

EGU21-12138

<https://doi.org/10.5194/egusphere-egu21-12138>

EGU General Assembly 2021

© Author(s) 2021. This work is distributed under the Creative Commons Attribution 4.0 License.



## **Towards psychological herd immunity: Cross-cultural evidence for two prebunking interventions against COVID-19 misinformation**

**Jon Roozenbeek**<sup>1</sup> and Sarah Dryhurst<sup>2</sup>

<sup>1</sup>University of Cambridge, Department of Psychology, United Kingdom of Great Britain – England, Scotland, Wales

(j.r51@cam.ac.uk)

<sup>2</sup>Winton Centre for Risk and Evidence Communication, Centre for Mathematical Sciences, University of Cambridge, United Kingdom of Great Britain - England, Scotland, Wales

Misinformation about the novel coronavirus (COVID-19) is a pressing societal challenge. Across two studies, one preregistered ( $n = 1,771$  and  $n = 1,777$ ), we assess the efficacy of two “prebunking” interventions aimed at improving people’s ability to spot manipulation techniques commonly used in COVID-19 misinformation, across three different cultural contexts (English, French, and German). We find that Go Viral!, a novel 5-minute “prebunking” browser game, (a) increases the perceived manipulateness of misinformation about COVID-19, (b) improves people’s confidence in their ability to spot misinformation, and (c) reduces self-reported willingness to share misinformation with others. The first two effects remain significant for at least one week after gameplay. We also find that reading real-world infographics from UNESCO improve people’s ability and confidence in spotting COVID-19 misinformation (albeit with a smaller effect size than the game).