

# CALL FOR PARTICIPANTS



## Theatrical performance on inauthenticity in cyberspace & research study

We are looking for people to **attend a theatrical performance and participate in a study** which forms part of a research project titled “**UNMASKED: The Theatre of Inauthenticity**”.

The purpose of this study is to investigate how theatrical performances can help open up conversations with the public about inauthentic information spreading over the Internet and social media.

Participants will be asked to watch a live theatrical performance, fill out some questionnaires and participate in brief group discussions.

*Note that while the actors are professionals, the play is not meant to be a fully polished piece of theatre.*

The event will take place at **Science Gallery London** (Great Maze Pond, London SE1 9GU) on **Friday 28 February 2025**.

The event will **start at 2:30 pm and last about 100 minutes**, followed by a reception with drinks and nibbles. All participants will also be offered an **Amazon voucher (£25)** after the event.

To participate in the study, you need to

- be 18 years of age or older
- be fluent in English
- have normal/corrected-to-normal vision and hearing

**To participate, you need to contact Prof Luca Viganò**, the Principal Investigator of the UNMASKED project, by sending an email to [luca.vigano@kcl.ac.uk](mailto:luca.vigano@kcl.ac.uk).

The study team comprises Prof Luca Viganò (King's College London), Dr Alan Chamberlain (University of Nottingham), Dr Maria Limniou (University of Liverpool), Dr Pejman Saeghe (University of Strathclyde), Dr Mark Springett (Middlesex University). The study is being funded by the Engineering and Physical Sciences Research Council through the Security, Privacy, Identity and Trust Engagement NetworkPlus (SPRITE+), with a contribution by Responsible AI UK (RAI UK). The study has been approved by the Research Ethics office of King's College London.



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