Feeling fatigued, More Misinformed: How Message Fatigue Affects Misinformation Belief

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

ABSTRACT
In light of the escalating apprehension surrounding the public’s fatigue in response to the deluge of health-related messages on social media, the current study undertook a two-wave survey to investigate the influence of message fatigue on information avoidance and misinformation beliefs during the COVID-19 pandemic. The findings demonstrated that message fatigue led to higher misinformation belief, either directly or indirectly through information avoidance. Furthermore, this effect of message fatigue was more pronounced among conservatives in comparison to liberals. The results emphasize the significance of preventing individuals from experiencing fatigue due to health-related messages during health crises.

SPEAKER
Ji Won Kim (Ph.D., Syracuse University) is an assistant professor in the Department of Media and Communication at City University of Hong Kong. Her research interests include interactive media effects, media effects on health and risk behaviors, and misinformation.

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