

# WORKING AROUND MISINFORMATION: MOTIVATION, ABILITY, HEURISTICS

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 @sarakyeo

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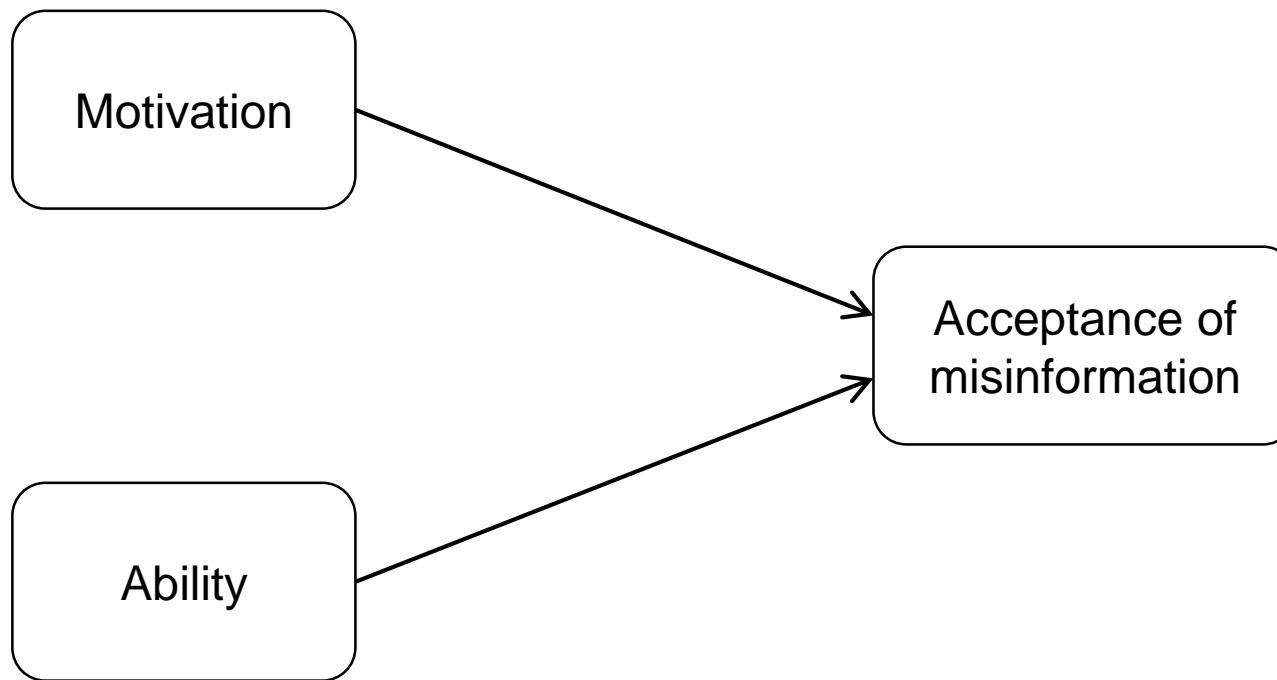
Arthur M. Sackler Colloquium

April 3, 2019

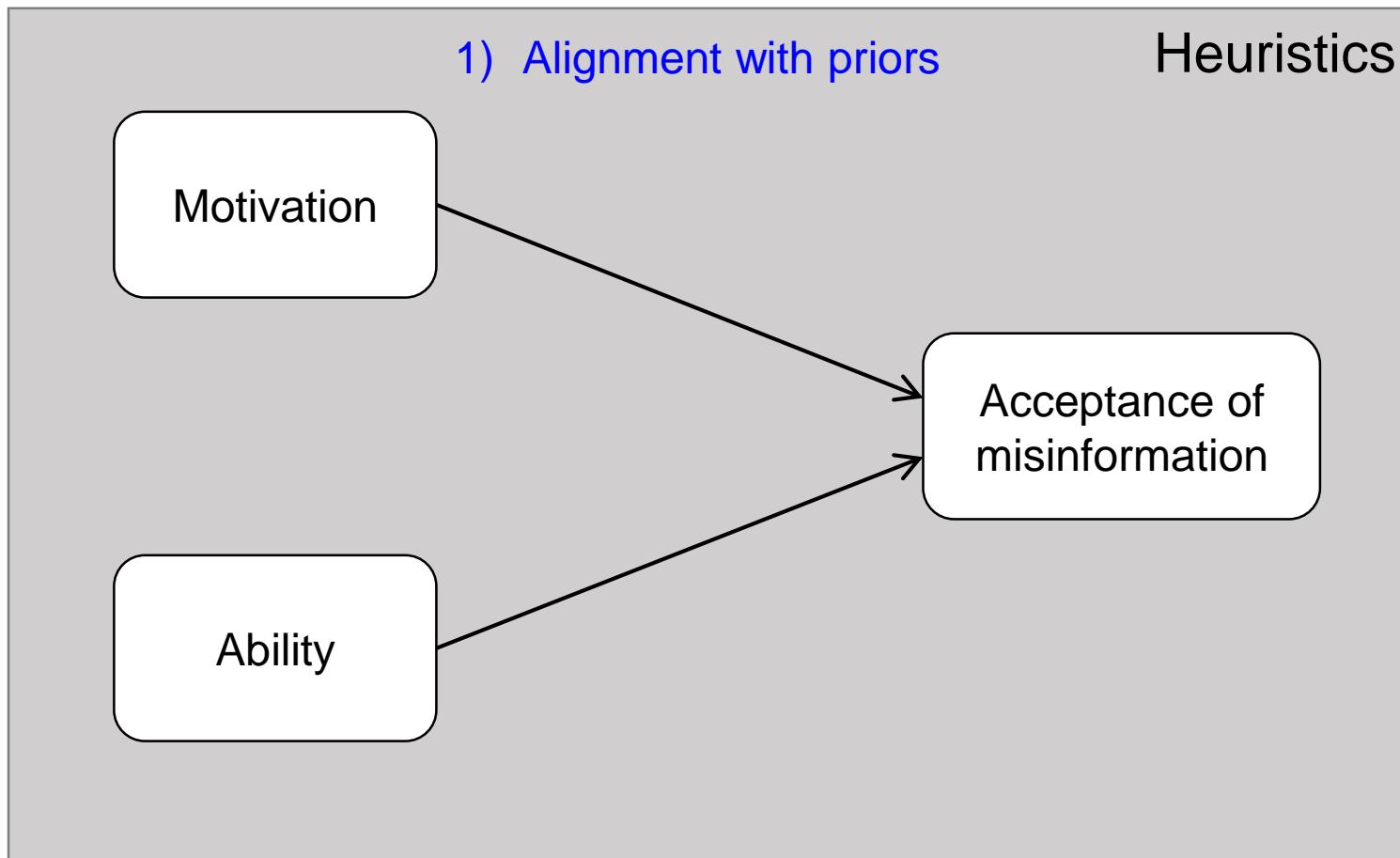


# MOTIVATION & ABILITY DRIVE ACCEPTANCE

(Kuklinski, Quirk, Jerit, Schwieder, & Rich, 2000; Lewandowsky, Ecker, Seifert, Schwarz, & Cook, 2012; Scheufele & Krause, 2019; ...)



# HEURISTICS ARE CENTRAL TO PROCESS



# ... ALIGNS WITH OUR PRIORS

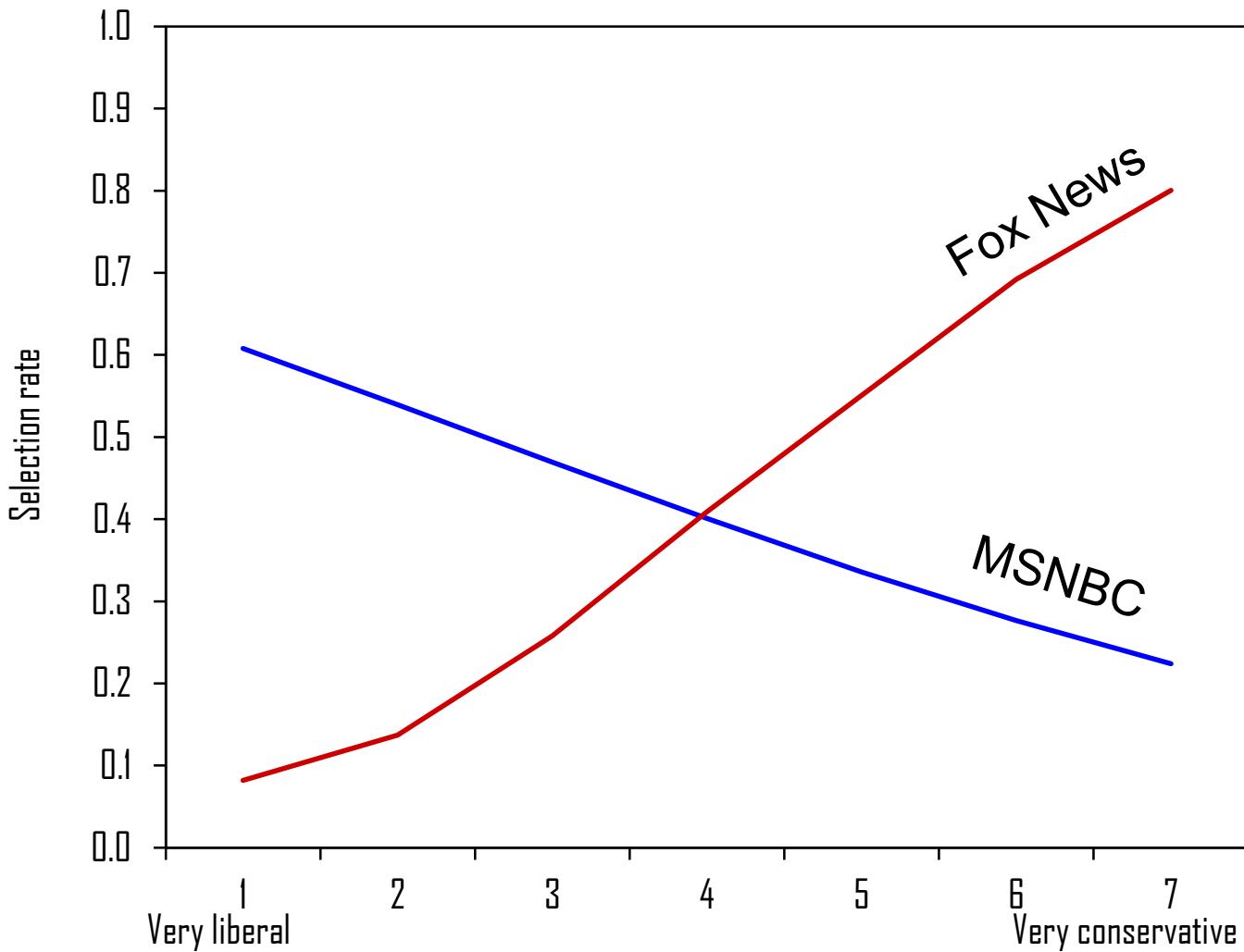
## Ease cognitive dissonance

- Selective exposure (Festinger, 1957; Sears & Freedman, 1967)
- Biased information processing (Kunda, 1990; Taber & Lodge, 2006)

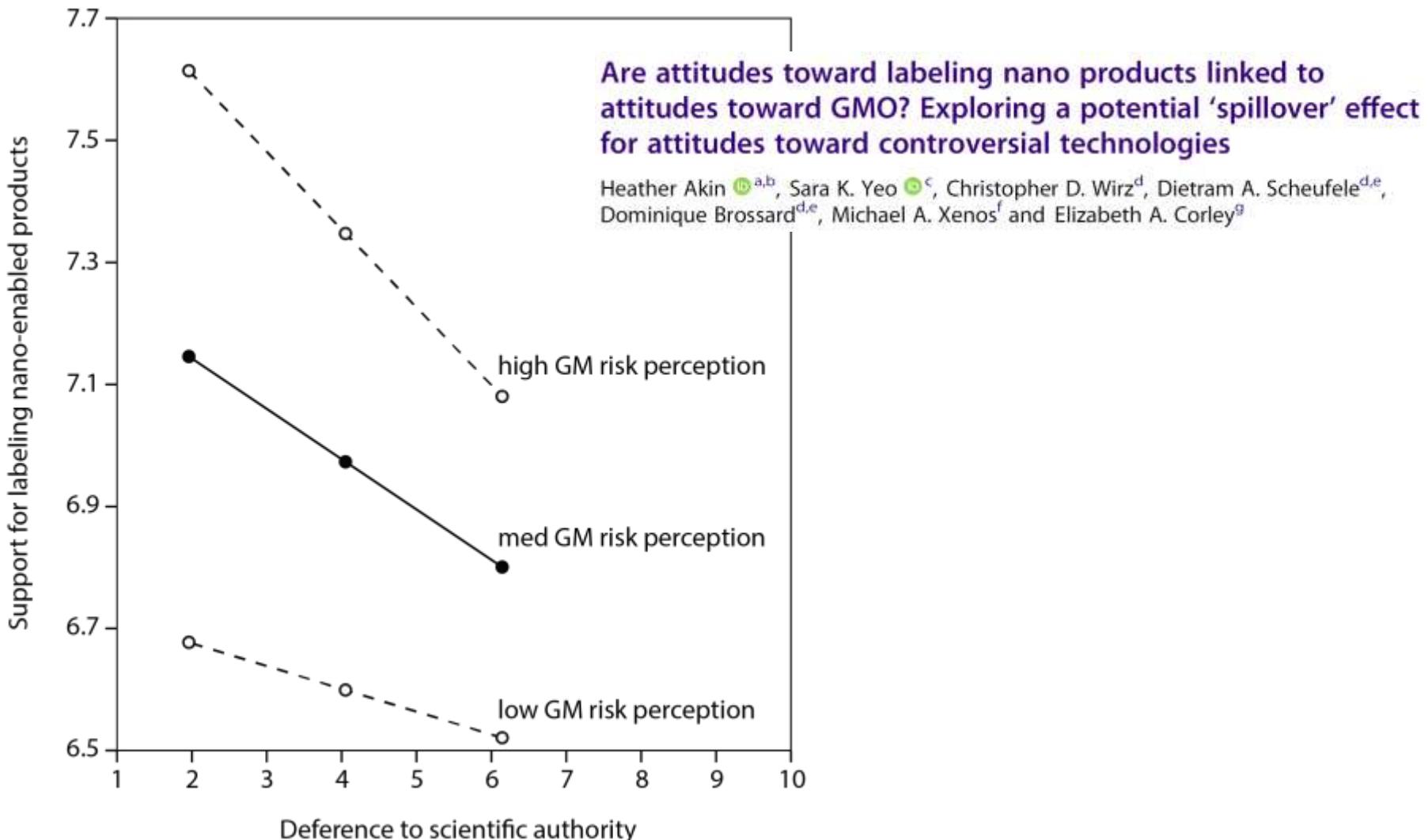
Selecting Our  
Own Science:  
How  
Communication  
Contexts and  
Individual  
Traits Shape  
Information  
Seeking

*By*  
SARA K. YEO,  
MICHAEL A. XENOS,  
DOMINIQUE BROSSARD,  
and  
DIETRAM A. SCHEUFELE

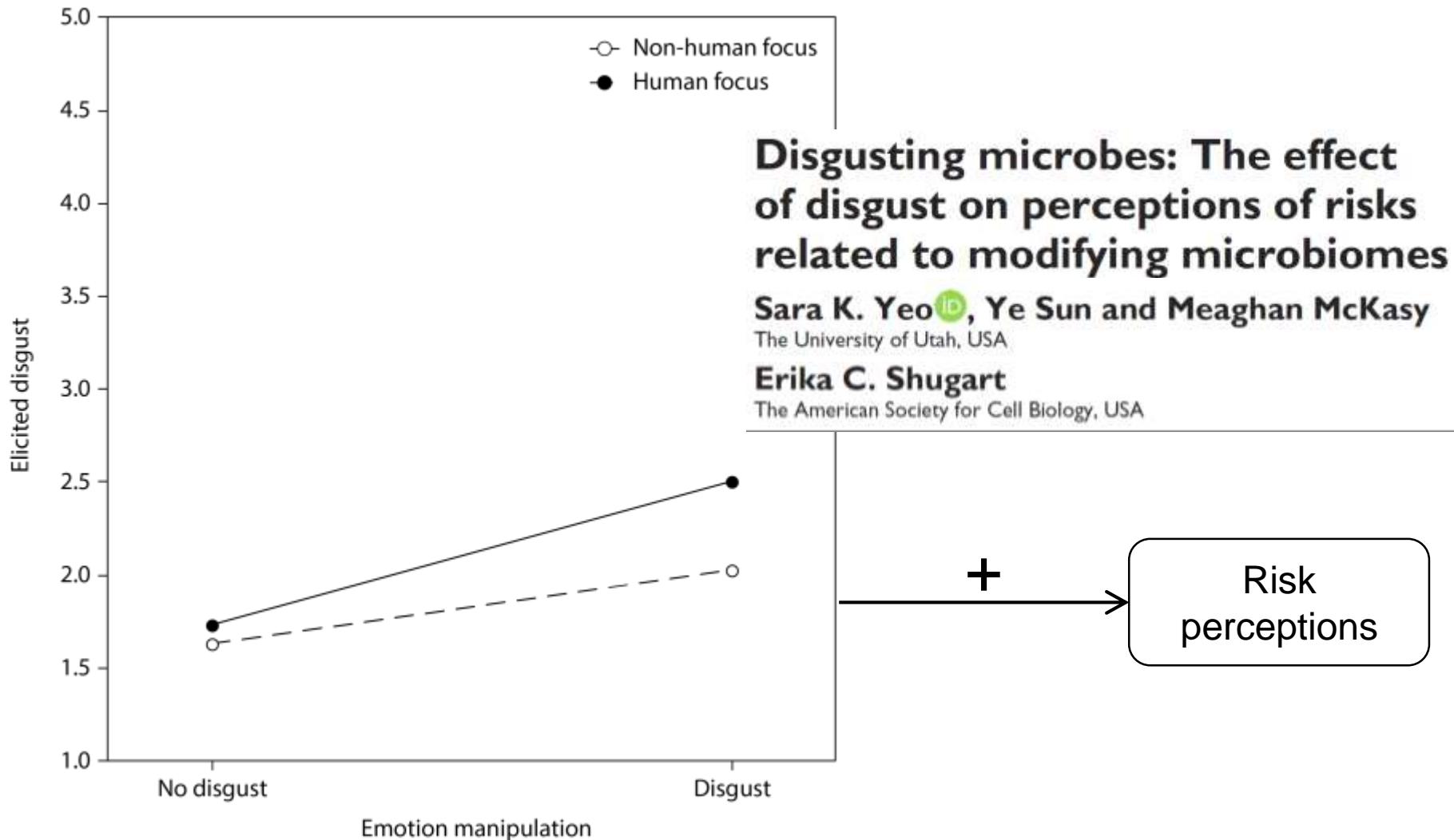
# WE TURN TO PARTISAN SOURCES FOR SCIENCE INFO



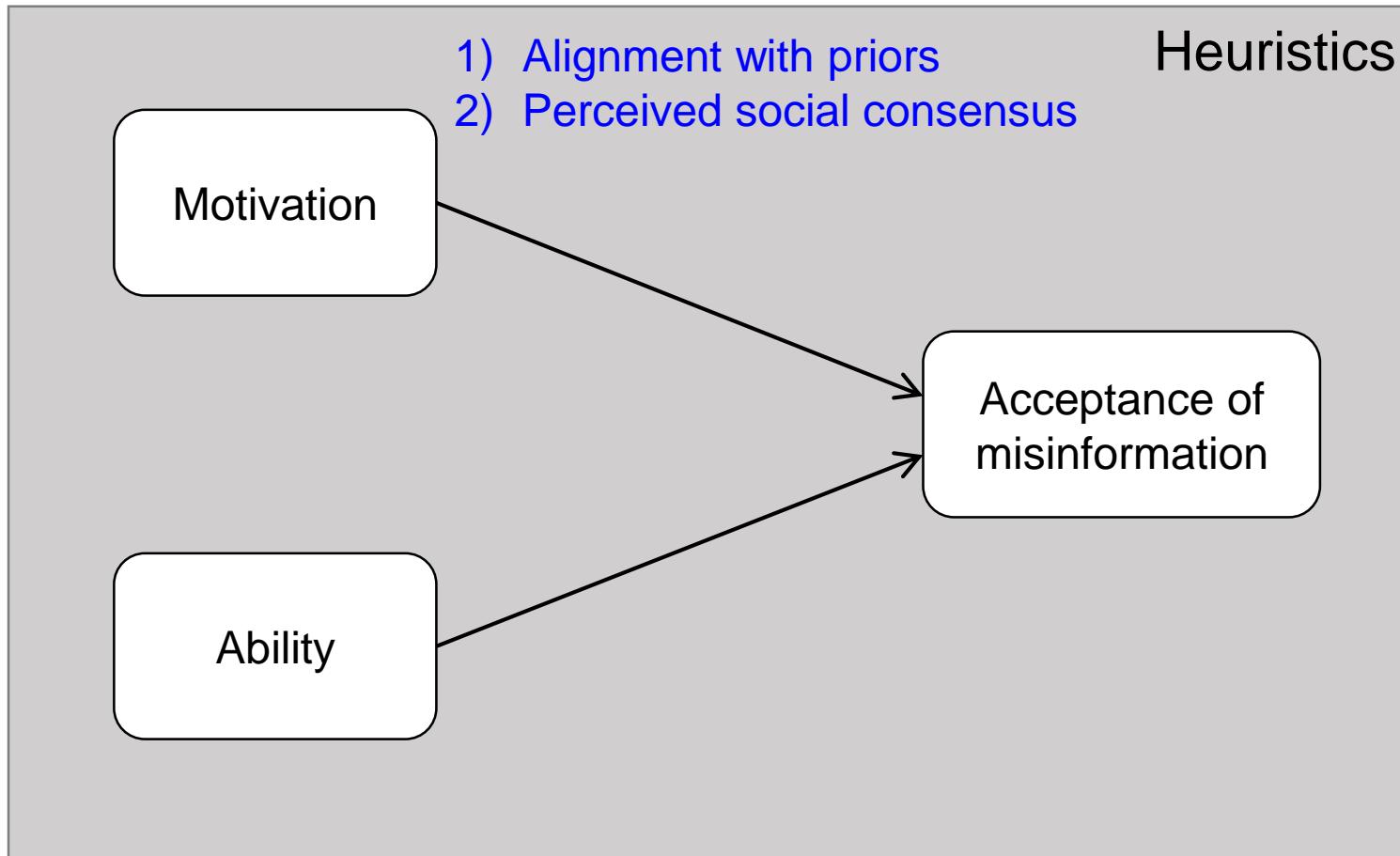
# RISK PERCEPTIONS CAN “SPILLOVER”



# EMOTIONS INFLUENCE HOW WE PERCEIVE SCIENCE



# HEURISTICS ARE CENTRAL TO MOTIVATION & ABILITY

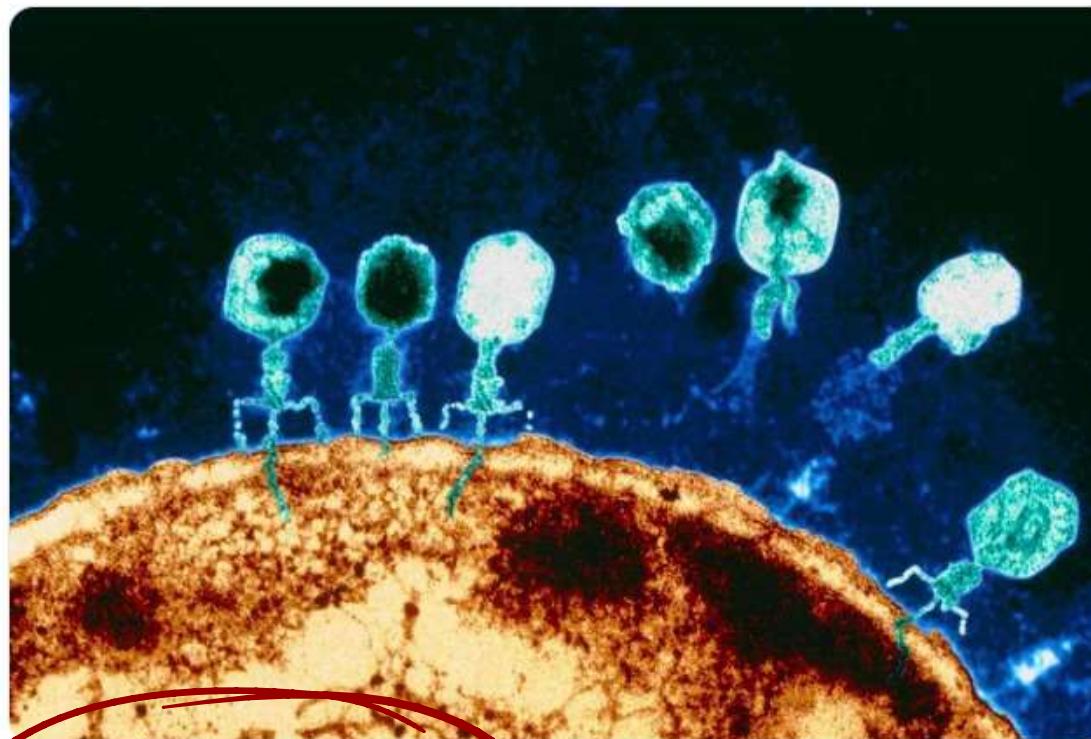


# ... WHEN OTHERS (LIKE ME) ACCEPT MISINFORMATION



**New Scientist** @newscientist · 13h

Giant viruses have weaponised **CRISPR** against their bacterial hosts  
[newscientist.st/2TPqrbD](https://newscientist.st/2TPqrbD)



1 29 97



## YouTube, Social Norms and Perceived Salience of Climate Change in the American Mind

James T. Spartz, Leona Yi-Fan Su, Robert Griffin,  
Dominique Brossard & Sharon Dunwoody

## When a Personal HPV Story on a Blog Influences Perceived Social Norms: The Roles of Personal Experience, Framing, Perceived Similarity, and Social Media Metrics

Tae Kyoung Lee<sup>a</sup> and Leona Yi-Fan Su<sup>b</sup>

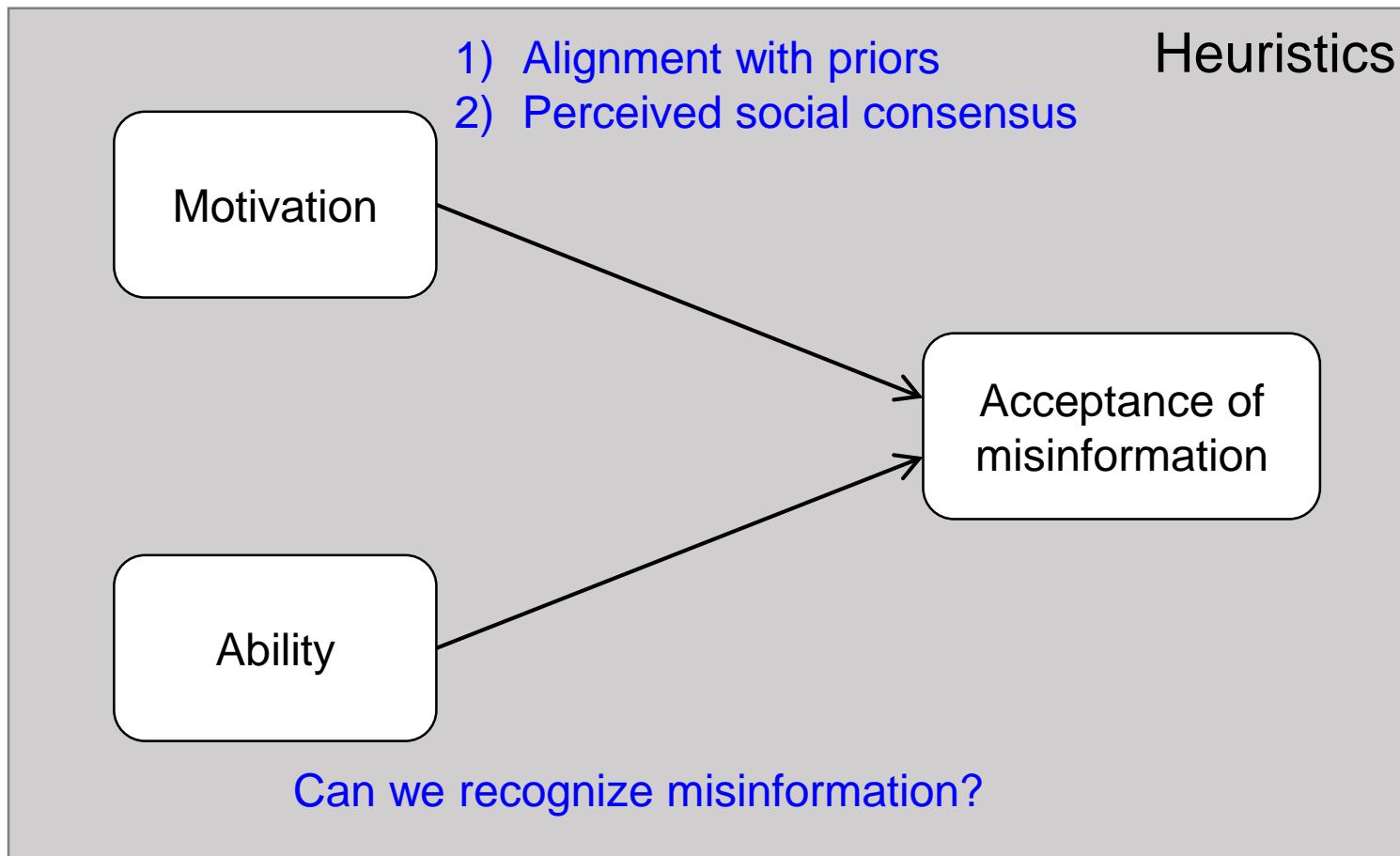
<sup>a</sup>Department of Communication, University of Utah; <sup>b</sup>Department of Advertising, University of Illinois at Urbana-Champaign

## Alcohol's Getting a Bit More Social: When Alcohol Marketing Messages on Facebook Increase Young Adults' Intentions to Imbibe

Saleem Alhabash, Anna R. McAlister,  
Elizabeth Taylor Quilliam, Jef I. Richards, and Chen Lou

*Department of Advertising and Public Relations  
Michigan State University*

# HEURISTICS ARE CENTRAL TO MOTIVATION & ABILITY



# ABILITY: RECOGNIZING MISINFORMATION

## About one in four report sharing fabricated news – whether aware at the time or not

*% of U.S. adults who say they ...*



(Pew Research Center, 2016)

Perceptions of credibility should help, but...

- **heuristics** (McLeod et al., 2017; Metzger & Flanagin, 2013)

# WORKING AROUND MISINFORMATION

Digital information literacy (Christ & Potter, 1998)

- “ability to [...] evaluate messages”
- literacy is low (Eshet-Alkalai & Chajut, 2009)

Message and communicator

- evidence-based
- strategic

Bridging the practice-research interface

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