Cognitive reflection is associated with greater truth discernment for COVID-19 headlines, less trust but greater use of formal information sources, and greater willingness to pay for masks among social media users in Pakistan | HKS Misinformation Review

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We evaluated the relationship between individual differences in cognitive reflection and the ability to discern between true and false COVID-19 information, trust in information sources for receiving COVID-19 information and willingness to pay (WTP) for masks, using a sample of 621 low- and middle-income users in Pakistan. To capture WTP, participants play an incentive-compatible game involving real stakes. We find that higher cognitive reflection test (CRT) scores are associated with greater truth discernment for COVID-19 headlines, less trust but greater use of formal information sources, and greater WTP for KN95 masks. Thus, interventions to improve discernment of COVID-19 information should target users who rely on intuition and less on cognitive reflection.

[...]

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