How to mitigate the spread of Epistemically Toxic Content (ETC) on social media?

Empirical design:

Content Analysis of ETC	Qualitative Reconstructions	Survey-experiment
Purpose: map-out types of ETC	Purpose: expose motivations of users for sharing ETC	Purpose: test interventions'' effect of willingness to share ETC

Results:

Content analyses - A taxonomy of 4 categories and 14 sub-categories of ETC

Disprovable falsity	**Factually correct information**	Likely **incorrect, hard to disprove content**	**Non-factual content**
• *False disprovable claim* • *Includes disprovable falsity* • *Misunderstood parody* • *Impersonation* • *Forgery/visual tampering*	• *Taken out of context* • *Taken out of temporal context* • *Illegitimate inference*	• *Illegitimate source* • *Unreliable process for obtaining information* • *Substantiated SD* • *Conspiracies*	• *Un-rebuttable questions* • *Insinuating story*

Reconstructions - Normative justifications for sharing ETC – four themes:

Survey-experiment – norm setting stories (5 + control group + label manipulation group) disguised as literacy test; later a request to share a post containing ETC.

Best innervations:

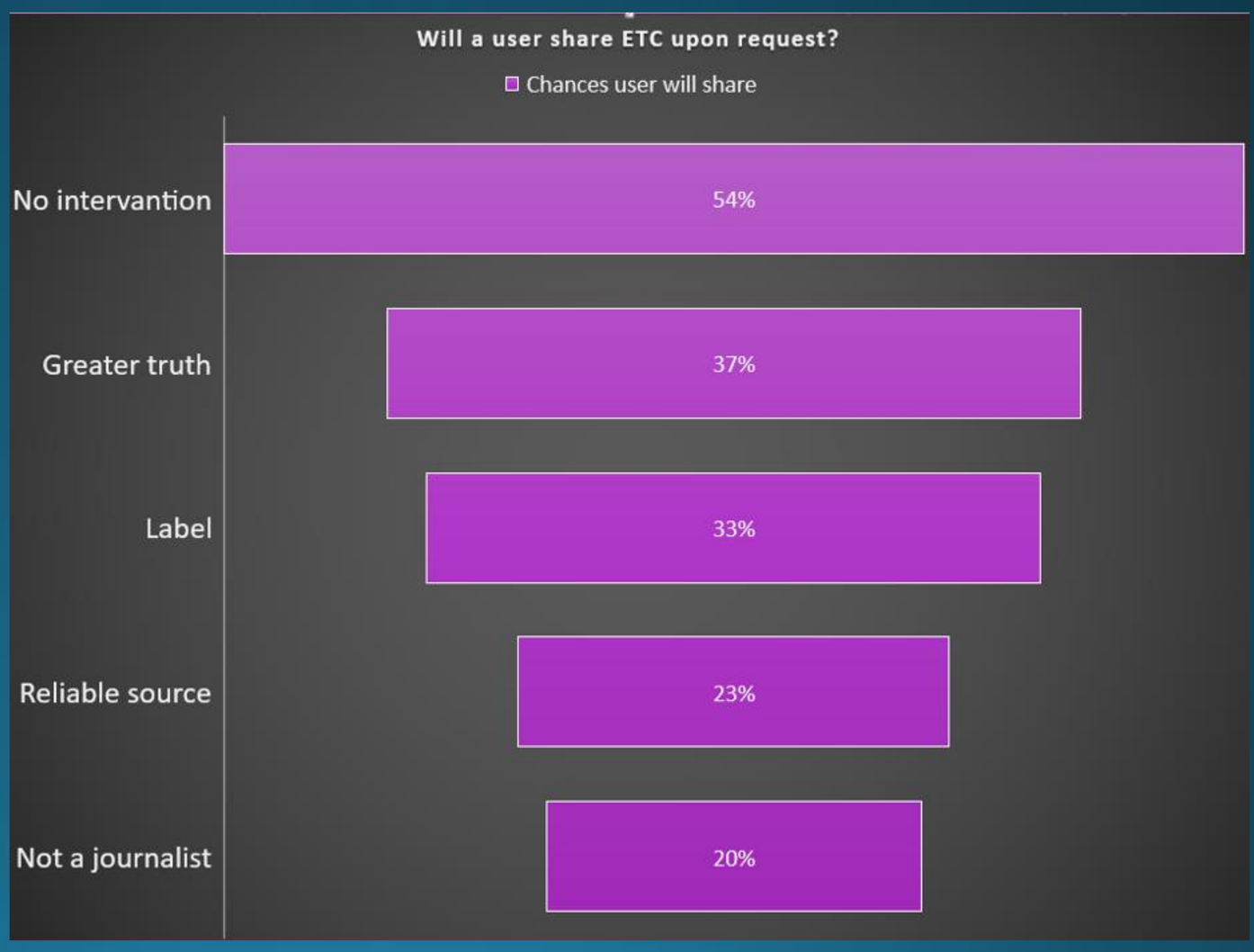
- Not a journalists (r<0.001; Expβ = .367)
- Reliable source r<0.001; Expβ = .422)

Working intervention:

- Label (r = .019; Expβ = .602)
- Greater truth (r = .026; Expβ = .680)

No effect:

- Reverse manipulation (NS)
- Can't hurt (NS)



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