DANIEL SUDE CONSULTING

Promoting Adoption and Optimizing the User Experience of an AI-Based Fact-Checking Tool

Client Situation

Computer scientists developed a **fact-checking LLM** that could be installed as a Google Chrome extension and used on social media sites.

While the tool would be free, they needed to:

- **Attract users**, including ones that would not normally think they needed to fact-check their feeds
- **Provide a superior user experience**, alongside accurate information

Strategic Challenge

Key questions arose.

- How does a user's prior experience with LLMs shape their expectations?
- Who is attracted to an LLM-based fact-checking tool?
- How can the LLM communicate in a way that builds trust?
- How can the LLM best respond to pain points, such as when it has to tell the user that they are wrong?

Approach

Led design of a **research program** that included:

- **Interviews** and **focus-groups**
- Embedding the LLM on **experimentally-manipulated** websites
- Selecting **XAI**-driven communication strategies for the LLM
- **Content analysis** of conversational dynamics on fact-checked threads
- **Segmentation analysis** in terms of prior experience of AI, goals for fact-checking, social media use, and political views, as well as demographics
- **A/B** testing of **advertisements** that would target different user segments

Core Strategic Goals

Technology for the public good has to reach the public. The computer scientists were focused on

Attracting Users
Advertisements were planned that would target different user motivations, including protecting their reputation, cooperatively helping others be right, and competitively calling out others.

Overcoming Pain Points
Even high-trust users will occassionally be critical of AI-generated content. Communication strategies were developed following the human-centered XAI framework.