

# Changing Behaviour

**Group: Bad Interface**



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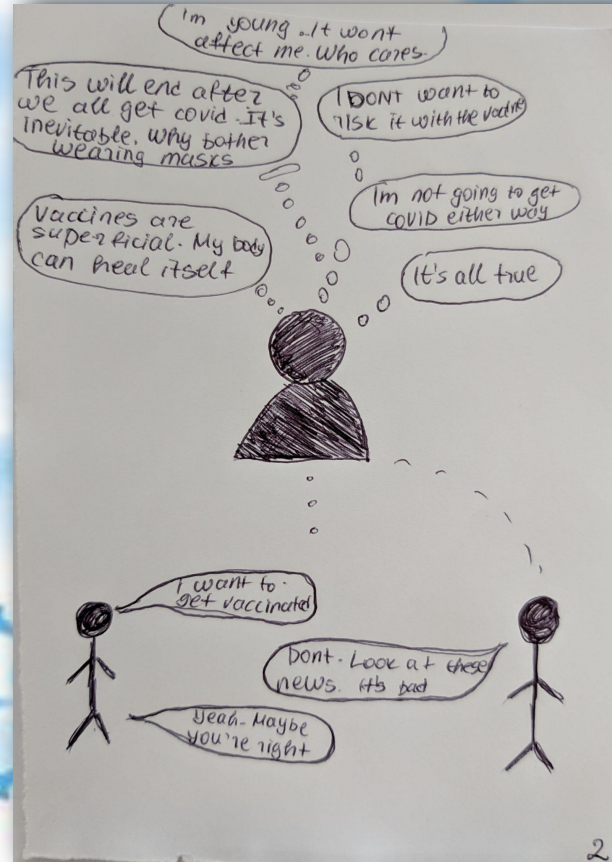
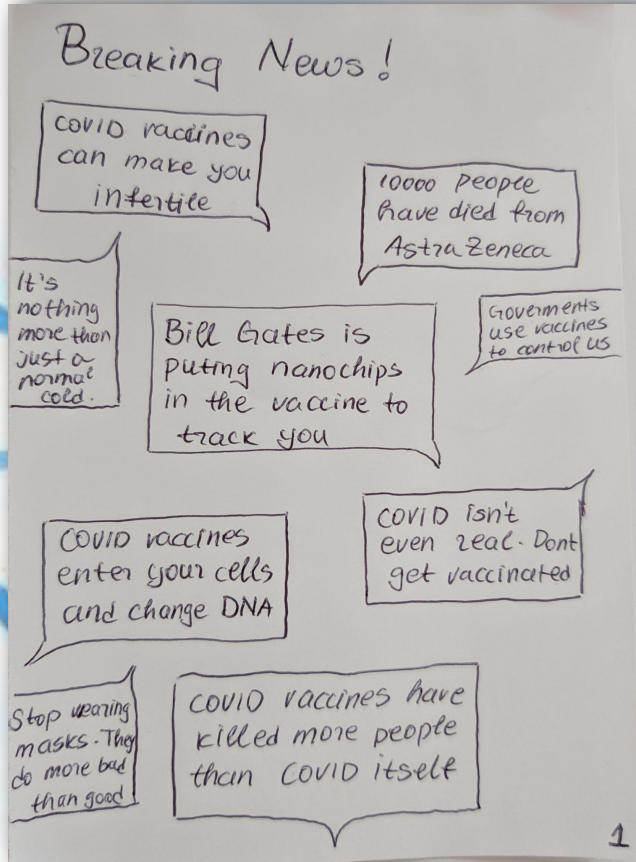
# COVID Information and Vaccination



Fake news and disinformation campaigns are problematic in democratic systems, and there is a growing debate on how to address these issues without undermining the benefits of digital media.

We wanted to make a story about encouraging users to think twice before believing everything they read.

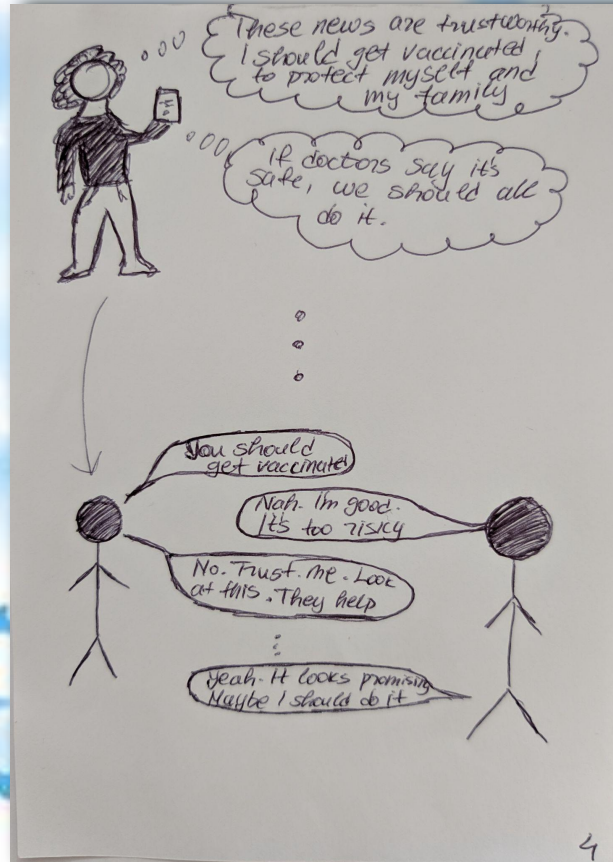
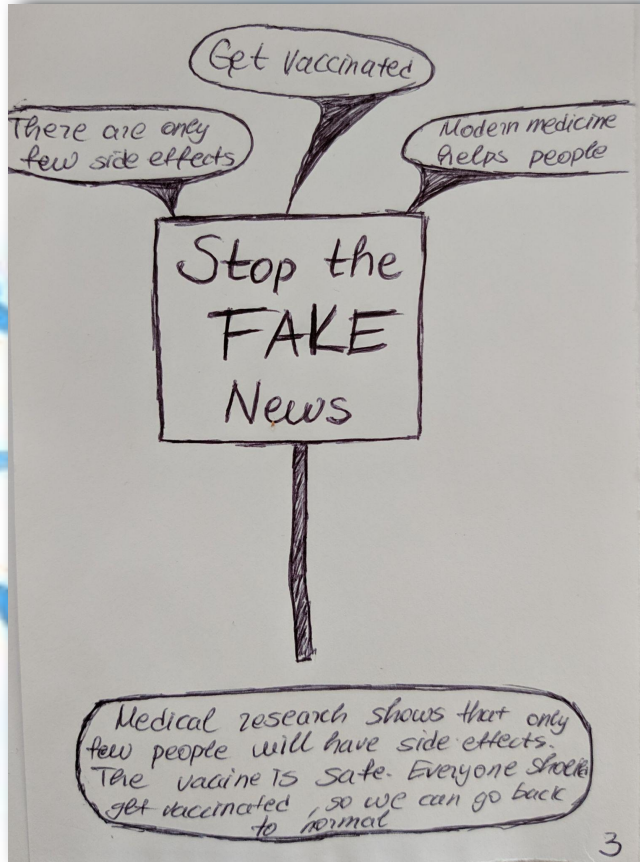
# Sketches: Initial Idea



Everyone everyday is bombarded with a lot of news about the coronavirus and the vaccines. Many of those news are not reliable, comments from facebook, and "medical" blogs. Because of this many people are discouraged to get vaccinated.

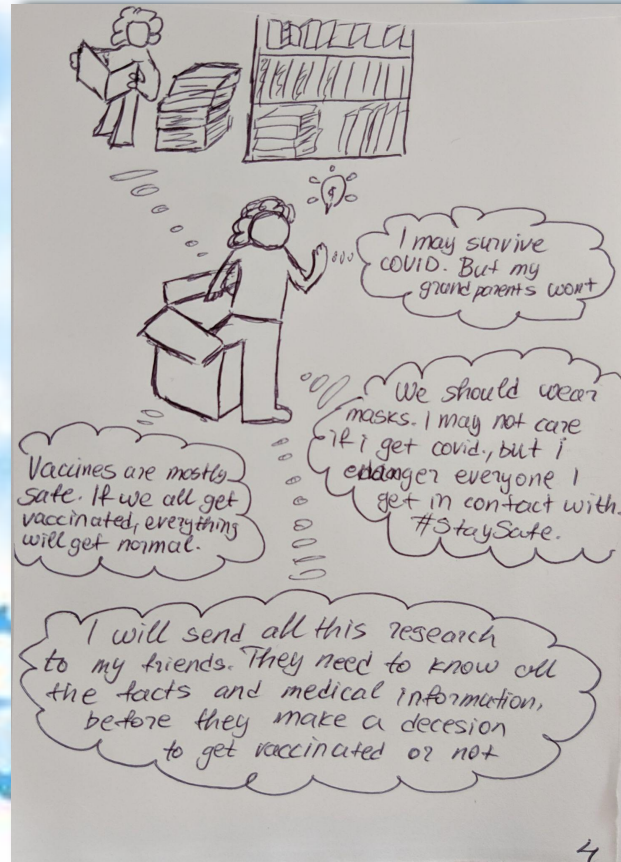
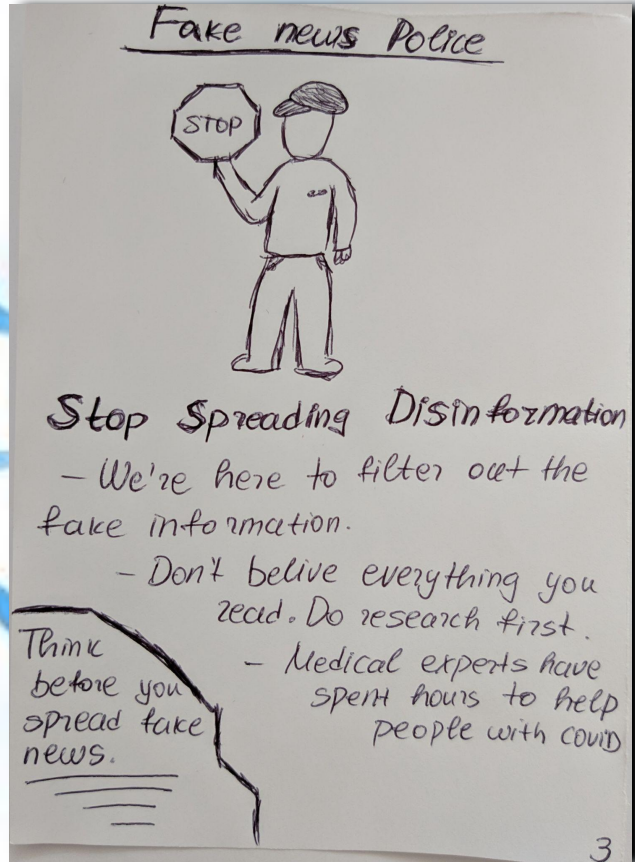


# Sketches: Initial Idea



Instead of these “fake news” we filter out only the medically correct information and present it to people. This way people will learn that vaccination is the best way to stop the spreading of COVID, and that they need to wear masks and take part in social distancing.

# Sketches: Final Idea



Instead of just filtering out the "fake news" we also encourage people to do their own research about the vaccines. This way they will get all the information they need for themselves, and make the best decision that suits them. We don't want to force people to get vaccinated, but educate them.

# STORYLINE

The study found that whatever the mood was in the **morning**, it stayed pretty much the same throughout the **day**

The first thing we all do in the morning, consciously or unconsciously, is checking our phones.

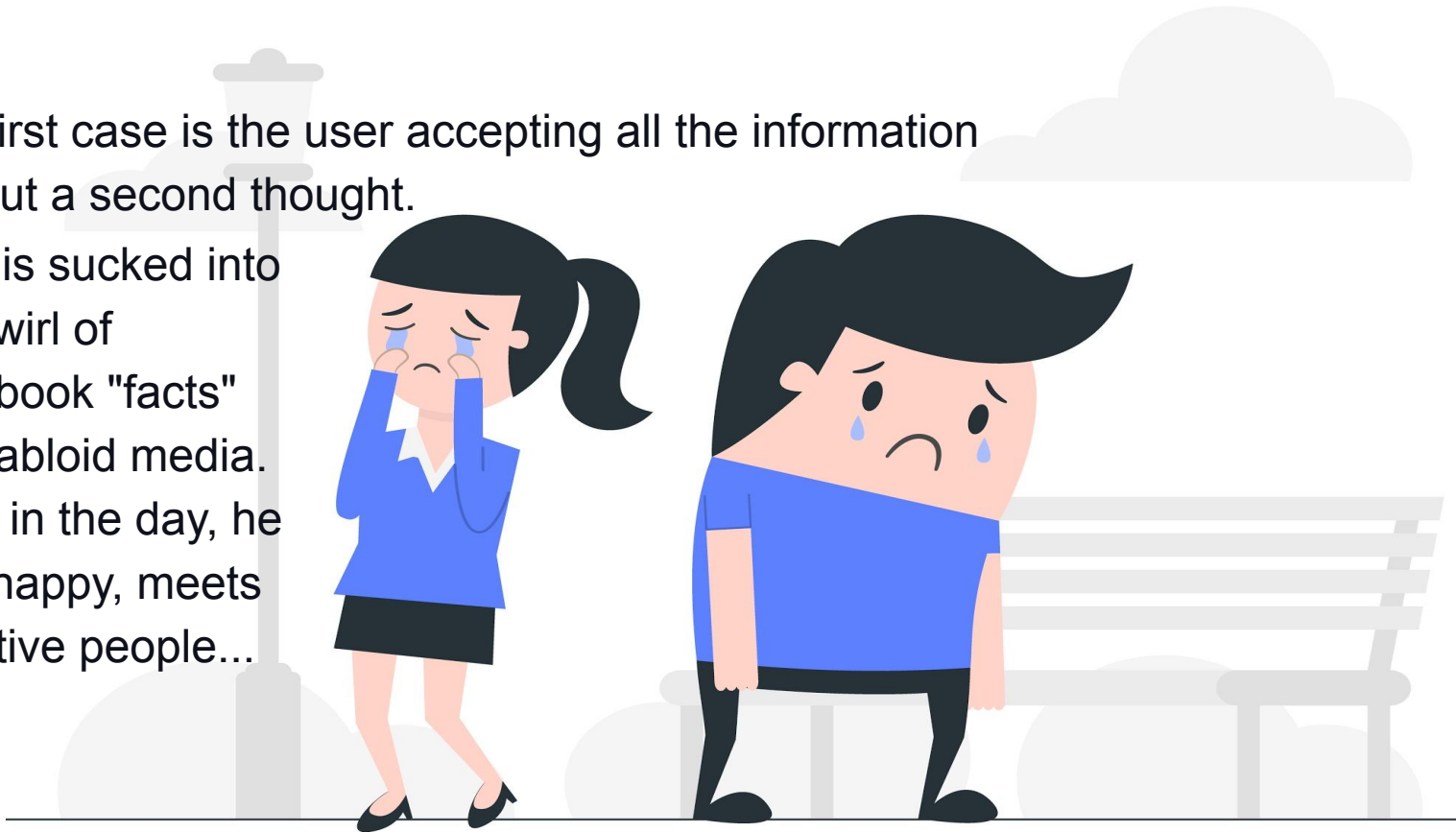
Our brains start absorbing all the information and misinformation.



# STORYLINE

The first case is the user accepting all the information without a second thought.

User is sucked into the swirl of Facebook "facts" and tabloid media. Later in the day, he is unhappy, meets negative people...





# STORYLINE

The second case : the user is conscious about the information he receives. His mood changes, he exchanges healthy conversations with people and accepting other people's opinions.





# StoryLine



<https://youtu.be/-GLL9ibesC0>

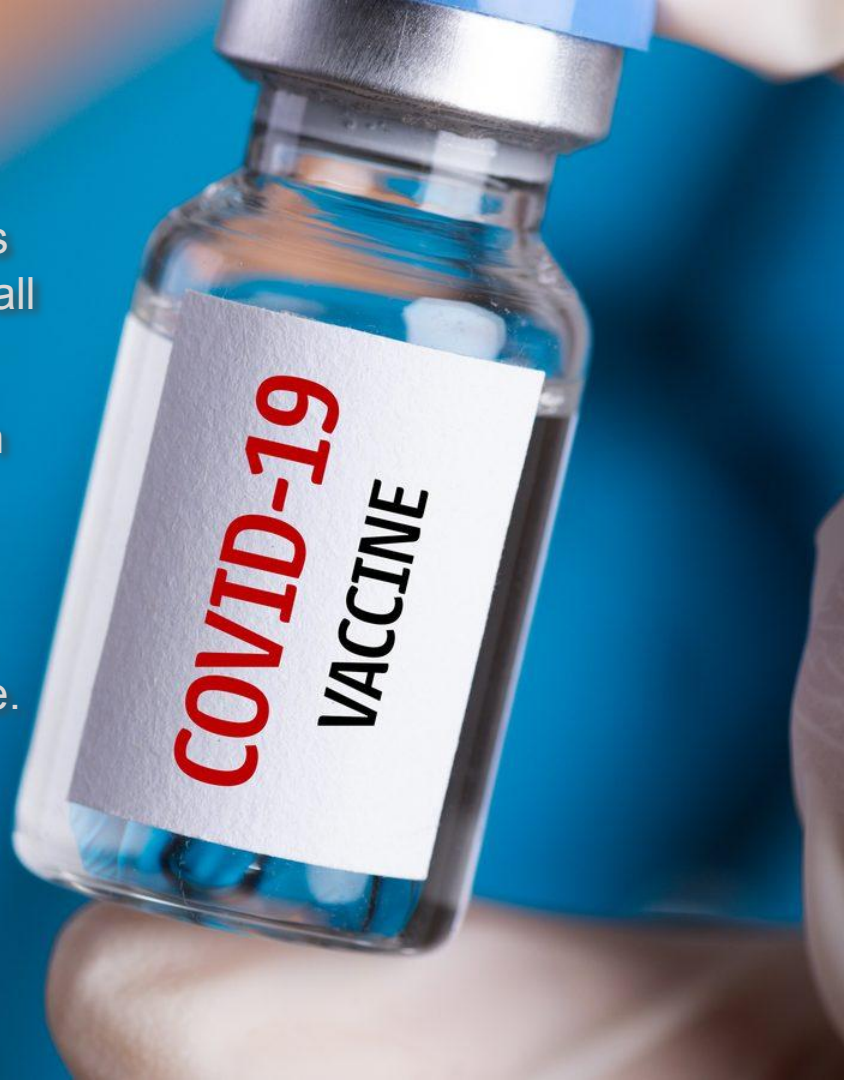
# User Testing

The survey was conducted among family members of all team members, and the participants were of all age groups.

Younger participants showed less interest at first in vaccination and COVID safety, as they are “less” endangered.

But later showed more interest about staying safe, mainly so they don't get other family members safe.

The part of the younger participant had interest in vaccination, mostly for the reason so they can travel.

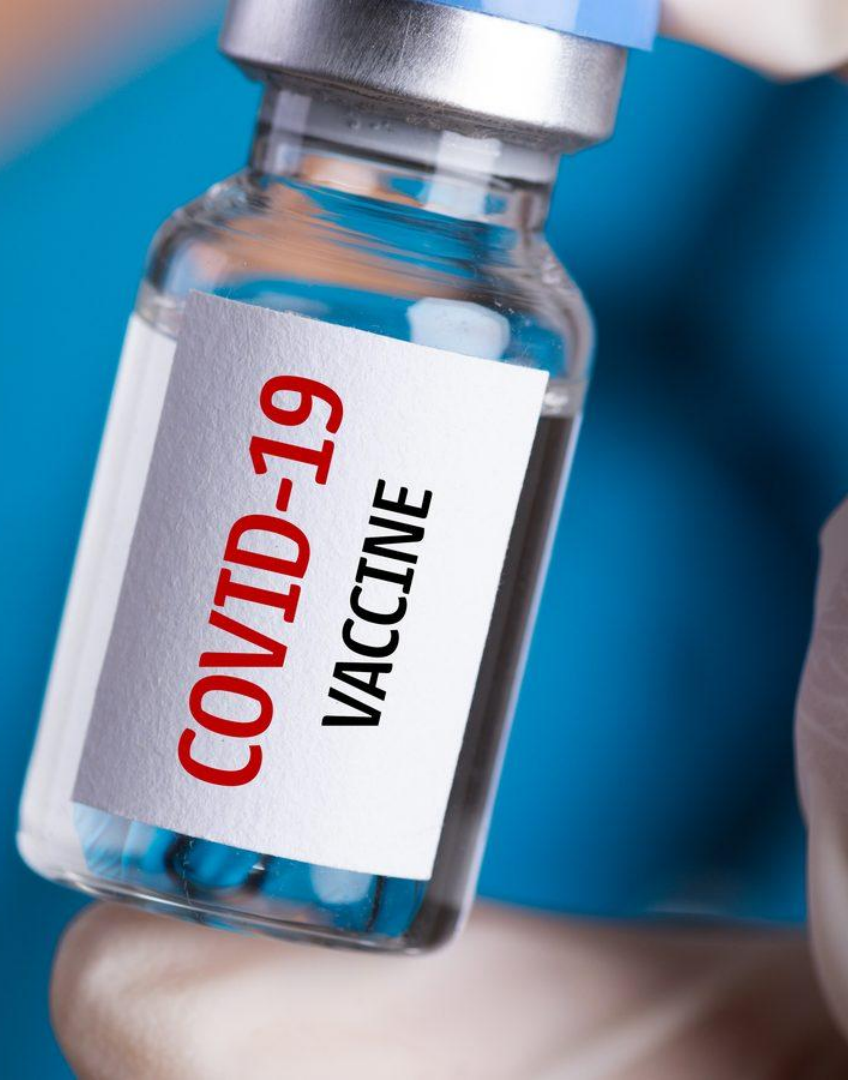


# User Testing

Older participants, had more interest in staying safe and vaccination, because they were worried about their health.

Some were still suspicious and not fully convinced about the vaccines, but a huge progress was made.

From thinking that vaccines have GPS microchips in them, to actually reading about different vaccines and which one will be the best for them.





# Prototype Overview

Our current prototype focused only on the issue regarding the CoronaVirus. We would like our app to be capable to debunk other fake news for many different subjects, and make people not believe everything they see online.



The current prototype only provides guidance for the users, but ideally the final product will have fact checkers that will post only professional articles, so that users have easier time coming to conclusion.