting it online.

Make fact checking warnings more noticeable before viewing a video.

Users appreciate the blurred warning before a video, and that is something to take into consideration.



Suggestions For Future Research

Some suggestions for future researchers would be to study the users thought process of both mobile and desktop applications for video sharing platforms.

Another would be to ask more questions about what strategies could be used to prevent misinformation from the users themselves.

Lastly, is to study and interview the users different varieties of video sharing platforms instead of one or two, since misinformation and warnings could be different for all platforms.



Appendices

- Zoom
- Nvivo
- Otter.ai
- QuestionPro
- Data analysis from Nvivo
- In-depth research of user interview & observation notes.
 - Collection 1
 - Collection 2

