# Collaborative: SaTC: Core: Small: Understanding how visual features of misinformation influence credibility perceptions (2150716)

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For more information

Today's misinformation posts have increasingly been created and consumed in visual formats, such as images, videos, and data visualizations. Because of visuals' superior impression, retention, virality and persuasiveness, visual misinformation poses a significant threat to national security, social cohesion, and public health. Yet, we know relatively little about how specific visual features such as color and brightness may influence people's credibility perceptions.
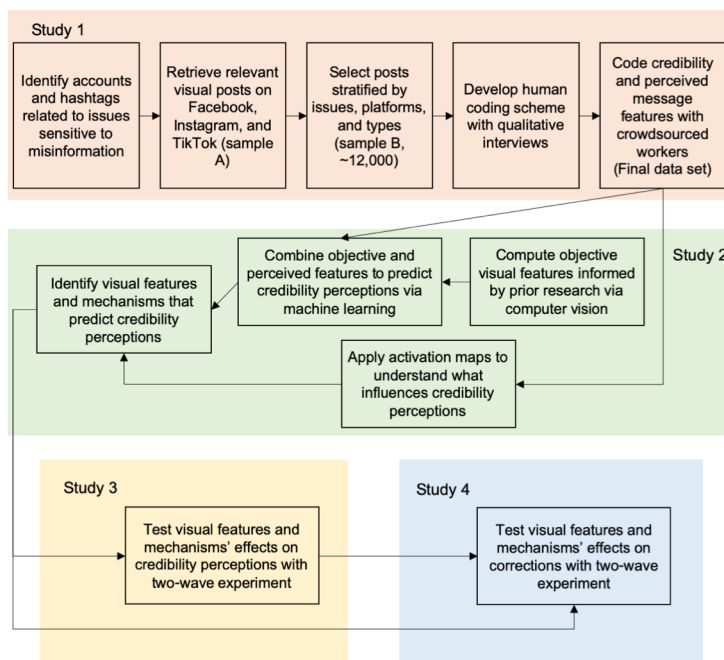
We aim to:
1) Identify the specific visual features and mechanisms which may influence people's credibility perceptions
2) Examine how these visual features interact with non-visual features (source, virality, etc) and individual user characteristics
3) Examine how these visual features can be effectively leveraged in misinformation correction efforts.

- The project will extend existing misinformation research by systematically examining the effects and the mechanisms of visual features on credibility perceptions of image and short video posts.
- Expose the public's vulnerabilities to specific types of visual misinformation
- Help public agencies and social media platforms target prevention and correction efforts to the most misleading visual misinformation posts and the most susceptible user groups.
- Curate and publish a large dataset of misinformation-related visual posts with rich human annotations.