Media Labels Interviews

July 2020

Before we begin...

- Who I am and what we'll be doing
- Understand you will be seeing manipulated media. If uncomfortable, you can stop at any time
- Keep interview content confidential to this session
- This interview will be recorded
- All research findings will be anonymized

Other things to keep in mind: be yourself!

- We’re here to learn about your personal point of view
- There are no right or wrong answers
- We want your honest opinion – you won’t offend me or hurt my feelings (in fact, when you’re candid, it helps us learn)

Questions so far?

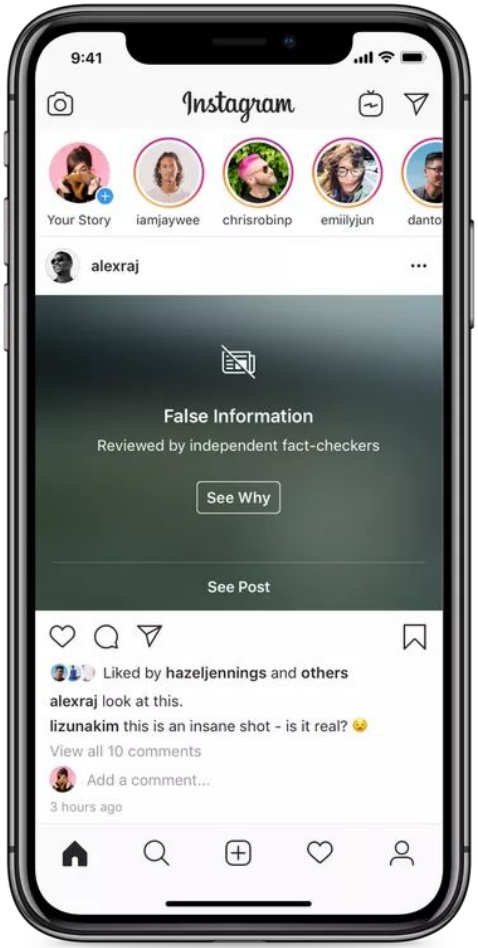
First, some questions about you

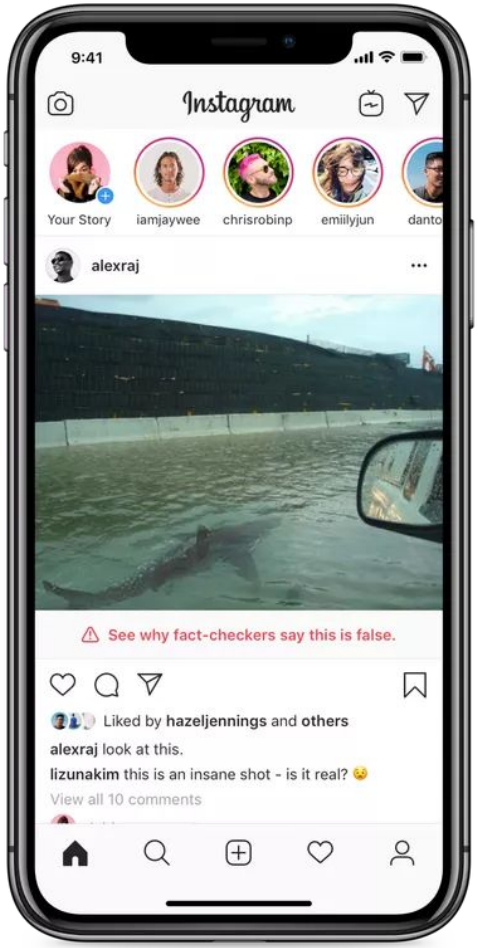
Existing Labels

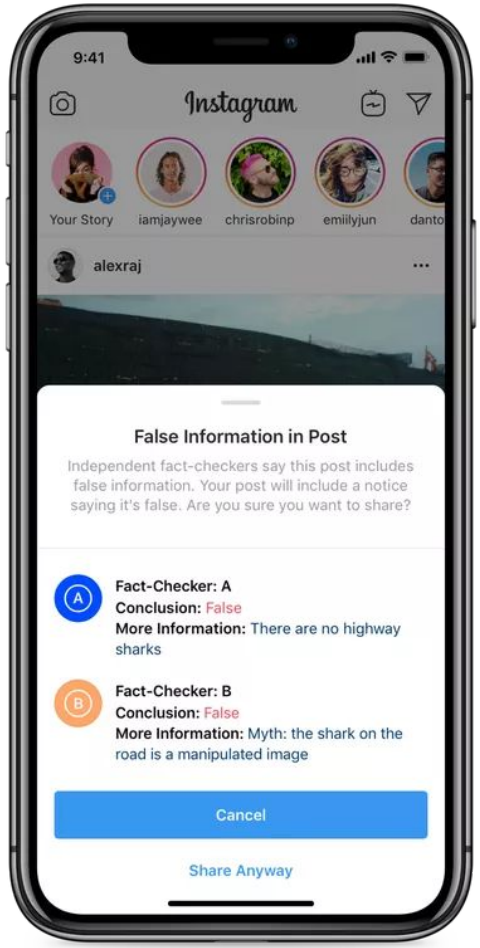
Task (remember, there are no right or wrong answers)

For each example:

- Think-aloud and describe your first reaction to the post and label
- Imagine you’re viewing this on your own feed right now. What do you do next, and why?


9:41
Instagram
Your Story
iamjaywee
chrisrobinp
emiilyjun
alexraj
False Information
Reviewed by independent fact-checkers
See Why
See Post
Liked by hazeljennings and others
alexraj look at this.
lizunakim this is an insane shot - is it real?
View all 10 comments
Add a comment...
3 hours ago


9:41
Instagram
Your Story
iamjaywee
chrisrobinp
emiilyjun
alexraj
See why fact-checkers say this is false.
Liked by hazeljennings and others
alexraj look at this.
lizunakim this is an insane shot - is it real?
View all 10 comments


9:41
Instagram
Your Story
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alexraj
False Information in Post
Independent fact-checkers say this post includes false information. Your post will include a notice saying it's false. Are you sure you want to share?
Fact-Checker: A
Conclusion: False
More Information: There are no highway sharks
Fact-Checker: B
Conclusion: False
More Information: Myth: the shark on the road is a manipulated image
Cancel
Share Anyway

Jason Michaels @jasonmichaelslovesnature • 2h

Manipulated media

37.3K 92.6K 192.1K

Label Terminology

Practice Example

Claim: A photograph shows five people atop a skyscraper spire.

Fact-check from Snopes: While some viewers were a bit skeptical about the authenticity of the picture, it is a genuine photograph. It was taken by photographer Gary Leonard in September 2016 and shows five ironworkers atop a spire installed on the 73-story Wilshire Grand Center in downtown Los Angeles, California.

Which terms (if any) would you use to describe this post?
Which terms are unimportant/irrelevant?

- Accurate
- Accurate context
- Authentic
- Correct Attribution
- Fair representation
- Genuine
- Real
- True
- Unaltered
- [Other wording or information?]

Instructions

Imagine you are viewing posts on social media, such as Facebook and Twitter.

Each example has been reviewed by a fact-checker and provided a brief description of what is known about the post.

It’s your job to design your personal dream label for the post: based on the fact-check, what additional language and information, if any, would best help you understand the post at a glance? If you think no additional information is needed, you can suggest that as well.

There are no right or wrong answers.

Instructions

For each post:

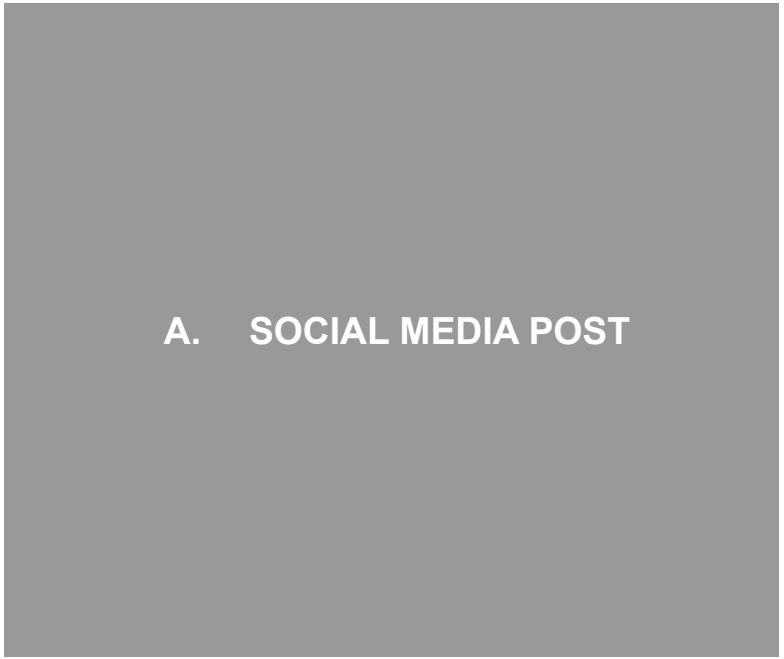
1. Think-aloud to describe your first reaction to the post
2. Read the fact-check
3. Read the terms for each post
4. Think-aloud about
    - Which terms do/don’t feel valuable to you?
    - Any other information you’d add?
    - What one word or phrase (if any) would you use to label the post, and why?
      Note: Don’t feel limited to what’s on the list.

Questions before we begin?

Appendix

Instructions

Each post featured a post (A), a fact-check (B) and list of terms (C)



B.1 Claim: What the post claims.

B.2 Fact-check from [fact-checker]: What the fact-checker found out about the post.

C. Terms:

- Fake
- Manipulated
- Inauthentic
- [Other wording or information?]