Let's Go Live: Does Presentation Format Influence Perceived Authority Regarding Social Media Posts

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Let’s Go Live: Does presentation format influence perceived authority regarding social media posts?

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Claim: McDonalds food never rots
Presentation format: meme/video

Claim: Medicinal benefits of onions in socks
Presentation format: meme/video

Claim: Kraft cheese doesn’t melt
Presentation format: meme/video

Claim: Supermoon = 10x larger moon in one day
Presentation format: meme

Claim: Tequila is a cold/flu remedy
Presentation format: meme

Perception of Authority - Believability

Meme

Video

Claim: Avril Lavigne is missing and using a body double for appearances
Presentation format: text(tweet)/meme

Claim: Kraft cheese doesn’t melt
Presentation format: meme/video

Claim: Pets are harmful during flu season
Presentation format: tweet

In summary:
All of the stories were entirely false, or extremely exaggerated.

Descriptives:
Number of Participants (N)=152
Average age=19.39
Average Gender= mostly female

Significant values found:
- Mcdonald’s meme vs. Mcdonald’s video
- Onion meme vs. Onion video
- Avril Lavigne meme vs. Avril Lavigne text

No significant value found:
- Kraft video to the Kraft meme

Male - majority of media formats did not show a significant effect on the believability of the topic given

Female - the ANOVAs showed that the majority of media formats did prove a significant effect on the believability of the topic given