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Does the Source of a Headline Affect Its Reliability?

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The objective of this project is to gain knowledge about how headlines are perceived. This study is important because it can provide useful information of what makes headlines trustworthy and how information is shared in general to the public. A deeper understanding of this can make people more aware when it comes to sharing information. It can also aid people when deciding what sources they obtain their news from. The participants in this study will gain access to the survey through a link. There they will be given a consent form in which they will decide whether they chose to participate or not. Following the consent, if they chose to continue with the survey, the survey will begin. There will be questions regarding different photos of news headlines, the participants will have to decide if the news headlines seem real or fake by selecting an answer through a Likert scale. Half of the headlines are true and half are made up. There will be different trials of the same headline being presented with either a Fox, CNN, made up (World News), or no logo. At the end of the survey there will be some demographic questions to further understand the data collected. It is expected that the headlines from more trustworthy or known sources such as CNN & Fox News will be rated as more believable and more likely to be shared compared to others. In general it can be concluded that the source of the headline will have a meaningful impact on the believability of the headline.