

## ----- GENERAL INFORMATION -----

DATA TITLE: Data for “Discovering Why People Believe Disinformation about Healthcare”

DATA ABSTRACT: Data measuring how people decide if social media post about healthcare is honest or dishonest. The study was inductive and was designed to discover factors useful to participants for discerning between honest and dishonest posts. The bulk of the data consist of open-ended responses which were coded by the author into 62 different codes. Six scales were also measured: automatic vs thoughtful processing; media locus of control; social media consumption; social media confidence; social media sharing; risk propensity. Demographic variables measured were gender, age, ethnicity, and highest level of school a parent had completed. The data set contains .csv, .xlsx, and .pdf files.

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### ASSOCIATED PUBLICATIONS:

“Discovering Why People Believe Disinformation about Healthcare,” accepted by PLOS ONE

### COLLECTION INFORMATION:

Time period(s): Spring 2022

Location(s): Ames, IA, USA

## ----- FILE DIRECTORY -----

### ----- FILE LIST-----

“Healthcare Disinfo Study Data.csv” (200 kb)

#### ----- CODEBOOK -----

“DataShare\_Codebook Healthcare Disinfo Study.xlsx”

This file contains additional information about variables, code structure, and other citations used in this data set. The following papers are cited in the codebook:

Maksl, A., Ashley, S. and Craft, S. Measuring news media literacy. *Journal of Media Literacy Education* 2015; 6(3): 26-45.

Guelmami, N., Ben Khalifa, M., Chalghaf, N., Kong, J.D., Amayra, T., Wu, H., Azaiez, F., and Bragazzi, N.L. Development of the 12-item social media disinformation scale and its association with social media addiction and mental health related to COVID-19 in Tunisia: Survey-based pilot case study. *JMIR Formative Research* 2021; 5(6): e27280.

Meertens, R.M. and Lion, R. Measuring an individual’s tendency to take risks: The risk propensity scale. *Journal of Applied Social Psychology* 2008; 38(6): 1506-1520.

#### ----- METHODS AND MATERIALS -----

The data were collected from business school students in a lab-based study that utilized an eye tracker.

#### ----- DATA COLLECTION METHODS -----

Data were collected over the course of a few weeks. There were 26 participants. Each was asked to assess the credibility of 20 social media posts, while sitting in front of an eye tracker. The unit of analysis was a decision made by a respondent; N =520. Participants also completed a post-session questionnaire.

#### ----- DATA PROCESSING METHODS -----

Open ended responses were analyzed and coded by the author (and checked by a second person), resulting in a set of 62 unique codes. These codes were then used to categorize each open-ended response. Some responses contained multiple rationales, which resulted in multiple codes. Scale measurements were analyzed through factor analysis. Eye tracking data were analyzed using the Areas-of-Interest (AOI) method, whereby fixations across posts were compared on three AOIs: source, key words, and photos. The software for the eye tracker (GazePoint GP3 (60 Hz)) generated the AOI data.

## ----- LICENSING -----

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