

UNIVERSITY OF WASHINGTON
CONSENT FORM
First Impressions of News Article Credibility

Researchers:

Lara Hattatoglu, Undergraduate Assistant, Information School, 425-214-6886, larahat@uw.edu
Prof. Jacob O. Wobbrock, Faculty Advisor, Information School, 206-616-2541, wobbrock@uw.edu

We are asking you to be in a research study. This form gives you information to help you decide whether or not to be in the study. Being in the study is voluntary. Please read this carefully. You may ask any questions about the study. Then you can decide whether or not you want to be in the study.

PURPOSE OF THE STUDY

The purpose of this study is to determine how certain visual cues from various news-like articles affect the perceived credibility of those articles.

STUDY PROCEDURES

In this study, we are interested in first impressions of news-like articles, especially how believable they seem. You will be presented with a series of articles that appear to be like those you might see on a news website. You won't be able to interact with the articles; you will only just see them. They will be presented very quickly--much too quickly for you to actually read. If they are taller than the computer screen, they will automatically scroll so that you can see the full articles. After you have briefly seen each article, you will be asked to rate how 'believable' the article seemed on a 1-7 scale, with '1' not seeming believable, and '7' seeming very believable. Since the articles will be presented to you much too quickly for you to read them, you will not be able to judge believability based on the articles' contents. There is no way for you to actually know the *true* believability of each article. Instead, just give us your *first quick impression* of each article's believability based on how it *seems* to you. At the end of the study, we will ask you to tell us what kinds of things informed your first quick impressions. The study should take about 30 minutes, and you will be compensated \$15 USD in the form of an Amazon gift card, the code for which will be emailed to you upon completion of your study session. Please let us know if you have any questions.

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RISKS, STRESS, OR DISCOMFORT

This study involves minimal risk commensurate with the risks people incur when using computers on an everyday basis. You might conceivably experience boredom, fatigue, eye-strain, hand-strain, or other minor discomforts, but nothing greater than you might experience from everyday use of computers.

BENEFITS OF THE STUDY

The direct and indirect benefits to you of participating in this study, beyond the monetary compensation, include: gaining experience of academic research firsthand, enhanced self-awareness about your own judgments of news-like Web content, and satisfaction at knowing you are helping further research in fields including human-computer interaction, technical communication, journalism, and computer-mediated communication.

SOURCE OF FUNDING

The study team is receiving financial support for this study from the University of Washington Center for an Informed Public (<https://www.cip.uw.edu/>).

CONFIDENTIALITY OF RESEARCH INFORMATION

All captured data is anonymous, recorded in an XML log file. This file records your believability ratings of each news-like article on a 1-7 scale. We also will be capturing notes and/or quotes summarizing your answers to our questions at the end of the study session, which include some basic demographic information about your age, gender, and major field of study. Because we are running this study remotely, you will need to email us your XML log file at the end of your study session. We will save the log file and then immediately delete your email and nowhere record your name or email address. Thus, your data and your email will become de-linked permanently thereafter.

OTHER INFORMATION

You may refuse to participate and you are free to withdraw from this study at any time without penalty or loss of benefits to which you are otherwise entitled.

RESEARCH-RELATED INJURY

If you think you have been harmed from being in this research, contact Professor Jacob O. Wobbrock, The Information School, University of Washington at (206) 616-2541 or at wobbrock@uw.edu.