

# Behavioral Archetypes & User Journey

Tackling Misinformation

February, 06, 2023

## Behavioral Archetype

# The Skeptic

The Skeptic actively shares information with peers to form well-rounded opinions. They are open minded to the fact that not everything reported in the media is true, and performs their due diligence to research topics, reserves their opinions to authority figures, and takes factors like corporate interests into consideration before reaching their own conclusion.



"I don't like computer algorithms. I want to see everything that's out there, and I intentionally seek out opposing views."

### Goals

- **Identify and reduce bias:** Often aware of their own and others bias and tries to keep an open mind
- **Form well-rounded perspectives:** Wants to hear all sides of the story before reaching their own conclusions
- **Make informed decisions:** Proactive in their search for knowledge

### Thoughts

- Misinformation can be weaponized against people
- We should be skeptical of everyone, but defer our opinions to those qualified in their respective professions
- Corporate interests can skew research to their favor

### Needs

- **Multiple sources with credentials:** Reduces trust when sources have authors without proper credentials
- **Ease to navigate multitude of resources:** Multiple tabs open to connect information and is satisfied with efficient accessibility

### Feelings

- Deep concern for the future of our society
- Convincing people to care seems helpless sometimes because they're only interested in what they want to hear
- Discussing context is so important, but sometimes saying what people don't want to hear negatively impacts our relationship

### Pain points

- **Not easy to please:** Making an informed decision takes a lot of time and effort
- **Negatively affect relationships:** Reporting my findings can offend or make peers upset.
- **Distrusting of sources:** Listens to all sides of the story before reaching a conclusion

### Actions

- Reference checks sources
- Distinguishes opinions from statistics
- Researches unknown events/concepts
- Shares findings and encourages healthy skeptical behavior

## Behavioral Archetype

# The Selectivist

The Selectivist favors information relevant to their daily life and are more apathetic towards broader events. They understand how overwhelming the information landscape can be, so they retreat to a single or select few trusted news sources. Opts for information processing strategies that are simple and involve less effort. Prefers breadth over depth.



"If I care about the issue I will look for more credible sources."

### Goals

- **Streamline trusted sources:** Streamline news through a few balanced sources
- **Mental Health:** Prioritize mental well-being over engaging in potential interpersonal conflict
- **Be informed:** Learn new information to stay up to date on current events relevant to them

### Thoughts

- There is too much information in 24-hour mainstream media
- There's misinformation out there, but I'm more concerned about what matters to me
- How can I quickly filter out opinion and get straight to the facts?

### Needs

- **A neutral third party:** Neutral party can save a lot of researching to find the moderate perspective a time saver needs
- **Time efficient methods for research:** Using shortcuts like page skimming
- **Relatable information:** Content that is interesting and relevant to my life

### Feelings

- Stopping the large spread of misinformations seems kind of hopeless
- I share information that I am passionate about
- I get bored when I read information that's not relatable to me
- Who am I to question those qualified with years of experience in their field?

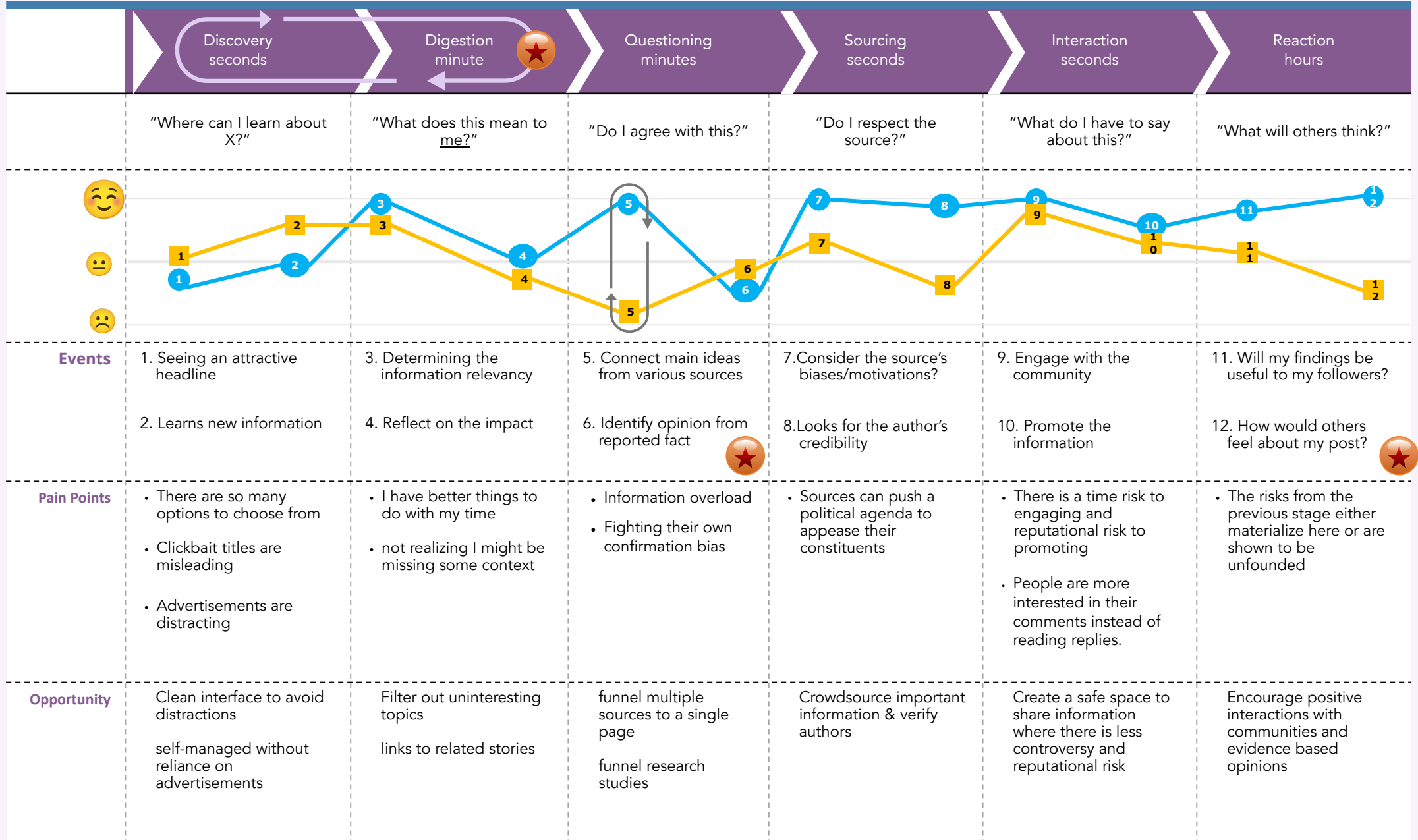
### Pain points

- **Teams:** There are valid arguments that support either side on subjective issues
- **Data Paralysis:** Becomes stressed when faced with large amounts of data
- **Emotionally driven:** Reacts to information emotionally, until they have enough time to process and evaluate their biases

### Actions

- Keep online presence to a minimum
- Stick to professional news sources
- Discuss information with close-knit friend group
- Waits for the facts to be presented, rather than theorizing what could've happened

# Information Processing Toolkit



The Skeptic



The Selectivist



## Notable Variance

### Stages

The journey restarts if the information doesn't have an impact, e.g. irrelevant information

### Events

Questioning and Reaction events have the most interesting emotional response curves