

# The Effects of Visual Presentation on the Perceived Veracity of Unfamiliar News Sources

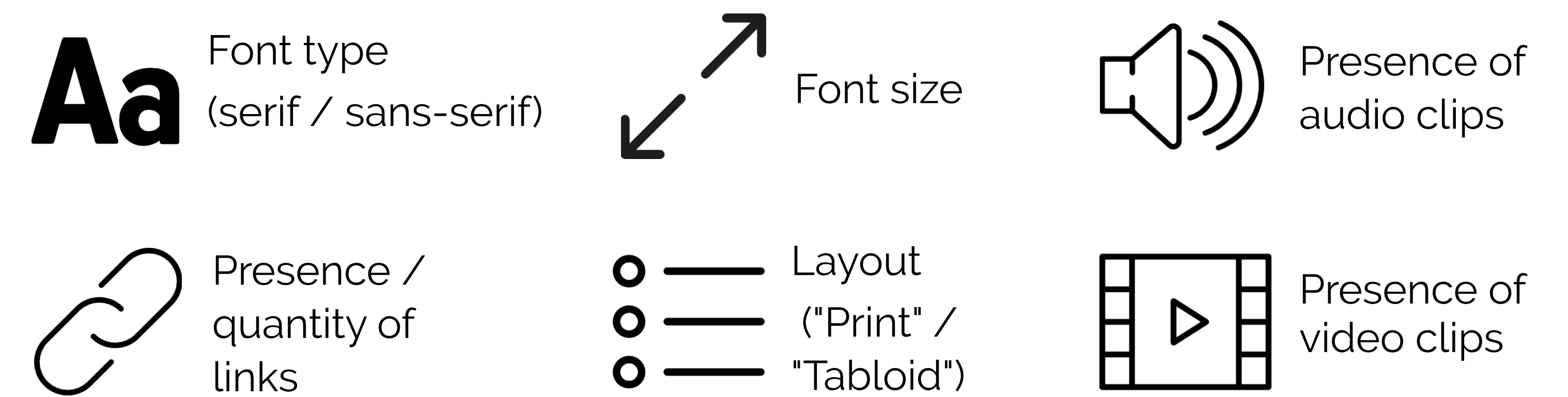
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## Abstract:

Creating and hosting websites that appear professional and official has never been easier than it is today, as seen in the fake news epidemic during the 2016 U.S. presidential election. In online news, as in any form of of online and print media, the visual presentation of the content influences the reader and contributes to their perception of the article's veracity.

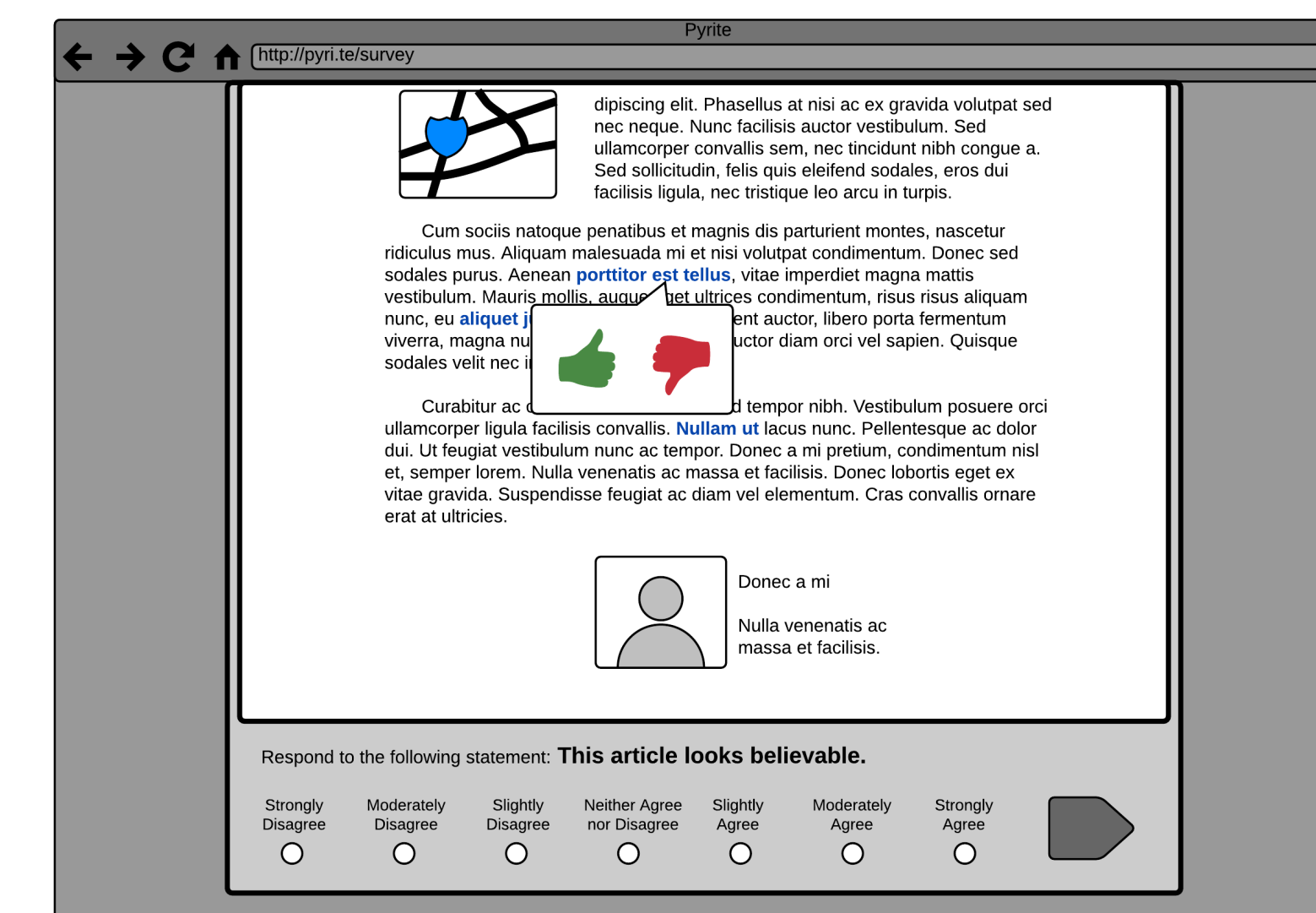
In this project, we are studying how certain visual attributes (see right) in news articles affect how believable unfamiliar news sources are, independent of whatever content the news article may contain. By focusing on visual presentation of online news, we might be able to eventually contribute to automatic detectors and filters that do not have to rely only on content analysis to detect fake news, but additionally can rely on visual aspects as well.

## Visual Attributes:



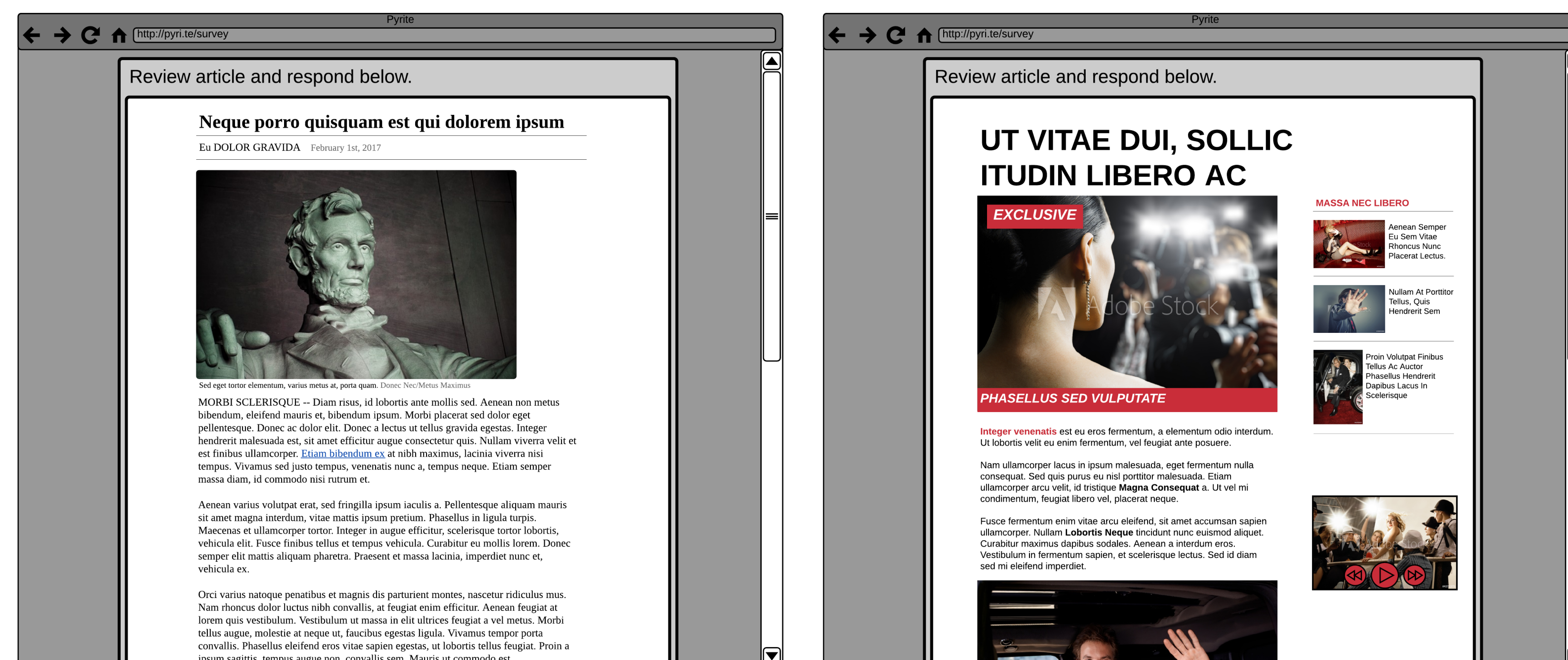
## Pyrite:

a web-based test engine for large-scale factor variation and data collection



Participants are shown many articles and are prompted to respond to a statement about the article's veracity. The article layout appears randomly, and are a subset of all possible combinations of the visual attributes. Participants are encouraged to interact with articles to submit spontaneous reactions to article elements.

Participants are also invited to elaborate on their spontaneous reactions, explaining why they have responded positively or negatively to various elements in the article.



Above are layout examples of what we will present to subjects. Lorem Ipsum text is used to minimize content-based bias.

The experiment can be self-administered or proctored, with more in-depth interviewing possible when proctored.