

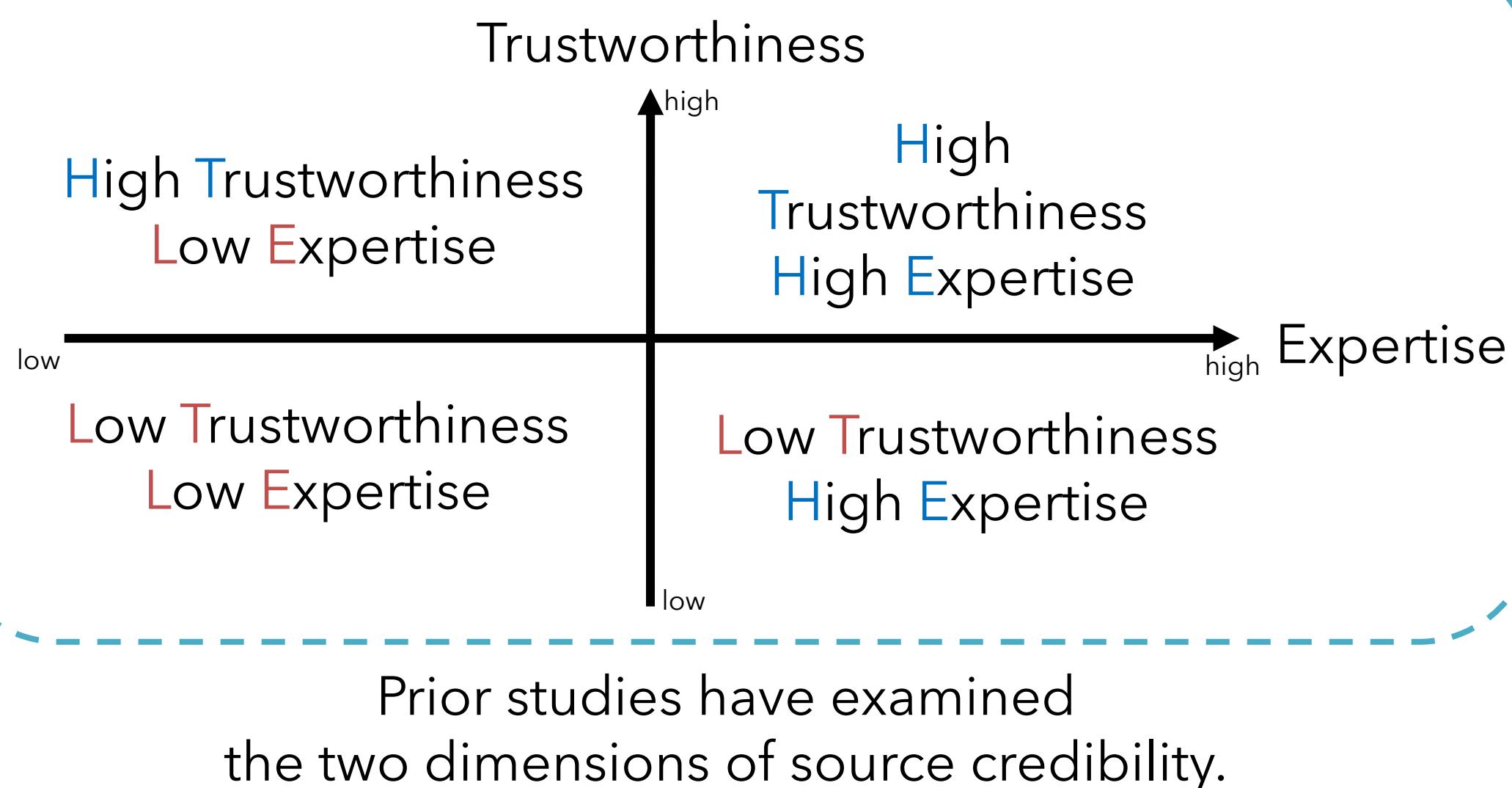
Effects of Time Passage and Web Searches on Naïve Internet Users' Perceived Reliability of Web Information

SunKyoung Kim & Atsuyuki Morishima

Institute of Library, Information and Media Science, University of Tsukuba

Research Background & Purpose

Two Dimensions of Information Source Credibility



Why was perceived reliability investigated?

A limited understanding remains of how naïve internet users perceive the reliability of information sources. People assess reliability both consciously and unconsciously; however, **their judgment can be shaped by various external factors.**

Why focus on time passage and web searches?

People's judgment of information reliability is not static; it changes over time and is shaped by personal web search experience.

Time Passage. Prior research indicates that as time passes, people tend to forget the original source of information.

Web Searches. Previous research showed that web searches shape users' belief in the credibility of false or misleading articles.

Research Questions

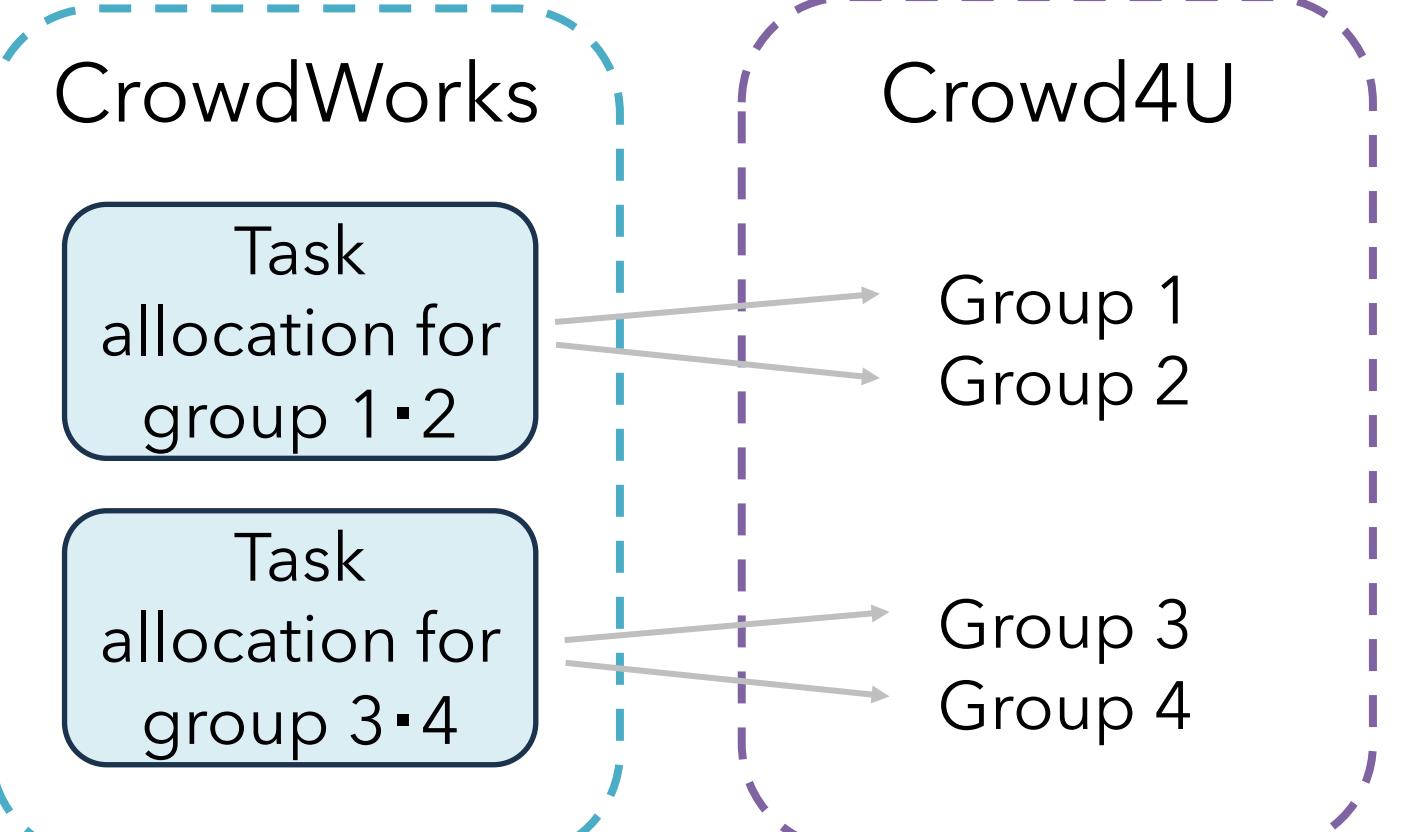
RQ1: How does **a two-week time gap** influence naïve internet users' perception of web information reliability?

RQ2: How do **web searches** conducted immediately after reading an article affect reliability perceptions?

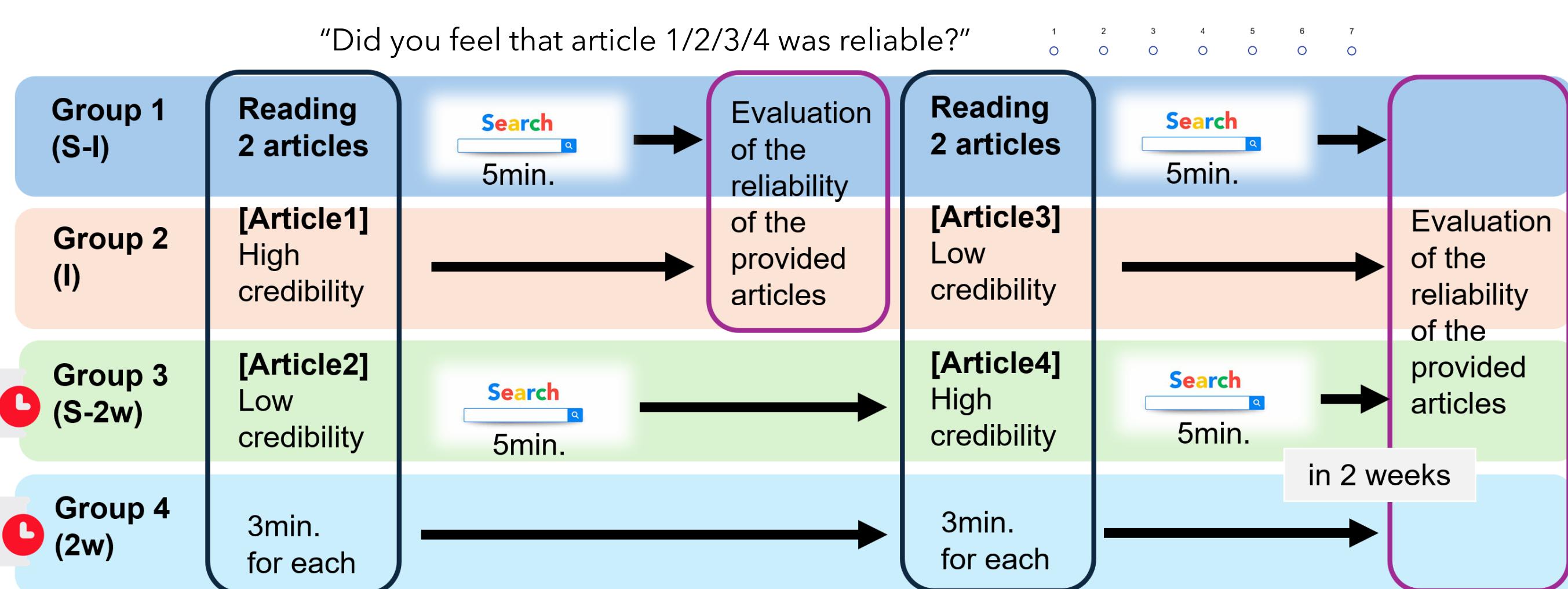
RQ3: How do **time passage and web searches** influence other factors related to the assessment of web information reliability?

Methods

Participants recruitment



| Articles | Group 1 | Group 2 | Group 3 | Group 4 |
|----------|---------|---------|---------|---------|
| A and B | 59 | 87 | 51 | 69 |
| C and D | 38 | 64 | 33 | 51 |



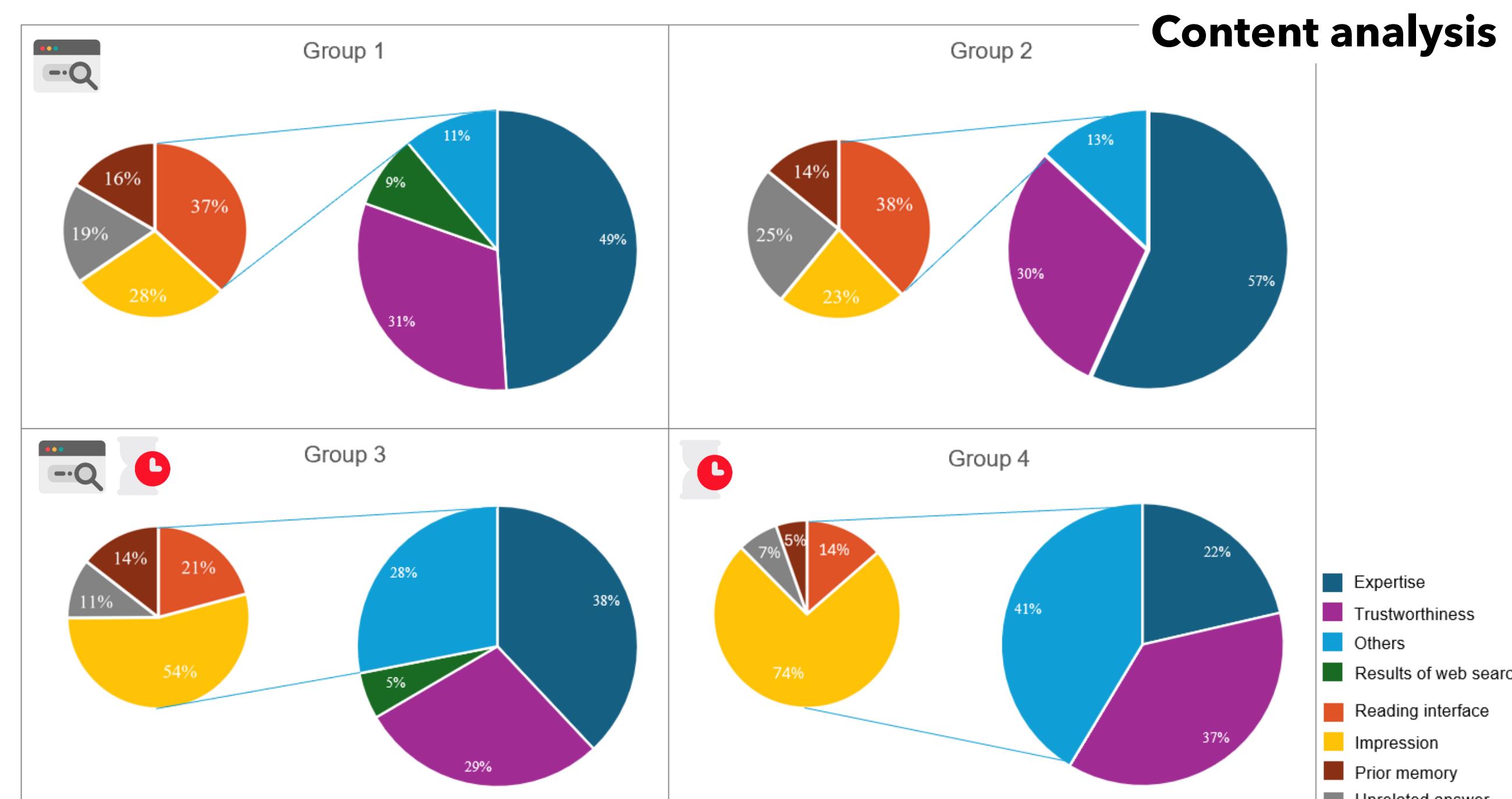
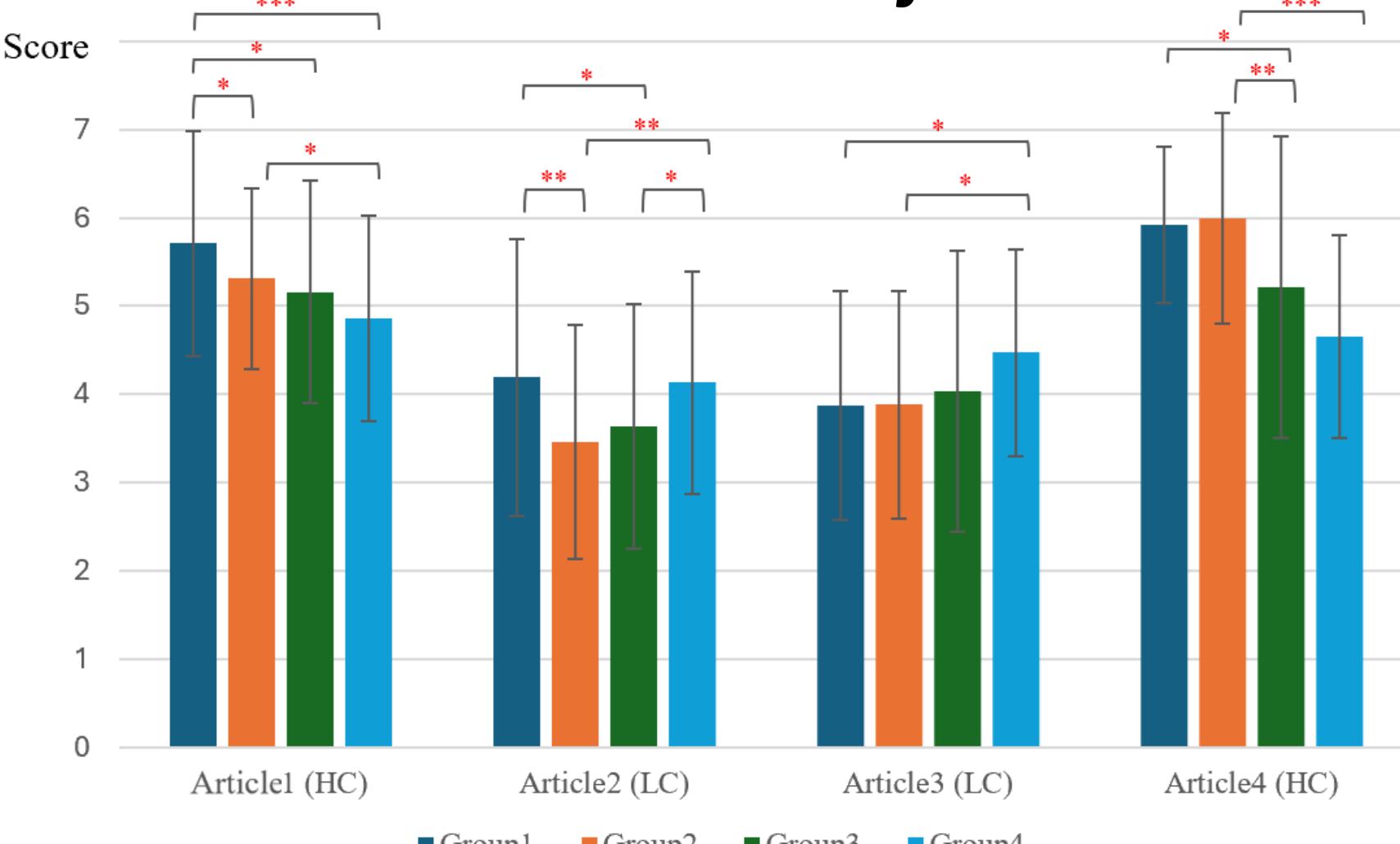
Out of 24 articles in 6 topics, **4 articles in 2 topics (A newly introduced identity card & personal data breach)** were selected based on credibility ratings conducted by 5 university students who earned an A or A+ in Statistics and Information Literacy courses.

Crowd4U crowdsourcing platform developed by FusionCompLab at the Univ. of Tsukuba

- Randomizing group allocation
- Providing an interface for reading articles
- Web searching through NextCrowd4U
- Data collection of web search behaviors (search records, accessed time etc.)

Results

Statistical analysis



Conclusion & Future Work

Time passage altered naïve internet users' perceptions of web information reliability. However, web searches can help counteract this trend, particularly for high-credibility information. In future research, we will analyze the relevance and quality of search results. Also, we will explore additional environmental and cognitive factors that shape perceptions of online information reliability.

Main References

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