



Northeastern University

NULab for Texts, Maps, and Networks

Misinformation Speaker Series

“How Bad is Fake News? Motivations for Sharing Misinformation Online”

Miriam Metzger

UC Santa Barbara

November 5, 1-2pm

177 Huntington Ave., 11th Floor

A common assumption is that fake news is dangerous because people believe the false information in such stories. This is presumed to have a deleterious ripple effect through trusted others via social media. Yet, research suggests there may be multiple motivations for sharing information with one's social network, such as for entertainment purposes, sarcastic reasons, or to illustrate a point counter to that promoted in a news story. Metzger will present her current research that seeks to examine these issues by analyzing people's motivations for sharing fake news stories on social media and how such information is perceived by recipients. This research can help to answer the question: How bad is fake news for democracy?

Miriam Metzger is a Professor in Communications and Director of Education at the Interdisciplinary Center for Information, Technology, and Society at UCSB. Her research lies at the intersection of media, information technology, and trust, centering on how information and communication technologies alter people's understanding of credibility and privacy.

Co-sponsored with Harvard Kennedy School's
Shorenstein Center and Northeastern University's
Department of Communication Studies



For more information about this event, visit the NULab website at:
<https://web.northeastern.edu/nulab/event/miriam-metzger/>



**Pizza will be served
at 12:30pm on the
10th floor.**

This event is free and open to the public, but if you are not a member of the Northeastern community, please email Sarah Connell (sa.connell@northeastern.edu) to RSVP.