

In order to evaluate the [What-If-Masks](#) interactive web-page, an online study was conducted with 132 participants from Germany (M (Age) = 24.77; 53% female). They were asked to compare the Web-Page to [an example of how COVID-19-related information is usually communicated by the official sources \(FAQ example\)](#). The results indicate that our participants **preferred the What-If-Masks web-page**, they found it to be more exciting, motivating to use, innovative, and creative. This is what we would usually call a **hedonic quality** of a web-page. Ease of use, efficiency, and dependability (**pragmatic quality of a web-page**) of both the What-If-Masks web-page and the FAQ example were **similarly rated** by our participants (Figure 1). However, our participants perceived the What-If-Masks web-page to be **more trustworthy** and **more persuasive** than the FAQ example web-page (Figure 2). We are currently conducting further data analyses to reveal additional insights into study data, focusing on qualitative feedback from our participants and visual data on how they actually used the What-If-Masks web-page (heat maps analysis).

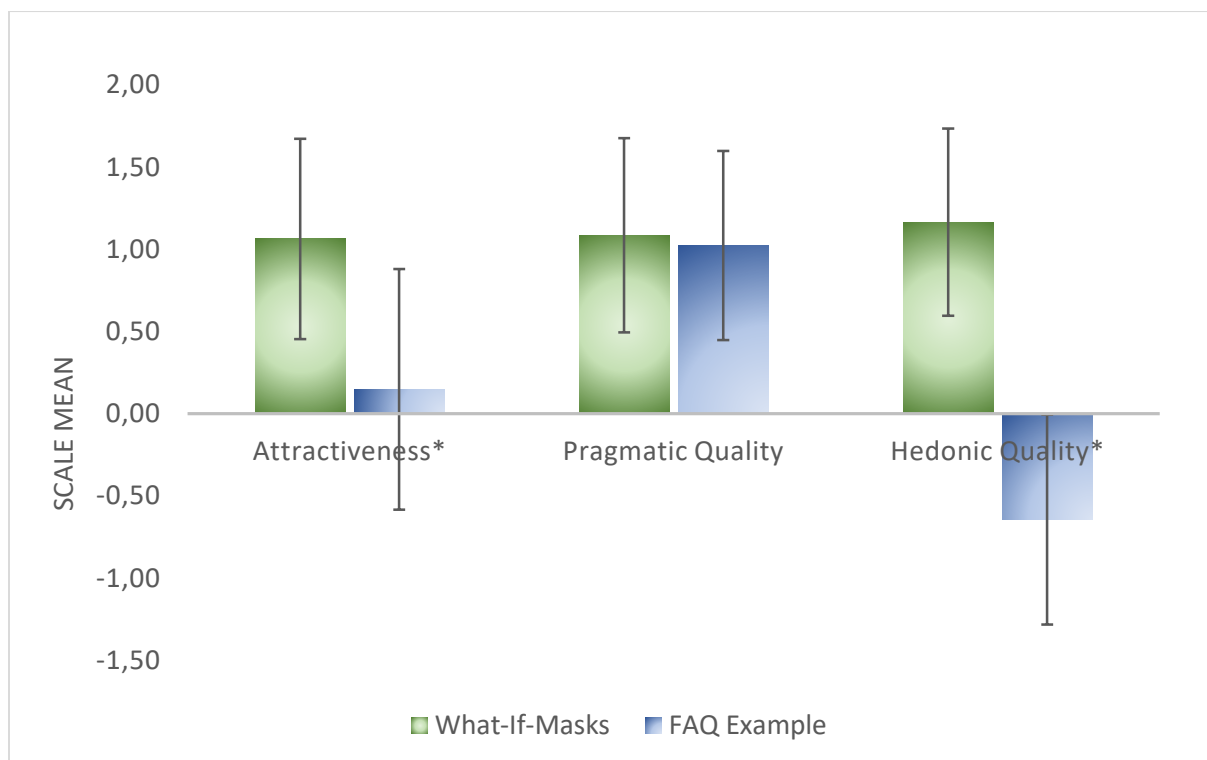


Figure 1. The comparison of means on the scales of Attractiveness, Pragmatic and Hedonic Quality of the What-If-Masks web-page and the FAQ Example.

* Statistically significant difference.

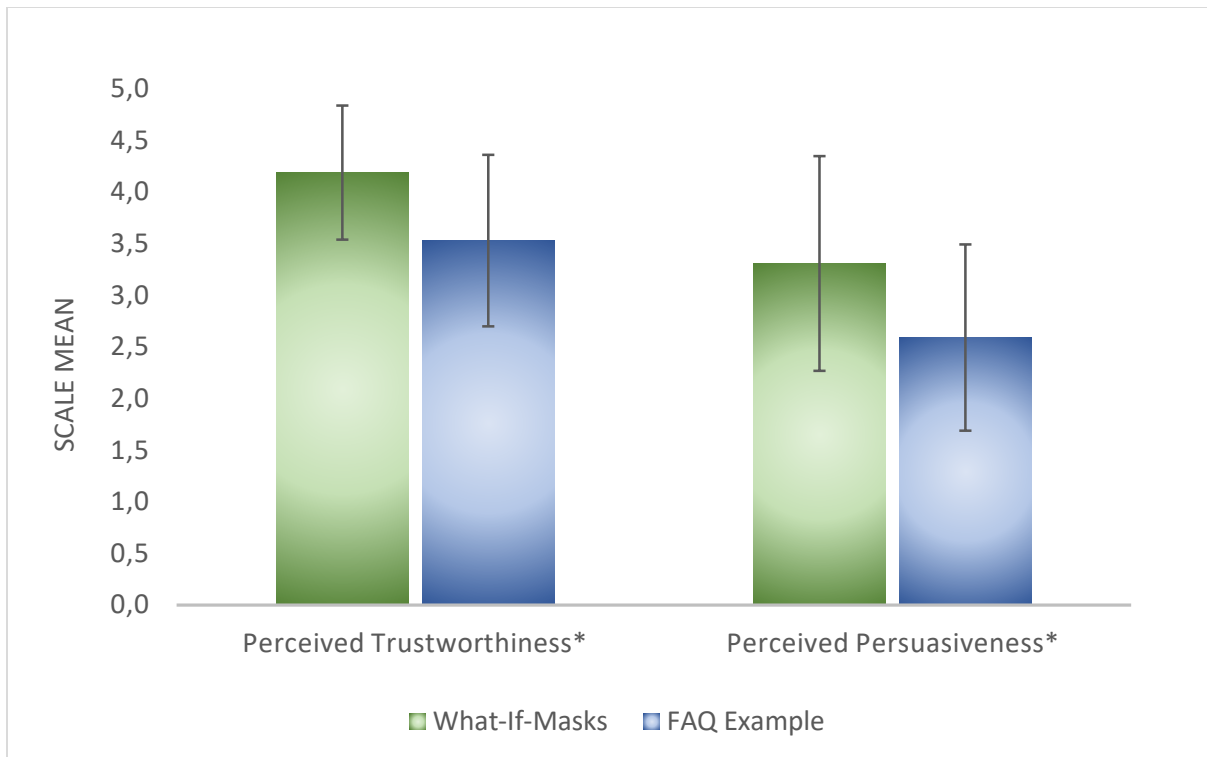


Figure 2. The comparison of means on the scales of Perceived Trustworthiness and Perceived Persuasiveness of the What-If-Masks web-page and the FAQ Example.

* Statistically significant difference.