Is information provided by Crisis Named Resources on Facebook and Twitter trustworthy?

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Definition of Crisis Named Resources

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Importance of Crisis Named Resources

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They are typically created soon after a crisis occurs.
Definition of Trust (for this study)

“The extent to which one feels secure and comfortable about relying on the information on social media.”


“Ability, benevolence, and integrity.”

Research Question

Why do people trust (or not trust) social media profiles named after crises?
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Data Collection Methods
Interviews (~1 hour long) and Surveys (~15 minutes long).
Study Procedure

First, participants were asked to imagine that they are in Florida US and have been affected by Hurricane Irma.

Next, participants were told that they are looking for information on how to respond to this event.

Finally, participants were shown screenshots of Hurricane Irma Crisis Named Resources, and were asked to evaluate the trustworthiness of these resources.
Study Participants

Experts
professionals in the area of crisis informatics, communication studies, and emergency management.

Members of the Public
anybody who is over the age of 18 years, and has a profile on either Facebook or Twitter.
To address ability
Do you feel that the administrator of this resource has crisis response experience?
Do you feel that the administrator of this resource is capable of helping you respond to Hurricane Irma?
Interview and Survey Questionnaire

To address ability
Do you feel that the administrator of this resource has crisis response experience?
Do you feel that the administrator of this resource is capable of helping you respond to Hurricane Irma?

To address benevolence
Do you feel that the administrator of this resource has your best interests in mind?
Do you feel that the administrator of this page understands your situation?
Interview and Survey Questionnaire

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To address integrity
Do you feel that the administrator of this resource will intentionally provide misleading information?
Do you feel that the administrator of this resource will make efforts to correct false rumor or misinformation as soon as it comes to his/her notice?
Interview and Survey Questionnaire

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To address trust
Would you trust the information on this site?
Preliminary Survey Results (n = 90)

Gender
Male: 49 out of 90 (54.4%).
Female: 41 out of 90 (45.5%).
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Female: 41 out of 90 (45.5%).

Age
18 - 24: 30 out of 90 (33.3%).
25 - 34: 26 out of 90 (28.8%).
35 - 44: 13 out of 90 (14.4%).
45 - 54: 8 out of 90 (8.8%).
55 - 64: 11 out of 90 (12.2%).
65 - 74: 2 out of 90 (2.2%).
75 - 84: None.
85 or older: None.
Gender
Male: 49 out of 90 (54.4%).
Female: 41 out of 90 (45.5%).

Highest Level of Education Completed
Less than High School: None.
High School Graduate: 4 out of 90 (4.4%).
Some College: 19 out of 90 (21.1%).
2 year Degree: 6 out of 90 (6.6%).
4 year Degree: 31 out of 90 (34.4%).
Master’s Degree: 22 out of 90 (24.4%).
Doctorate: 8 out of 90 (8.8%).

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## Expert
- Yes: 11 out of 90 (12.2%).
- No: 79 out of 90 (87.7%).
Quick Survey Demo

Would you trust this Twitter account?

Hurricane Irma
@Irma17Hurricane

So I was born this past August. Started out as a Tropical Depression, but now... watch out. My main goal is to take out Mar-a-lago and any other Trump property.

Joined September 2017

Tweet to Hurricane Irma
Quick Survey Demo

Would you trust this Twitter account?

Yes: 3 out of 90 (3.3%).
Maybe: 5 out of 90 (5.5%).
No: 82 out of 90 (91.1%).

“It seems to provide humor, not news.”

“He is turning the situation into a joke.”
Findings
Factors that increase the trustworthiness of Crisis Named Resources

- Resources and/or posts that provide event-related information.
- Resources and/or posts that provide live and regular event-related updates.
- Resources and/or posts that use media to report the status of the event.
- Resources that have clear descriptions of who created them and why.
- Resources that have large number of followers and good reviews.
- Resources that have profession look and feel.
- Resources that seem to be created with good intentions.
- Resources and/or posts that subscribe, follow, retweet, or link to authoritative resources.
Findings
Factors that decrease the trustworthiness of Crisis Named Resources

Resources and/or posts that provide irrelevant information.
Resources that provide little to no information about the event.
Resources and/or posts that are insensitive to the situation.
Resources and/or posts that do not cite and/or connect to trustworthy sources.
Resources that provide information about the event status, but do not provide a list of actionable items.
Resources and/or posts that aim to solicit money.
Resources that are open to public.
Resources that have limited or no disclosure of their identity.
Resources that lack professional look and feel.
Future Directions

Complete interviews and surveys.

Complete the analysis of interviews and surveys.
Thank You!!

Time for questions…

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