

# Evaluation of The ARTT Tool Guide

Analysis and Response Tool for Trust (ARTT) Guide: Expert-Informed Resources for  
Individuals and Online Communities to [Build Vaccine Confidence](#)

*“What can I say and how can I say it?”*

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Jun 2023

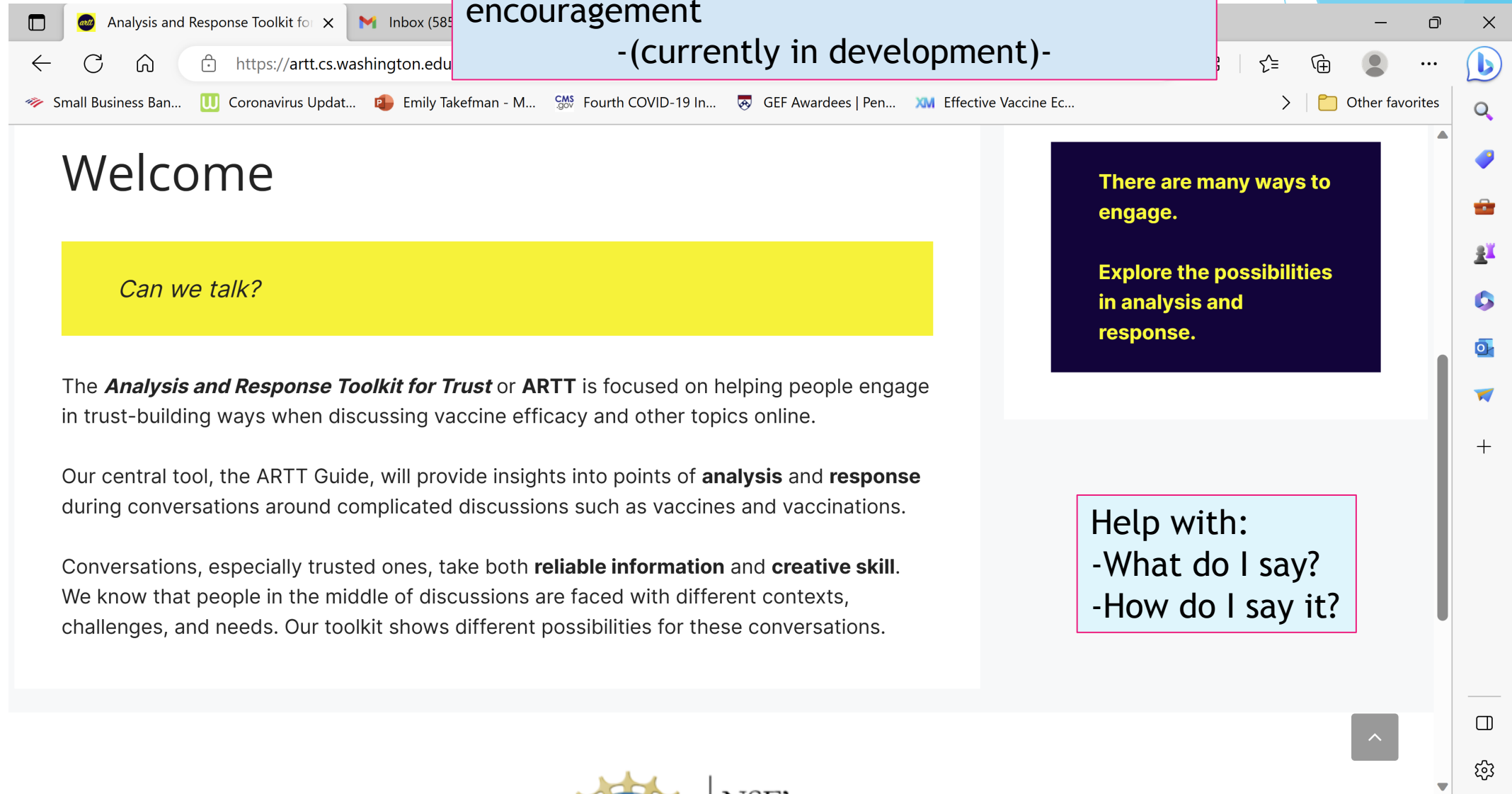


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# What is “it”?

...web-based software that provides easy access to accurate information, tips for effective and trust-building conversations, and encouragement  
-(currently in development)-

A screenshot of a web browser displaying the website for the Analysis and Response Toolkit for Trust (ARTT). The browser's address bar shows the URL https://artt.cs.washington.edu. The website has a white background with a large yellow button that says "Can we talk?". To the right, there is a dark blue sidebar with yellow text. At the bottom right, there is a light blue box with black text. The browser's tab bar shows several open tabs, including "Analysis and Response Toolkit for Trust" and "Inbox (585)". The browser's sidebar on the right contains various icons for navigation and settings.

Welcome

*Can we talk?*

The **Analysis and Response Toolkit for Trust** or **ARTT** is focused on helping people engage in trust-building ways when discussing vaccine efficacy and other topics online.

Our central tool, the ARTT Guide, will provide insights into points of **analysis** and **response** during conversations around complicated discussions such as vaccines and vaccinations.

Conversations, especially trusted ones, take both **reliable information** and **creative skill**. We know that people in the middle of discussions are faced with different contexts, challenges, and needs. Our toolkit shows different possibilities for these conversations.

There are many ways to engage.

Explore the possibilities in analysis and response.

Help with:

- What do I say?
- How do I say it?

# The Ask of you: Share recruitment enrollment - July 10, 2023

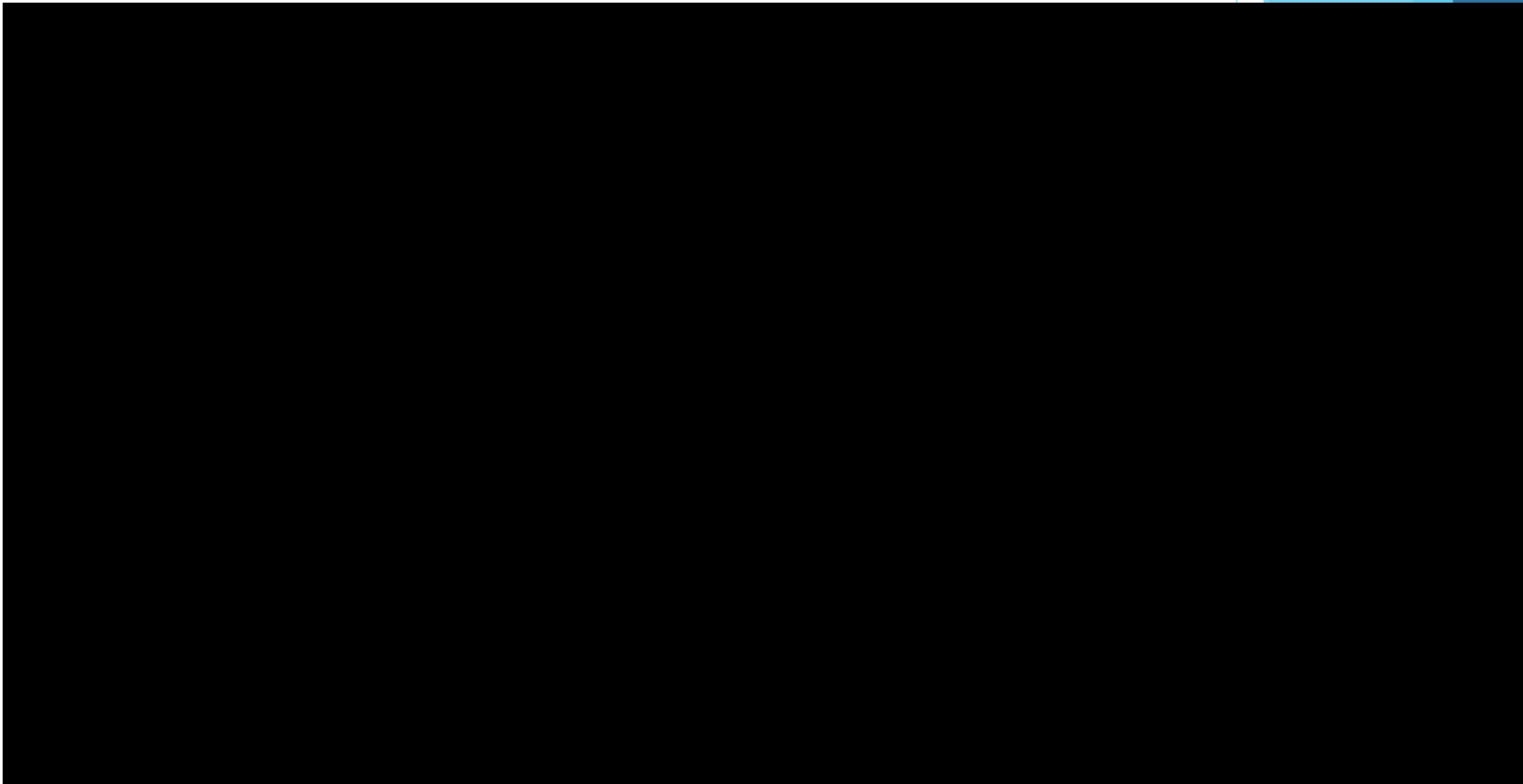
What	ARTT Tool Guide
Test Case	Vaccines
Evaluation	Version 1.0
By	Vaccine Education Center, Children's Hospital of Philadelphia
Recruitment Engagement	Now
Evaluation Launch	~July 10, 2023

<https://artt.cs.washington.edu/>

# Survey Design in a Nutshell

- ▶ Pre-and post-test **surveys**
- ▶ In between the two surveys: **4-week period of using the ARTT guide** (*will receive text reminders*)
- ▶ Serial recruitment for **small focus groups** at the end of survey 2
- ▶ Target audience for recruitment
  - ▶ **Immunization Folks & Those in Public Health** (other disciplines - e.g., HIV, tobacco, chronic, etc...)
  - ▶ **Community Members** and those embedded in the community - e.g., community-based organization
  - ▶ **Technology Savy Folks** On-line - e.g., wikipedians
- ▶ Incentives offered for completion of each component (i.e., surveys, use, focus groups)

# Introduction video on ARTT Guide



# Questions?

- ▶ What happens next?....evaluation informs the next generation of the guide...which then becomes available broadly for use by the public
- ▶ ARTT FAQs <https://artt.cs.washington.edu/faq/>
- ▶ Contact me:

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Extra slides

# Thank you!

**Vaccine info:** [vaccine.chop.edu](http://vaccine.chop.edu)

**Providers:** [vaccine.chop.edu/vaccineupdate](http://vaccine.chop.edu/vaccineupdate)

**Parents:** [vaccine.chop.edu/parents](http://vaccine.chop.edu/parents)

**Classrooms:** [vaccinemakers.org](http://vaccinemakers.org)

**Hilleman Film:** [hillemanfilm.com](http://hillemanfilm.com)

**Email us:** [vacinfo@email.chop.edu](mailto:vacinfo@email.chop.edu)



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# AIMS

## AIMS of Project

1. **Offering practical, research-backed response strategies to help users understand, inform, and participate in online conversations,**
2. **Analyzing content for various features that can indicate reliable and accurate information,**
3. Connecting users together so that they can find support, community and inspiration

*\*Relies on user recognizing misinformation on-line*

## AIMS of Evaluation: to assess

- a. Use of the ARTT tool to generate **positive engagement** in conversations on social media platforms,
- b. **Credibility** of the message generated by the ARTT user, and
- c. **Useability** and **acceptability** of the tool including an understanding of the value of the tool.