



Department of
Media and Communication

香港城市大學
City University of Hong Kong

Department of Media and Communication
Distinguished Lecture Series
Research Seminar Semester B 2023/2024

Processing of Misinformation: Motivational Biases and Cognitive Fallacies

Prof. SHEN Lijiang

Department of Communication Arts and Sciences
Pennsylvania State University

3 JUNE 2024

4:00 P.M. - 5:30 P.M.

**Multimedia Laboratory (M5055),
5/F, Run Run Shaw Creative Media Centre**



Please register **HERE** by
3 June 2024.

Language: English

ABSTRACT

Misinformation can be defined as false or inaccurate information created and spread with or without intention to cause harm. The impact and persistence of misinformation can be understood as a case of facts and evidence as counter-attitudinal information to those mis-informed. This presentation discusses the motivational biases and cognitive fallacies during message processing that explicates the impact and persistence of misinformation. Psychological Inoculation is introduced as a promising means to pre-bunk misinformation.

SPEAKER

SHEN Lijiang (Ph.D., UW-Madison, 2005) is a professor at the Department of Communication Arts and Sciences, Pennsylvania State University. His primary research focuses on message processing and message effects in the context of health communication, and quantitative Methods. His research has been published in leading communication journals. He currently serves as the editor-in-chief of Communication Methods and Measures (2021-2026).

