WORKING AROUND MISINFORMATION: MOTIVATION, ABILITY, HEURISTICS

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MOTIVATION & ABILITY DRIVE ACCEPTANCE

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

Motivation

Acceptance of misinformation

Ability
HEURISTICs ARE CENTRAL TO PROCESS

1) Alignment with priors

Motivation

Acceptance of misinformation

Ability
Ease cognitive dissonance

- Selective exposure  (Festinger, 1957; Sears & Freedman, 1967)
- Biased information processing  (Kunda, 1990; Taber & Lodge, 2006)
WE TURN TO PARTISAN SOURCES FOR SCIENCE INFO

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. SCHUEFEL
RISK PERCEPTIONS CAN “SPILLOVER”

Are attitudes toward labeling nano products linked to attitudes toward GMO? Exploring a potential ‘spillover’ effect for attitudes toward controversial technologies

Heather Akin, Sara K. Yeo, Christopher D. Wirz, Dietram A. Scheufele, Dominique Brossard, Michael A. Xenos and Elizabeth A. Corley
EMOTIONS INFLUENCE HOW WE PERCEIVE SCIENCE

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Disgusting microbes: The effect of disgust on perceptions of risks related to modifying microbiomes

Sara K. Yeo, Ye Sun and Meaghan McKasy
The University of Utah, USA

Erika C. Shugart
The American Society for Cell Biology, USA

Risk perceptions
HEURISTICS ARE CENTRAL TO MOTIVATION & ABILITY

1) Alignment with priors
2) Perceived social consensus

Motivation

Acceptance of misinformation

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

New Scientist 🔄 @newscientist · 13h
Giant viruses have weaponised CRISPR against their bacterial hosts
newscienti.st/2TPqrbD
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 and Leona Yi-Fan Su

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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

(Alhabash et al., 2015; Lee & Su, 2019; Spartz et al., 2017)
HEURISTICS ARE CENTRAL TO MOTIVATION & ABILITY

1) Alignment with priors
2) Perceived social consensus

Motivation

Ability

Acceptance of misinformation

Can we recognize misinformation?
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...

- Shared a political news story online they later found out was made up: 16%
- Shared a political news story online they knew at the time was made up: 14%
- Did either/both of these: 23%

(Pew Research Center, 2016)

Perceptions of credibility should help, but…

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