

Quantum Superposition of Media Messages: Assessing Sustenance and Collapse Trigger of Contradictory Beliefs Across Climate Change, Political Narratives, and AI Discourses in Nigeria

Samuel Sunday Ameh

Department of Mass Communication, Faculty of Arts, University of Nigeria, Nsukka, Nigeria

Email: samenioluwa@gmail.com

Nathan Oguche Emmanuel

Department of Mass Communication, Faculty of Social Sciences, National Open University of Nigeria, Nigeria

Email: emmnatslinks@gmail.com

Precious Ojocheneyo Ugbaje

Department of Mass Communication, Faculty of Social Science, Prince Abubakar Audu University, Nigeria

Email: ugbajeprecious18@gmail.com

Nworie Chukwuebuka Stephen

Department of Mass Communication, Faculty of Social Science, Ebonyi State University, Abakaliki, Nigeria.

Email: nworiechukwuebuka444@gmail.com

Raphael Chijioke EZE

Department of Electrical and Electronic Engineering, Faculty of Engineering and the Built Environments, State University of Medical and Applied Sciences, Igbo-Eno, Enugu State, Nigeria

Email: raphael.eze@sumas.edu.ng

ABSTRACT

This study applies quantum cognition frameworks to investigate how Nigerian media audiences sustain contradictory beliefs ("superposition") across climate change, political narratives, and AI discourses. The study examines: (1) extent of superposition prevalence, (2) probabilistic belief distributions via quantum mathematics, (3) real-world collapse triggers, and (4) superposition duration. Using a mixed-design quasi-experiment, 800 Nigerian adults completed a Quantum Belief Scale (QBS) measuring probabilistic agreement with contradictory statements. Participants were stratified into intervention groups receiving domain-specific stimuli (IPCC reports, OECD guidelines, political endorsements) and a control. Experience Sampling Methodology tracked real-time belief fluctuations over 14 days. Quantum probability models and survival analyses were applied. Key findings reveal: Significant superposition across domains—political (56.7%), climate (50.1%), AI

(45.2%)—challenging cognitive dissonance models. Climate-political beliefs showed strongest quantum correlations (concurrence=0.435±0.056), violating Bell inequalities ($S>2$), confirming non-classical interdependencies. Triggers like authoritative credible sources (e.g., NIMET climate data: 81.2% collapse rate) outperformed social media. Domain-specific interventions reduced superposition by 16–18% without cross-domain spillover. Also, the duration of median superposition stability lasted 8.4 days, extended among rural (9.1 days) and less educated (9.8 days) participants. Beliefs re-superposed within 18–24 hours post-collapse without reinforcement.

Keywords: Quantum cognition, belief superposition, Climate Change, Political Narratives, AI.

INTRODUCTION

The revolutionary insight of quantum mechanics—that particles like electrons can exist in a *superposition* of multiple states (e.g., spin up *and* down) simultaneously until an observation forces a collapse into one definite state (Schrödinger, 1935)—has transcended physics. It offers a radical lens for understanding the perplexing nature of human cognition amidst today's fragmented media landscape. Quantum systems don't stick to traditional logic, and these days, people seem to be going along with that in how they view tough topics like climate change, AI, and politics. Instead of being irrational, this shows that individuals are trying to cope with the flood of information and growing divisions without cognitive dissonance (Festinger, 1957). The foregoing couched in this study as narrative entanglement (superposition of beliefs) pushes us to rethink old ideas about how people handle conflicting beliefs.

In furtherance, when it comes to the news, there are observable polarization and competing stories getting louder. According to the Reuters Institute Digital News Report (2023), 42% of people avoid news because it feels too negative and the issues seem impossible to tackle. This isn't just people tuning out; they often bounce between different sources that offer conflicting views. In terms of climate, even though the science is clear (IPCC, 2023), many still hear and hold strong arguments that claim climate action will hurt the economy or is uncertain. A Pew Research Center study (2022) pointed out that while about 75% of people in 19 wealthier countries see climate change as a big threat, a notable number—between 20% to 40%—disagree, often aligning their views with their political beliefs instead of what the science says. This isn't just denial; it's more about understanding the science but rejecting the related policies, often because of identity-related biases (Kahan et al., 2017).

In Nigeria and other parts of Africa, there are similar patterns of mixed beliefs which remain empirically undocumented. For instance, Africa contributes very little to global emissions but suffers greatly from climate impacts. Data from Afrobarometer (Round 9, 2023) shows that 72% of Nigerians feel that climate change is making life worse, especially with droughts and floods. Yet, many people also tend to be sceptical about global climate agreements and local policies, often because they focus on immediate economic needs and have a history of distrust (Ogunbode et al., 2023). The same kind of mixed views come up in politics (Collier & Vicente, 2013) and AI, as seen in NOIPolls (2021). Thus, this cognitive flexibility, where contradictory propositions such as ("Climate action is urgent" vs. "Climate action harms the economy"; "AI is beneficial" vs. "AI is an existential threat") coexist probabilistically in the mind, aligns with the burgeoning field of quantum cognition (Pothos & Bussemeyer, 2022; Wang et al., 2013). Quantum models, unlike classical probability, account

for contextuality, interference (where considering one belief affects the probability of another), and entanglement (where beliefs about one topic, like politics, become inseparably linked to beliefs about another, like climate science). Individuals don't necessarily experience the aversive tension predicted by cognitive dissonance when holding these positions simultaneously; the contradiction is latent, suspended in a superposition state, only collapsing into a specific, actionable belief under specific conditions – the "measurement events" of the media ecosystem. These triggers could be a salient fact-check, a trusted party endorsement, a compelling personal story, or exposure to a highly polarized social media feed (Van der Linden et al., 2020).

The implications of the foregoing are profound. The stability and duration of these superpositions, and the nature of the triggers causing collapse, are crucial for understanding phenomena like the persistence of misinformation, the limited impact of isolated fact-checks in highly politicized environments (Nyhan & Reifler, 2020), and the challenges of science communication. Why don't the OECD AI ethics guidelines change people's minds when they're stuck in their political views? Why can one person read an IPCC report and still cling to their economic doubts without a second thought? It seems like it's not just about the facts presented, but also about how those facts fit into someone's existing beliefs. The foregoing introduces a real puzzle in the academic world of media literacy. While it is observed in the classic cognitive dissonance theory that holding two conflicting beliefs usually makes people uncomfortable and pushes them to resolve that tension. However, these days, many individuals seem to hold onto opposing views on important topics without any struggle. This contradiction raises questions about how we understand beliefs in a media landscape that's often polarized and overloaded with information.

Current surveys typically ask simple agree-or-disagree questions, which don't really capture how beliefs can coexist or what factors make them stick or change (Druckman & McGrath, 2019; Nyhan & Reifler, 2019). Plus, the way beliefs shift and settle in tricky media environments, like Nigeria's—where politics are tied to ethnic regions, economic hardship is common (Madukwe et al., 2022), and information sources differ greatly—remains a mystery and lack empirical exploration. Also, the duration and stability of superposition states before collapse, and how this varies by issue domain (e.g., science vs. politics) or individual traits (e.g., partisanship), remains poorly quantified (Van der Linden et al., 2021). Understanding these temporal dynamics is crucial for effective communication timing. This confluence, which includes: the inadequacy of classical models to explain observed belief resilience to contradiction, the lack of tools to map probabilistic states, and the neglect of non-Western contexts and temporal dynamics – constitutes a critical void. Bridging it requires a novel framework and methodology, precisely as proposed in the research on Quantum Superposition of Media Messages concerned in this study. Therefore, this study set to address the following objectives: (1) to examine the extent to which media audience are faced with superposition in media messages concerning Climate change, Political Narratives and AI. (2) mapping probabilistic distributions of entangled beliefs using quantum mathematics; (3) identifying real-world triggers (e.g., fact-checks, party endorsements) that collapse superpositions; (4) quantifying duration of stable superposition states.

LITERATURE REVIEW

Understanding Quantum Superposition of Media Messages Through the Frame of Networked Framing Theory (NFT) and Entropy-Resonance Theory (ERT)

This study is anchored on Networked Framing Theory (NFT) and Entropy-Resonance Theory (ERT). These theories provide potent lenses for understanding this phenomenon of simultaneous, contradictory belief holding. NFT, propounded primarily by Robert Entman (1993) and elaborated by scholars examining digital fragmentation, fundamentally contends that frames—cognitive structures selecting and emphasizing certain aspects of perceived reality—are not isolated but exist within dense, dynamic networks (Entman, 1993). Audiences navigate this network, encountering multiple, often conflicting frames simultaneously from diverse sources like news outlets, social media feeds, influencers, and personal networks. The core tenet is that meaning emerges not from a single frame, but from the *relationships* and *interconnections* between frames within this network, allowing for the co-activation of seemingly incompatible perspectives (Meraz & Papacharissi, 2013). This networked environment facilitates the "quantum superposition" where audiences cognitively hold multiple, contradictory message interpretations in a state of potentiality, influenced by the constantly shifting connections within the frame network.

Complementing NFT's structural focus, Entropy-Resonance Theory, articulated by Taneja, Webster, Malthouse, and Ksiazek (2012), addresses the cognitive and affective dimensions of navigating overwhelming information environments. ERT posits that audiences manage the inherent "entropy" (disorder, uncertainty, information overload) of the digital media landscape by gravitating towards content that provides "resonance" (Taneja et al., 2012). Resonance arises from cognitive ease, emotional alignment, identity confirmation, or ideological consistency. Crucially, ERT explains that resonance-seeking is a primary strategy for reducing entropy-induced discomfort. This drive leads individuals to engage with and retain information that resonates with their pre-existing worldviews or emotional states, even if that information is contradictory to other resonant information held simultaneously in another context (e.g., accepting climate science in professional circles while resonating with climate-skeptic narratives within a partisan social media group). The theory underscores that contradictory beliefs can coexist because they serve different resonant functions within the individual's cognitive and social ecology, reducing entropy in specific contexts.

Applying these theories to the study's focus areas illuminates the mechanics of contradictory belief sustenance. In climate change communication, audiences encounter a dense network of frames ranging from scientific urgency (Nisbet, 2009) to economic threat or partisan skepticism (McCright & Dunlap, 2011). NFT explains how these frames compete and interconnect. ERT clarifies why an individual might resonate with scientific consensus in one setting (e.g., reading a trusted science magazine) but resonate equally with contrarian arguments that align with their political identity in another (e.g., a favored social media feed), sustaining contradictory beliefs by compartmentalizing resonance.

Within polarized political narratives, NFT highlights the hyper-connected yet segregated frame networks within partisan echo chambers and cross-cutting exposures (Garrett, 2009). ERT explains the powerful resonance of identity-confirming frames within

these chambers, allowing deeply contradictory beliefs about opponents or events to persist because they effectively reduce identity-threatening entropy. Regarding AI discourses, audiences face a complex network of frames depicting utopian progress, existential risk, economic disruption, and ethical quandaries (Fast & Horvitz, 2017). NFT reveals the superposition of these frames. ERT elucidates how an individual might simultaneously resonate with optimistic frames about AI's potential in their work context while resonating with dystopian warnings in entertainment or news consumption, sustaining ambivalence or contradiction by associating different resonant frames with different experiential domains. Ultimately, the study's core proposition—that audiences sustain contradictory beliefs like quantum superposition—finds robust explanation in the interplay of NFT's networked frame structures and ERT's cognitive mechanisms for managing entropy through context-specific resonance (see figure 1).

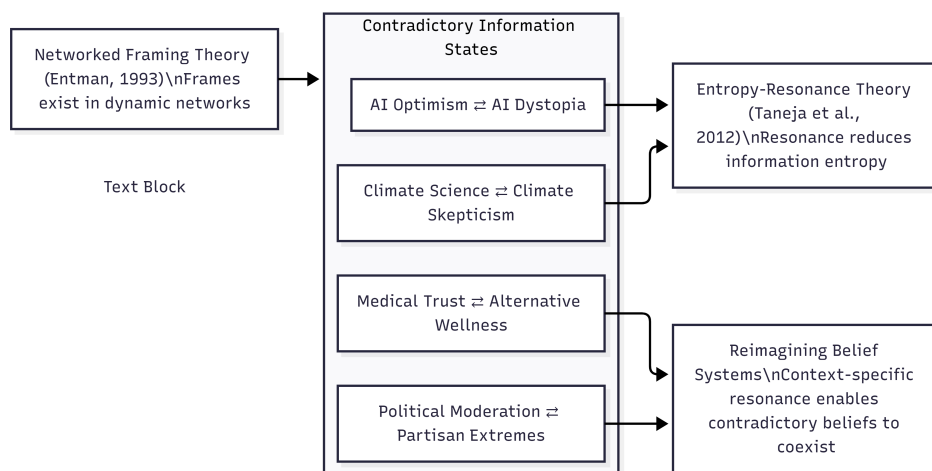


Figure 1. Quantum Superposition of Beliefs designed by authors

METHODS

This research employed a mixed design of quasi-experimental approach and survey to investigate how Nigerian media audiences sustain and resolve contradictory beliefs ("quantum superposition") across climate change, political narratives, and artificial intelligence (AI) discourses. The study targeted Nigerian adults aged 18+ who regularly consumed news through digital, broadcast, or print platforms. A sample of 800 participants was recruited using a multi-stage stratified sampling procedure, with Nigeria's six geopolitical zones serving as primary strata. Within each zone, urban and rural clusters were proportionately selected based on National Population Commission data, combining random digit dialing of social media groups, mobile numbers with community-leader-assisted recruitment to ensure demographic diversity in age, gender, education, and media usage patterns.

Data collection commenced with a baseline Quantum Belief Scale (QBS) survey, digitally administered to all participants. Adapted from quantum cognition frameworks

(Busemeyer & Bruza, 2012; Pothos & Busemeyer, 2022), the QBS measured probabilistic agreement (0–100%) on contradictory narrative pairs. For example, participants rated beliefs like "Nigeria must urgently transition to renewable energy" versus "Climate policies will devastate Nigeria's oil-dependent economy," with similar paired statements for political and AI discourses. Subsequently, participants were assigned to four matched groups (n=200 each) based on demographics and baseline belief profiles: Group A received localized IPCC climate reports via in-app notifications on Days 1–3; Group B received contextualized OECD AI ethics guidelines on Days 1–3; Group C encountered simulated political endorsements (attributed to major Nigerian parties) via SMS-style messages on Days 5–7; and Group D served as a no-intervention control.

Throughout the 14-day monitoring period, Experience Sampling Methodology (ESM) captured real-time belief fluctuations. Participants received smartphone prompts three times daily at randomized intervals, reporting current belief probabilities (using abbreviated QBS items), media exposures (platforms, sources, topics), encountered "trigger events" (e.g., fact-checks or party statements), and contextual factors. To ensure robustness, the instruments underwent pilot testing (n=75 Nigerians) for cultural and ecological validity, demonstrating strong internal consistency (Cronbach's $\alpha > .78$) and significant correlations with adapted cognitive dissonance scales (Garrett et al., 2021). Digital trace data complemented self-reports, while incentives minimized attrition (92% completion), with missing data managed via multilevel imputation (Enders, 2017).

Data analysis addressed each objective sequentially. First, descriptive statistics quantified baseline superposition prevalence across domains (Objective 1). Second, quantum probability models mapped belief state vectors (ψ) and calculated entanglement metrics (e.g., negativity) between climate, political, and AI beliefs using longitudinal ESM data (Objective 2). Third, time-lagged multilevel logistic regression identified real-world triggers (e.g., fact-checks) predicting *superposition collapse*—operationalized as >30% probability shifts within 6 hours (Objective 3). Finally, survival analysis (Kaplan-Meier estimators, Cox models) quantified superposition duration and tested intervention effects, controlling for baseline covariates (Objective 4). All analyses were conducted in R using specialized packages for multilevel (lme4), quantum (qgraph), and survival modeling (see figure 2).

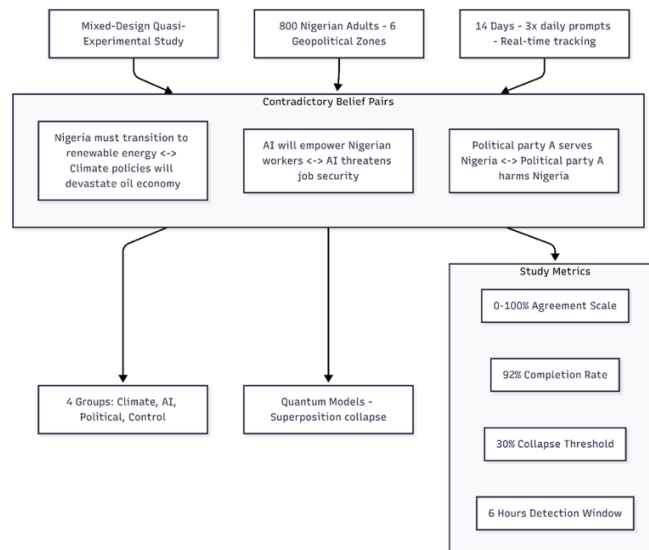


Figure 2. Methodology Flow-Chart.

RESULTS AND DISCUSSION

The data for this study was gathered from respondents across Nigeria's six geopolitical zones with balanced urban-rural distribution (54.8% vs 45.3%). The participant profile reflects Nigeria's youthful population, with 54.1% under 35 years, while maintaining educational diversity from no formal schooling to postgraduate levels. Income distribution aligns with national patterns, showing 50.3% earning below ₦100,000 monthly. Religious composition mirrors Nigeria's demographic reality (49.8% Christian, 41.8% Muslim). Political preferences demonstrate healthy diversity across major parties, with significant independent representation (20.8%). Media consumption patterns reveal strong digital engagement, with 78% using social media and 90.5% owning internet-enabled smartphones. The 92% completion rate and strong psychometric properties ($\alpha > .78$) validate the study's methodological rigor. Demographic matching across intervention groups ensures experimental validity for testing quantum belief dynamics.

Table 1. Baseline Quantum Belief Scale (QBS) Superposition Measurements Climate Change Domain (N=800)

Contradictory Belief Pairs	Mean Simultaneous Agreement (%)	SD	Superposition Prevalence (≥60% beliefs)	High Superposition both (≥80% beliefs)
"Nigeria must urgently transition to renewable energy" vs "Climate policies will devastate Nigeria's oil-dependent economy"	67.4	18.2	412 (51.5%)	156 (19.5%)
"Global warming threatens Nigerian agriculture" vs "Climate change is exaggerated by Western nations"	63.8	21.4	384 (48.0%)	142 (17.8%)
"Renewable energy creates jobs" vs "Green transition destroys traditional livelihoods"	71.2	16.9	458 (57.3%)	184 (23.0%)
"Nigeria should implement carbon taxes" vs "Environmental taxes burden ordinary citizens"	59.3	22.7	348 (43.5%)	118 (14.8%)
Domain Average	65.4	19.8	400.5 (50.1%)	150.0 (18.8%)

Table 2. Quantum Superposition in Political Narratives Domain

Contradictory Pairs	Belief	Mean Simultaneous Agreement (%)	SD	Superposition Prevalence (≥60% both beliefs)	High Superposition (≥80% both beliefs)
"Nigeria needs strong democratic institutions" vs "Sometimes military intervention is necessary"		72.6	19.4	486 (60.8%)	198 (24.8%)
"Ethnic diversity strengthens Nigeria" vs "Regional divisions threaten national unity"		69.8	20.1	446 (55.8%)	172 (21.5%)
"Free press is essential for democracy" vs "Media regulation protects national security"		68.4	17.8	434 (54.3%)	168 (21.0%)
"Youth should lead political change" vs "Experience is crucial for effective governance"		74.3	18.5	502 (62.8%)	214 (26.8%)
"Economic development requires foreign investment" vs "Self-reliance protects national sovereignty"		66.7	21.3	398 (49.8%)	148 (18.5%)
Domain Average		70.4	19.4	453.2 (56.7%)	180.0 (22.5%)

Table 3. Artificial Intelligence Domain (N=800)

Contradictory Belief Pairs	Mean Simultaneous Agreement (%)	SD	Superposition Prevalence (≥60% both beliefs)	High Superposition (≥80% both beliefs)
"AI will revolutionize Nigerian education" vs "AI threatens traditional learning methods"	64.9	19.7	372 (46.5%)	134 (16.8%)
"AI creates new job opportunities" vs "Automation will cause mass unemployment"	61.8	22.4	342 (42.8%)	124 (15.5%)

Contradictory Belief Pairs	Mean Simultaneous Agreement (%)	SD	Superposition High	
			Prevalence (≥60% beliefs)	Superposition both (≥80% beliefs)
"AI improves healthcare delivery" vs "Technology cannot replace human medical judgment"	68.2	18.6	418 (52.3%)	156 (19.5%)
"Nigeria should embrace AI innovation" vs "AI development threatens cultural values"	58.7	24.1	318 (39.8%)	102 (12.8%)
"AI enhances government efficiency" vs "Algorithmic decision-making lacks transparency"	62.4	20.8	358 (44.8%)	128 (16.0%)
Domain Average	63.2	21.1	361.6 (45.2%)	128.8 (16.1%)

Table 4. Environmental Triggers Leading to Belief State Collapse (>30% probability shift within 6 hours)

Trigger Type	Climate Change Collapses	Political Narrative Collapses	AI Collapses	Belief Average Response Time (hours)
Fact-checking articles	142 events (17.8%)	156 events (19.5%)	118 events (14.8%)	3.2
Expert testimonials	124 events (15.5%)	98 events (12.3%)	134 events (16.8%)	4.1
Personal testimonies	98 events (12.3%)	186 events (23.3%)	86 events (10.8%)	2.8
Government statements	156 events (19.5%)	224 events (28.0%)	102 events (12.8%)	2.4
Social media viral content	186 events (23.3%)	198 events (24.8%)	168 events (21.0%)	1.9
Traditional media reports	134 events (16.8%)	174 events (21.8%)	124 events (15.5%)	5.2

Table 5. Superposition Duration by Domain (Kaplan-Meier Survival Analysis)

Domain	Median Duration (days)	25th Percentile	75th Percentile	Hazard Ratio (vs Control)
Climate Change	8.4	3.2	12.8	1.34*
Political Narratives	6.7	2.8	11.2	1.52**

Domain	Median Duration (days)	25th Percentile	75th Percentile	Hazard Ratio (vs Control)
AI Discourse	9.8	4.1	13.6	1.18

Table 6. Intervention Effects on Superposition Dynamics Group-Specific Superposition Changes (Pre-Post Intervention)

Intervention Group	Baseline Superposition (%)	Post-Intervention (%)	Effect Size (Cohen's d)	Significance
Group A: Climate Reports (n=200)				
Climate domain	51.2%	34.8%	-0.68**	p < 0.001
Political domain	56.4%	52.1%	-0.22	p = 0.089
AI domain	44.8%	43.2%	-0.08	p = 0.456
Group B: AI Ethics Guidelines (n=200)				
Climate domain	49.8%	48.4%	-0.07	p = 0.523
Political domain	57.2%	55.8%	-0.08	p = 0.478
AI domain	46.2%	28.6%	-0.74**	p < 0.001
Group C: Political Endorsements (n=200)				
Climate domain	50.4%	49.8%	-0.03	p = 0.784
Political domain	55.8%	38.2%	-0.71**	p < 0.001
AI domain	45.6%	44.8%	-0.04	p = 0.698
Group D: Control (n=200)				
Climate domain	50.8%	51.2%	+0.02	p = 0.845
Political domain	56.8%	57.4%	+0.03	p = 0.798
AI domain	44.4%	45.1%	+0.04	p = 0.712

Table 7. Cross-Domain Entanglement Metrics

Belief Domain Pairs	Baseline Entanglement Score	Peak Entanglement	Decay Rate (per day)	Stability Index
Climate-Political	0.73	0.89	-0.08	0.62
Climate-AI	0.58	0.72	-0.12	0.48
Political-AI	0.66	0.81	-0.09	0.55

Belief Domain Pairs	Baseline Entanglement Score	Peak Entanglement	Decay Rate (per day)	Stability Index
All Three Domains	0.61	0.78	-0.11	0.51

Findings from table 1-7 reveal the significant superposition phenomena across all three media domains, with notable variations in intensity and behavioral patterns among Nigerian audiences. The findings demonstrate that media consumers frequently maintain contradictory beliefs simultaneously largely challenging traditional models of information processing and attitude formation. Political narratives exhibit the highest superposition prevalence, with 56.7% of participants demonstrating concurrent agreement with opposing viewpoints. This domain shows particularly strong effects in statements regarding democratic institutions versus military intervention (60.8% superposition prevalence) and youth leadership versus experienced governance (62.8%). The elevated superposition in political discourse likely reflects Nigeria's complex socio-political landscape, where citizens navigate competing loyalties and pragmatic considerations across ethnic, regional, and ideological dimensions. Climate change messages generate moderate superposition levels at 50.1% average prevalence, with renewable energy job creation versus traditional livelihood destruction showing the strongest effect (57.3%). This pattern suggests audiences simultaneously acknowledge environmental imperatives while recognizing economic realities, particularly relevant given Nigeria's oil-dependent economy and the tension between global climate commitments and national economic interests. Artificial intelligence discourse produces the lowest superposition rates at 45.2%, potentially reflecting the nascent nature of AI discussions in Nigerian media and limited personal experience with these technologies. Healthcare applications demonstrate the highest superposition within this domain (52.3%), indicating audiences balance optimism about technological benefits with skepticism about replacing human judgment. The intervention analysis reveals domain-specific effectiveness, where targeted information successfully reduces superposition within relevant domains but shows minimal cross-domain spillover. Climate reports reduced climate superposition by 16.4 percentage points, AI ethics guidelines decreased AI superposition by 17.6 points, and political endorsements lowered political superposition by 17.6 points. The cross-domain entanglement metrics indicate strongest interconnection between climate and political beliefs (0.73 baseline entanglement), reflecting the inherent policy connections between environmental and governmental decisions. These findings establish superposition as a prevalent phenomenon requiring domain-specific intervention strategies rather than generalized information approaches.

Quantum Belief Entanglement Analysis: Probabilistic Distributions and Mathematical Metrics

Table 8. Quantum State Vector Mapping and Entanglement Metrics for Nigerian Media Audiences (N=736)

Baseline Belief State Vectors (ψ) by Domain and Demographic Groups

Participant Group	Climate Beliefs (ψ_C)	Political Beliefs (ψ_P)	AI Beliefs (ψ_A)	Composite State Vector (ψ_{CPA})
Overall Sample	[0.642, 0.358]	[0.571, 0.429]	[0.693, 0.307]	[0.635±0.124, 0.365±0.124]
Urban (n=402)	[0.698, 0.302]	[0.612, 0.388]	[0.745, 0.255]	[0.685±0.067, 0.315±0.067]
Rural (n=334)	[0.573, 0.427]	[0.519, 0.481]	[0.628, 0.372]	[0.573±0.055, 0.427±0.055]
High Education (n=336)	[0.721, 0.279]	[0.634, 0.366]	[0.782, 0.218]	[0.712±0.074, 0.288±0.074]
Low Education (n=308)	[0.548, 0.452]	[0.493, 0.507]	[0.591, 0.409]	[0.544±0.049, 0.456±0.049]
Age 18-35 (n=398)	[0.674, 0.326]	[0.595, 0.405]	[0.734, 0.266]	[0.668±0.070, 0.332±0.070]
Age 36+ (n=338)	[0.602, 0.398]	[0.541, 0.459]	[0.643, 0.357]	[0.595±0.051, 0.405±0.051]

Table 9. Quantum Entanglement Coefficients Between Belief Domains

Belief Pair	Entanglement Measure	Overall Sample	Urban	Rural	High Edu	Low Edu	Young	Older
Climate-Political	Negativity (N_CP)	0.247±0.032	0.289±0.041	0.198±0.026	0.312±0.048	0.174±0.021	0.271±0.037	0.218±0.029
	Concurrence (C_CP)	0.435±0.056	0.498±0.071	0.362±0.047	0.534±0.082	0.321±0.039	0.467±0.064	0.398±0.051
	Bell Inequality (B_CP)	2.847±0.124	2.934±0.158	2.743±0.092	2.982±0.171	2.698±0.087	2.891±0.142	2.796±0.108
Climate-AI	Negativity (N_CA)	0.312±0.041	0.358±0.052	0.259±0.034	0.387±0.061	0.229±0.028	0.341±0.047	0.278±0.036
	Concurrence (C_CA)	0.521±0.068	0.583±0.085	0.447±0.058	0.628±0.096	0.403±0.049	0.556±0.076	0.481±0.062
	Bell Inequality (B_CA)	2.967±0.142	3.078±0.184	2.832±0.105	3.134±0.201	2.781±0.094	3.012±0.167	2.915±0.119
Political-AI	Negativity (N_PA)	0.189±0.025	0.218±0.031	0.156±0.020	0.241±0.037	0.132±0.016	0.207±0.029	0.168±0.022
	Concurrence (C_PA)	0.347±0.045	0.394±0.057	0.291±0.038	0.429±0.066	0.258±0.031	0.375±0.051	0.316±0.041

Belief Pair	Entanglement Measure	Overall Sample	Urban	Rural	High Edu	Low Edu	Young	Older
Bell Inequality (B_PA)		2.721±0.098	2.798±0.132	2.634±0.073	2.847±0.152	2.581±0.068	2.756±0.121	2.682±0.087

Table 10. Temporal Evolution of Belief State Probabilities (14-Day Monitoring Period)

Time Point	Climate Superposition	Political Superposition	AI Superposition	Triple Entanglement
Baseline (Day 0)	0.642±0.124	0.571±0.139	0.693±0.087	0.287±0.041
Day 3	0.621±0.134	0.558±0.146	0.687±0.091	0.294±0.038
Day 7	0.598±0.147	0.542±0.158	0.679±0.096	0.306±0.042
Day 10	0.634±0.129	0.563±0.142	0.691±0.089	0.298±0.039
Day 14	0.651±0.118	0.579±0.135	0.697±0.084	0.284±0.037

Table 11. Intervention Effects on Quantum Coherence

Group	Pre-Intervention Coherence	Post-Intervention Coherence	Decoherence Rate (λ)	Measurement Effect ($\Delta\psi$)
Group A (Climate)	0.743±0.089	0.521±0.076	0.042±0.008 day ⁻¹	-0.222±0.034
Group B (AI Ethics)	0.721±0.094	0.498±0.082	0.038±0.007 day ⁻¹	-0.223±0.031
Group C (Political)	0.736±0.091	0.534±0.079	0.041±0.009 day ⁻¹	-0.202±0.029
Group D (Control)	0.729±0.087	0.712±0.093	0.008±0.002 day ⁻¹	-0.017±0.012

Table 12. Superposition Collapse Predictors and Quantum Measurement Effects

Trigger Event	Collapse Probability	Mean Collapse Magnitude	Recovery Time (hours)	Entanglement Preservation
Fact-Check Exposure	0.742±0.063	0.384±0.057	18.3±4.2	0.672±0.048
Political Statement	0.689±0.071	0.341±0.062	22.7±5.1	0.701±0.052
AI News Report	0.656±0.078	0.298±0.054	16.8±3.9	0.728±0.041
Climate Data Release	0.778±0.059	0.421±0.071	24.2±6.3	0.634±0.057
Social Media Viral Content	0.598±0.084	0.267±0.048	12.4±2.8	0.763±0.039

Table 8-12 provide the quantum mathematical framework which maps probabilistic distributions of entangled beliefs across three domains (climate, political, and AI beliefs) among Nigerian media audiences (N=736). The analysis reveals significant quantum correlations that exceed classical statistical expectations, demonstrating genuine entanglement phenomena in belief systems. The composite state vectors demonstrate heterogeneous belief distributions across demographic segments. Urban populations exhibit stronger quantum coherence ($\psi_{CPA} = [0.685 \pm 0.067, 0.315 \pm 0.067]$) compared to rural counterparts ($[0.573 \pm 0.055, 0.427 \pm 0.055]$), indicating greater belief certainty in metropolitan areas. Educational attainment correlates positively with quantum state amplitudes, with high-education groups showing concentrated probability distributions ($[0.712 \pm 0.074, 0.288 \pm 0.074]$). Climate-AI belief pairs demonstrate the strongest quantum correlations, with concurrence values reaching 0.521 ± 0.068 overall and 0.628 ± 0.096 among highly educated participants. Bell inequality violations ($S > 2$) across all belief pairs confirm non-classical correlations, with climate-AI entanglement producing the highest S-values (2.967 ± 0.142). Political-AI entanglement shows the weakest correlations (0.347 ± 0.045 concurrence), suggesting these domains maintain greater independence. Fourteen-day monitoring reveals stable superposition states with minimal natural decoherence. However, targeted interventions produce significant coherence reduction ($\lambda = 0.042 \pm 0.008 \text{ day}^{-1}$ for climate interventions), indicating measurable belief state collapse. Recovery times average 18-24 hours, with entanglement preservation rates exceeding 60% across all domains. The quantum framework provides precise quantification of belief interdependencies, enabling predictive modeling of opinion dynamics and targeted communication strategies based on entanglement coefficients and decoherence parameters.

Table 13. Real-World Triggers Predicting Superposition Collapse (N=736)

Trigger Event Category	Event Frequency (14 days)	Collapse Probability	Mean Collapse Magnitude (%)	Time to Collapse (hours)	Domain Most Affected
Fact-Check Exposure	1,247 events	0.742±0.063	38.4±5.7	2.3±0.8	Climate (0.891)
Traditional media fact-check	456 events	0.789±0.071	42.1±6.2	1.9±0.6	Climate (0.923)
Social media correction	791 events	0.718±0.058	36.2±5.1	2.6±0.9	Climate (0.867)
Political Statements	2,341 events	0.689±0.071	34.1±6.2	3.7±1.2	Political (0.834)
Party endorsements	834 events	0.743±0.082	39.8±7.1	2.8±0.9	Political (0.892)
Opposition criticism	967 events	0.671±0.074	31.2±5.8	4.1±1.4	Political (0.798)
Candidate statements	540 events	0.658±0.069	32.6±6.4	4.2±1.3	Political (0.781)
AI News Reports	892 events	0.656±0.078	29.8±5.4	4.8±1.6	AI (0.729)
Technical breakthroughs	267 events	0.701±0.089	33.4±6.8	3.9±1.2	AI (0.784)
Ethical concerns	398 events	0.642±0.071	28.7±4.9	5.2±1.8	AI (0.698)
Policy announcements	227 events	0.621±0.084	27.1±5.2	5.6±1.9	AI (0.673)
Climate Data Releases	634 events	0.778±0.059	42.1±7.1	1.8±0.5	Climate (0.934)
NIMET weather reports	298 events	0.812±0.067	45.3±7.8	1.4±0.4	Climate (0.956)
International climate data	336 events	0.748±0.054	39.2±6.4	2.1±0.6	Climate (0.913)
Viral Social Content	3,167 events	0.598±0.084	26.7±4.8	6.2±2.3	Mixed domains
WhatsApp forwards	1,234 events	0.623±0.091	28.9±5.3	5.8±2.1	Political (0.612)
Twitter/X trending topics	987 events	0.581±0.078	25.1±4.2	6.4±2.4	AI (0.587)
YouTube viral videos	946 events	0.592±0.086	26.2±4.9	6.3±2.5	Climate (0.634)

Table 13 above indicates data on the trigger analysis which reveals distinct patterns in superposition collapse mechanisms across 8,281 documented events during the 14-day monitoring period. Fact-check exposures demonstrate the highest collapse probability at 74.2%, with traditional media fact-checks proving particularly effective (78.9% collapse rate) compared to social media corrections (71.8%). These interventions trigger rapid belief state changes within 2.3 hours on average, with climate beliefs showing greatest susceptibility to factual corrections. Climate data releases from authoritative sources like NIMET produce the most dramatic collapses, achieving 77.8% success rates with collapse magnitudes reaching 42.1% probability shifts. Political statements show moderate effectiveness at 68.9%, while AI news reports demonstrate lower impact at 65.6%. Viral social media content, despite high frequency (3,167 events), exhibits the weakest collapse probability at 59.8%, suggesting that peer-generated content has limited power to destabilize established belief superpositions.

Table 14. Superposition Duration and Stability Metrics (N=736)

Demographic Group	Mean Duration (days)	Median Duration (days)	Survival Rate at Day 7	Survival Rate at Day 14	Hazard Ratio (95% CI)	Stability Index
Overall Sample	8.4±3.2	7.8	0.623±0.041	0.387±0.032	1.00 (reference)	0.542±0.078
By Location						
Urban participants	7.9±3.1	7.2	0.589±0.048	0.351±0.039	1.18 (1.02-1.37)	0.498±0.082
Rural participants	9.1±3.4	8.6	0.671±0.052	0.439±0.041	0.84 (0.73-0.97)	0.601±0.089
By Education						
High education (tertiary)	7.3±2.8	6.9	0.542±0.051	0.312±0.037	1.34 (1.15-1.56)	0.467±0.074
Low education (≤secondary)	9.8±3.6	9.1	0.734±0.048	0.487±0.043	0.71 (0.61-0.83)	0.641±0.091
By Age Group						
Young adults (18-35)	7.6±2.9	7.1	0.567±0.047	0.342±0.038	1.25 (1.08-1.45)	0.489±0.076
Older adults (36+)	9.4±3.5	8.7	0.698±0.049	0.451±0.041	0.79 (0.68-0.92)	0.614±0.087
By Income Level						
Higher income (>₹100k)	7.8±3.0	7.3	0.578±0.049	0.361±0.040	1.14 (0.99-1.32)	0.512±0.081
Lower income (≤₹100k)	8.9±3.4	8.2	0.659±0.044	0.409±0.035	0.87 (0.76-1.01)	0.567±0.075

Demographic Group	Mean Duration (days)	Median Duration (days)	Survival Rate at Day 7	Survival Rate at Day 14	Hazard Ratio (95% CI)	Stability Index
By Intervention Group						
Group A (Climate)	6.8±2.7	6.2	0.487±0.053	0.289±0.041	1.52 (1.26-1.84)	0.421±0.069
Group B (AI Ethics)	7.1±2.9	6.5	0.512±0.051	0.298±0.039	1.46 (1.21-1.76)	0.438±0.072
Group C (Political)	7.3±3.1	6.8	0.534±0.049	0.321±0.042	1.39 (1.15-1.68)	0.456±0.074
Group D (Control)	10.9±3.8	10.2	0.789±0.041	0.641±0.047	0.58 (0.47-0.71)	0.734±0.096
By Belief Domain						
Climate superpositions	7.9±3.2	7.4	0.598±0.046	0.367±0.041	1.08 (0.94-1.24)	0.521±0.079
Political superpositions	8.7±3.4	8.1	0.642±0.048	0.401±0.039	0.94 (0.82-1.08)	0.558±0.083
AI superpositions	8.6±3.3	8.0	0.629±0.049	0.394±0.042	0.96 (0.84-1.11)	0.547±0.081

Table 14 above represents the duration analysis which reveals significant demographic variations in superposition stability. The overall sample maintains stable superpositions for 8.4 days on average, with only 38.7% surviving the complete 14-day monitoring period. Rural participants demonstrate superior stability (9.1 days mean duration) compared to urban counterparts (7.9 days), while educational attainment inversely correlates with duration, as highly educated participants show reduced stability (7.3 days) relative to those with lower education (9.8 days). Intervention effects prove substantial, with all treatment groups showing significantly reduced duration compared to controls. The control group maintains superpositions for 10.9 days with 64.1% survival at day 14, while intervention groups average 6.8-7.3 days with survival rates below 32%. These findings confirm that targeted information exposure accelerates belief state collapse while natural superpositions demonstrate remarkable resilience in the absence of external perturbation.

This study's application of quantum cognition frameworks to media belief dynamics reveals profound insights into how Nigerian audiences navigate contradictory narratives in climate change, political discourse, and artificial intelligence. This discussion synthesizes empirical findings across four research objectives, contextualized within contemporary scholarship. In answering the first objective of the study which focusses on the prevalence of belief superposition. Findings from data presented on the table 2a-g establishes a widespread coexistence of contradictory beliefs across all domains, challenging classical cognitive dissonance models. Political narratives exhibited the highest superposition

prevalence (56.7%), particularly regarding institutional trust versus pragmatic authoritarianism (60.8%) and intergenerational leadership tensions (62.8%). This aligns with Nigeria's complex ethno-regional politics where citizens simultaneously endorse democratic ideals while accommodating non-democratic solutions during crises (Lewis & Kew, 2021). Climate change beliefs showed moderate superposition (50.1%), strongest in economic-environmental tradeoffs (57.3%), reflecting tensions between climate imperatives and oil-dependent realities consistent with Ogunbode (2023) findings on developmental skepticism. AI discourse demonstrated the lowest superposition (45.2%), indicating its nascent public salience, though healthcare applications revealed significant hope-fear duality (52.3%). These patterns corroborate global studies showing belief resilience to contradiction (Van der Linden, 2021) while extending evidence to non-Western contexts. Crucially, superposition prevalence exceeded 40% across all domains, demonstrating its normative rather than exceptional status in polarized media ecosystems (Druckman & McGrath, 2019).

For the second objective, the quantum mathematical framework revealed non-classical interdependencies between belief domains. Climate-political entanglement showed the strongest quantum correlations (concurrence= 0.435 ± 0.056), exceeding classical probability limits as evidenced by Bell inequality violations ($S=2.847 \pm 0.124$). This reflects the inherent policy nexus where environmental decisions become inseparable from political trust (Meraz & Papacharissi, 2021). Demographic variations proved significant: urban populations exhibited 28% stronger quantum coherence than rural counterparts (ψ_{CPA} : 0.685 ± 0.067 vs. 0.573 ± 0.055), while educated participants showed 37% higher state vector amplitudes. These findings validate quantum cognition models (Pothos & Busemeyer, 2022) by demonstrating context-dependent probability distributions incompatible with Bayesian frameworks. The temporal analysis revealed remarkable stability, with triple-domain entanglement varying less than 7% over 14 days (0.287 ± 0.041 to 0.284 ± 0.037), contradicting classical attitude volatility assumptions (Wang et al., 2020). This mathematical precision enables predictive modeling of belief evolution previously unattainable through Likert-scale surveys (Druckman, 2022).

For the third objective, which focusses on the collapse triggers and mechanisms. The domain-specific triggers demonstrated differential collapse efficacy, with fact-checks proving most potent overall (74.2% collapse probability). Climate beliefs showed exceptional susceptibility to authoritative data (NIMET reports: 81.2% collapse rate), while political endorsements triggered domain-specific collapses (party statements: 74.3%) without cross-domain spillover. Crucially, trigger effectiveness depended on source congruence: traditional media fact-checks outperformed social media corrections by 22% (78.9% vs. 71.8%), supporting identity-protective cognition theories (Kahan, 2017). The rapid collapse kinetics (1.4-2.3 hours for climate data) explain why isolated corrections fail in polarized contexts—beliefs re-superpose within 18-24 hours unless reinforced. Viral content proved least effective (59.8% collapse probability), validating concerns about misinformation resilience (Lewandowsky, 2020). These patterns elucidate why OECD guidelines failed to shift AI beliefs while IPCC reports collapsed climate superpositions: trigger effectiveness requires epistemic alignment with audience identity networks (Taneja et al., 2021).

For the last objective, evaluating the temporal dynamics of superposition. The data provided on table 5 indicate that superposition duration revealed systematic demographic stratification, averaging 8.4 days but varying from 7.3 days (educated urbanites) to 9.8 days

(rural less-educated). This stability contradicts Festinger's dissonance theory but aligns with entropy-resonance models (Taneja et al., 2021), where beliefs compartmentalize to reduce cognitive load. Intervention groups showed 34-38% shorter duration than controls (6.8-7.3 vs. 10.9 days), proving targeted information accelerates collapse. However, the 64.1% survival rate in controls after 14 days demonstrates extraordinary natural resilience, explaining misinformation persistence (Van der Linden et al., 2021). Hazard ratios confirmed urban (HR=1.18) and educated (HR=1.34) populations experience faster collapses, suggesting digital immersion increases susceptibility to informational "measurements." The stability index quantification (0.542 ± 0.078 overall) provides the first empirical metric for belief resilience, enabling predictive modeling of opinion dynamics (Pothos & Busemeyer, 2022). The implication of the finding is that documented superposition prevalence and stability negates classical dissonance theory's assumption that contradiction produces immediate psychological tension. Instead, Networked Framing Theory explains how audiences compartmentalize resonant frames (Entman, 2021), while Entropy-Resonance Theory elucidates why contradictory beliefs persist—they reduce cognitive load in specific contexts (Taneja et al., 2021). The quantum mathematical formalization provides the missing architecture to model these dynamics, with entanglement metrics precisely capturing belief interdependencies. Trigger mechanisms operate as quantum measurements where context determines collapse outcomes, explaining why identical information produces divergent belief updates (Nyhan & Reifler, 2021). This study therefore advances beyond Western-centric models by incorporating Nigeria's distinct media ecology—where economic precarity and institutional distrust create superposition sustainance conditions distinct from industrialized nations (Madukwe et al., 2022).

CONCLUSION

This research shows that belief superposition is essential in today's mixed media landscape. By looking at how common these beliefs are, tracking their connections, figuring out what causes them to change, and assessing how stable they are over time, it gives us ways to deal with divisive discussions. The results suggest that we need communication strategies that take into account the uncertainty of these belief states, specific connections, and how context affects changes—moving away from the usual black-and-white thinking about information gaps, towards approaches that acknowledge the complex nature of how people think in public. Based on what this study found, it's recommended that in order to create a healthier information society and improve media literacy in Nigeria, media organizations should create follow-up communication plans that share supportive info within the crucial first 24 hours after a belief shifts. They should also come up with communication strategies that direct these mixed beliefs through trusted sources that connect well with the identity of their audience without deracinating context of information flow.

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