Misinformation Escape Room

Civic Media, Games, and Misinformation

2022 SIGCAS Showcase
September 14-15, 2022

Chris Coward
University of Washington Information School
Our mission is to resist strategic misinformation, promote an informed society, and strengthen democratic discourse.

FEATURED VIDEO
Break free from misinformation in an escape room

CIP IN THE NEWS

- NEWS | In AFP factcheck, CIP's Mike Caulfield comments on 'one of the simplest misinformation games out there' | 09.14.2022
- INSIGHTS | In KUOW interview, CIP legal fellow Eli Sanders discusses ruling in case where Facebook violated WA's political ad transparency law | 09.12.2022
- NEWS | CIP's Jevin West interviewed by New York Times for story about how spider misinformation spreads | 08.25.2022
- INSIGHTS | CIP's Carl Bergstrom discusses 'Why birds don’t lie and we do' in podcast interview with Alan Alda | 08.15.2022
- INSIGHTS | Foreign Policy interviews CIP's Kate Starbird about Russian propaganda targeting aid workers in Ukraine | 08.01.2022
To create an educational intervention that builds resilience to misinformation

- Non-formal settings (e.g. public libraries)
- Adult populations
**Insights from Librarians**

1. Psychological dimensions of misinformation
   - Not skills deficit problem

2. New formats
   - Respectful
   - Relevant
   - Empathy
   - Conversation

3. Library precarity in current political environment

---

“I think some of the most powerful program formats are people learning from each other. So, are there examples of ways that people could share, even intergenerationally, their experiences?”

---

Psychology of Misinformation

Emotional triggers
Fear, Anger, Anxiety…
Negative > Positive

Cognitive biases
Confirmation bias, Motivated reasoning, Third-person effect...

Social nature of information
Who do we trust and why? What social pressures are we under?

Self-identity
Types of information we consume and how we make sense of them
Escape Room
Games

- Interactive experience -- immersive, affective, and memorable
- Environments where it is “OK” and you are “expected” to fail
- Opportunities for people to talk about difficult issues and learn from each other
- Games are fun!
**Goals**

1. Raise awareness of misinformation technologies and techniques  
   - Misleading charts  
   - Deepfake images and videos  
   - Social media bots

2. Encourage reflection on the role of cognitive biases and emotion  
   - Vulnerability  
   - Confirmation bias  
   - Consequences of unwittingly sharing misinformation

3. Change people’s attitudes towards misinformation and certain social media behaviors  
   - Seriousness of misinformation in society  
   - More cautious
Misinformation Escape Room
Components

Game Play

Debrief Discussion

Image: Muhammad Rafizeldi
Evaluation

2021: Pilot Study
- 5 libraries in Washington State

2022: Nationwide Study
- 10 libraries across U.S.
- 53 sessions
- 211 players
Sample (Pilot)

Size
- 50 (of 80)

Characteristics
- Gender: Two-thirds Female
- Age: Over one-half 35+
- Team composition
  - 23 with people they didn’t know
  - 18 with combination of people they knew and didn’t know
  - 9 with people they knew
"It pointed out to me how my bias might affect how I receive certain kinds of information. I didn't realize the level of sophistication and trickery that goes into spreading misinformation...my tendency is to think that people who are susceptible to misinformation are either not very intelligent or educated...”

- P 10
A: Like, in real life, if you share something on Facebook, can you kind of retract it and go back and follow you know, the journey and like, basically put the toothpaste back in the tube?

B: I think it would be really impossible to trace like, who started? Yeah, and that’s the scary thing. And then once it's out there, it's out there.”

- King 0227
“A: I think the question of how the clinical data is, or how the misleading graph has all the fake data, was interesting. So we wonder how much we see in the news.

B: Yes. I agree with the points as well. We have to look at things more critically, like paying attention.”

- King 0227
Loki's Loop Escape Room

Explore the depths of misinformation
with fun and collaborative games

Don't Have an Account?

Game Host Login  Become a Game Host
Loki’s Loop Project

Core Team:

Chris Coward, Senior Principal Research Scientist, University of Washington Information School
Jin Ha Lee, Professor, University of Washington Information School
Lindsay Morse, Co-Founder and Chief Creative Office, Puzzle Break
...and many many students

Sponsor:

Institute of Museum and Library Services
Thank you!

Learn more & Sign up:
www.lokisloop.org

Chris Coward
Senior Principal Research Scientist
Affiliate Associate Professor
University of Washington Information School
Director, Technology & Social Change Group
Co-Founder, Center for an Informed Public
ccoward@uw.edu