

4-11-2018

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

Caitlin Crawford

*University of North Alabama*, [ccrawford3@una.edu](mailto:ccrawford3@una.edu)

Kristina McMahan

*University of North Alabama*, [kmcmahan@una.edu](mailto:kmcmahan@una.edu)

Falon Yates

*University of North Alabama*, [flyates@una.edu](mailto:flyates@una.edu)

Derek Malone

*University of North Alabama*, [dmalone3@una.edu](mailto:dmalone3@una.edu)

Follow this and additional works at: <https://ir.una.edu/libfacpresentation>

 Part of the [Information Literacy Commons](#)

---

## Recommended Citation

Crawford, C., McMahan, K., Yates, F., & Malone, D. (2018). Let's Go Live: Does Presentation Format Influence Perceived Authority Regarding Social Media Posts. Retrieved from <https://ir.una.edu/libfacpresentation/7>

This Book is brought to you for free and open access by the Collier Library at UNA Scholarly Repository. It has been accepted for inclusion in Faculty Presentations by an authorized administrator of UNA Scholarly Repository. For more information, please contact [jpate1@una.edu](mailto:jpate1@una.edu).



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

Caitlin Crawford, Kristina McMahan, Falon Yates  
 Faculty Mentor: Derek Malone  
 University of North Alabama

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



## Perception of Authority - Believability

**Meme**

**Video**



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



## Perception of Authority - Believability

**Text**

**Meme**



**Claim:** Medicinal benefits of onions in socks

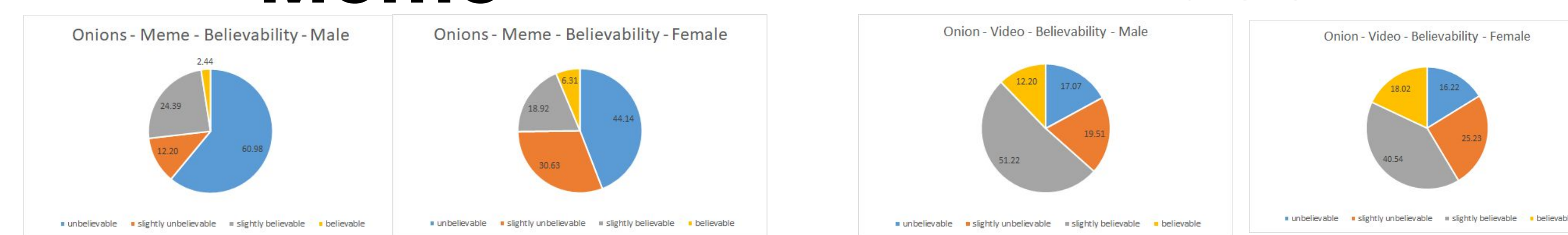
**Presentation format:** meme/video



## Perception of Authority - Believability

**Meme**

**Video**



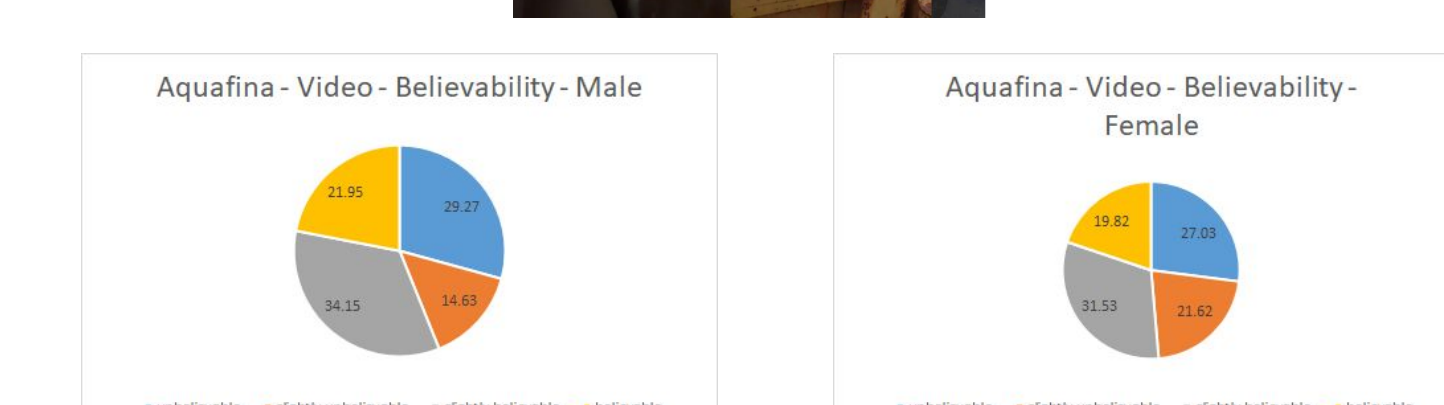
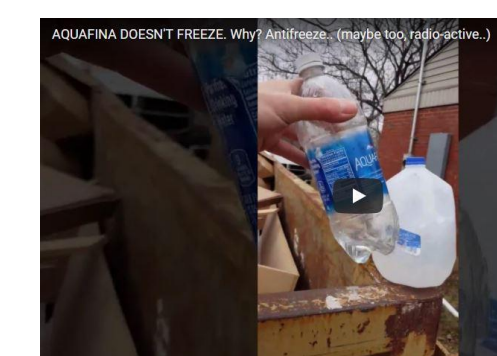
**Claim:** Kraft cheese doesn't melt  
**Presentation format:** meme/video

**Meme**

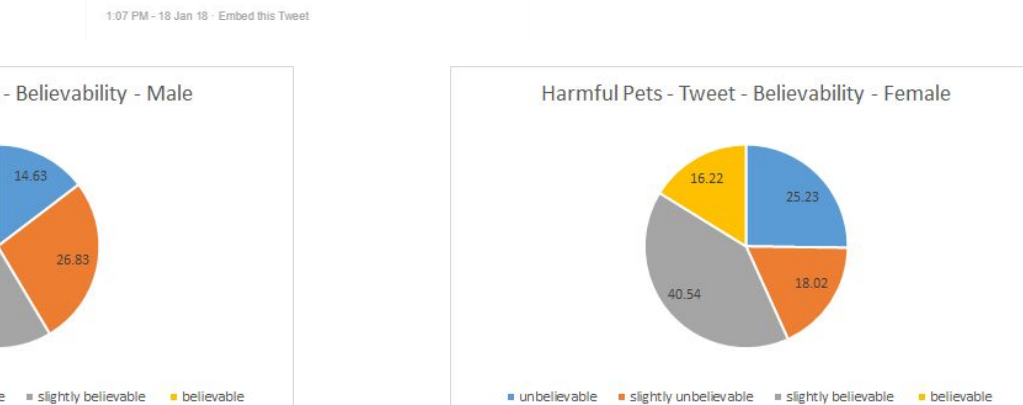
**Video**



**Claim:** Aquafina doesn't freeze  
**Presentation format:** video

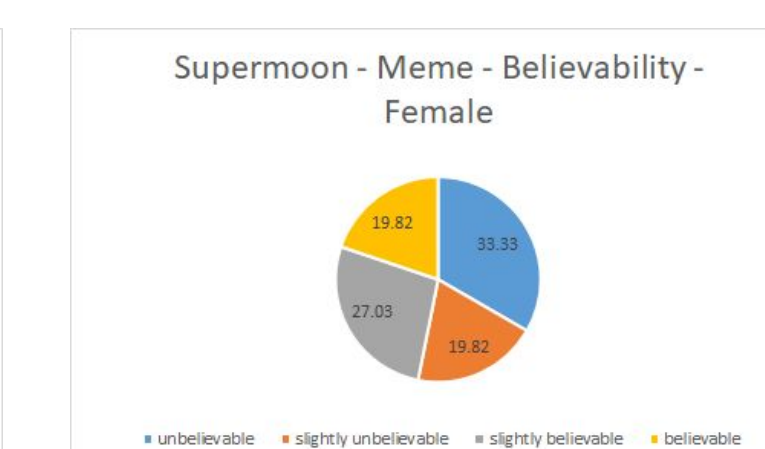
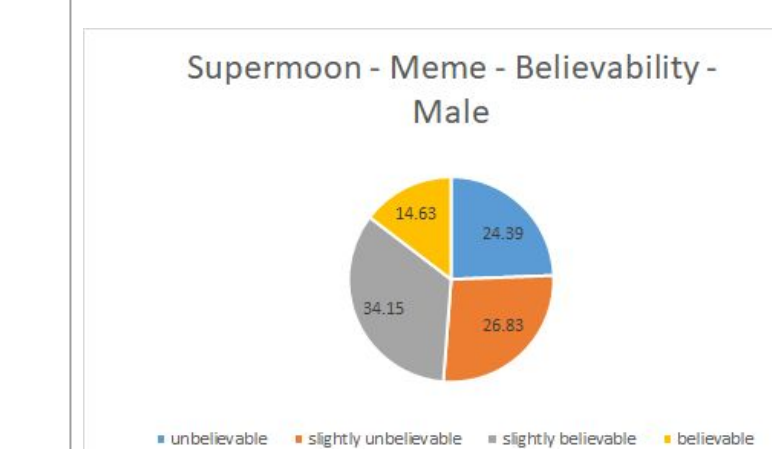
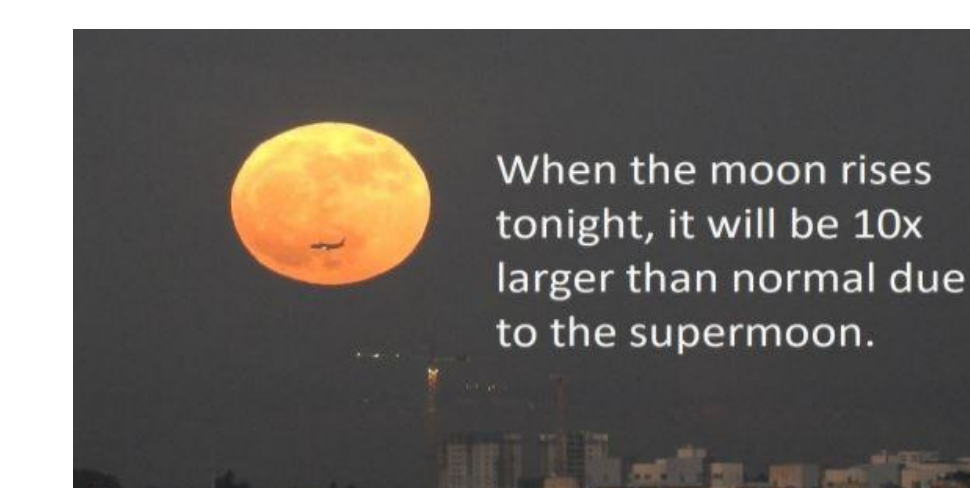


**Claim:** Pets are harmful during flu season  
**Presentation format:** tweet



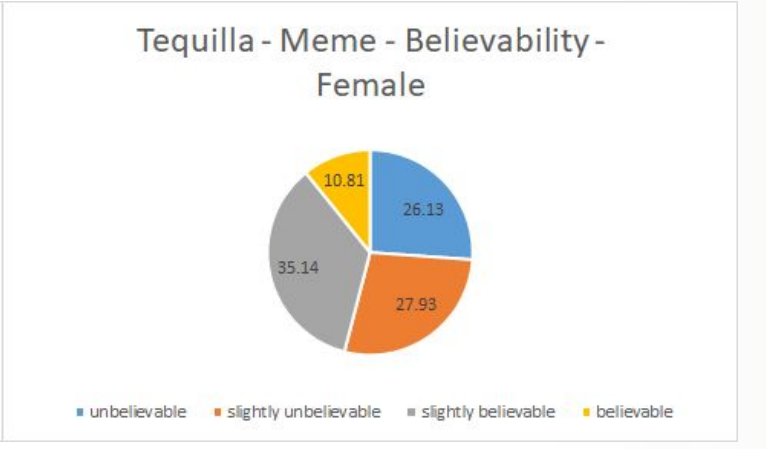
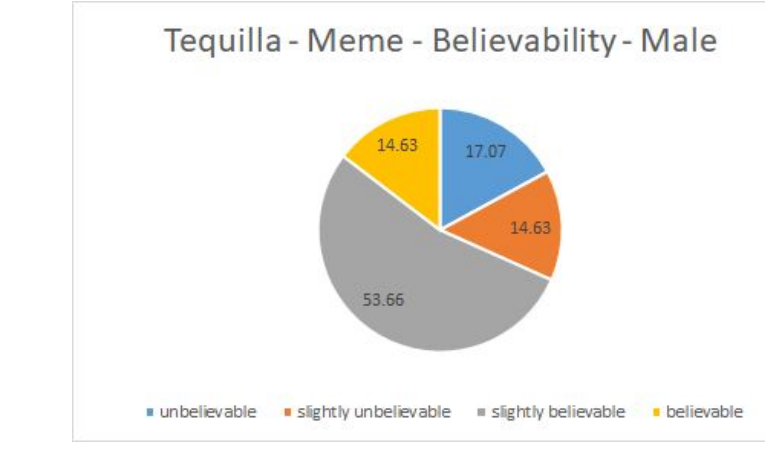
**Claim:** Supermoon = 10x larger moon in one day

**Presentation format:** meme



**Claim:** Tequila is a cold/flu remedy

**Presentation format:** meme



### Legend

Blue - unbelievable  
 Orange - slightly unbelievable  
 Gray - slightly believable  
 Yellow - believable

### 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