

IKMZ Speaker Series

# Debunking health misinformation in public

**Philipp Schmid**, *University of Erfurt*

Monday, 6 December 2021

16:00 – 17:00

Virtual [Zoom link on Teams and IKMZ Calendar]

Health misinformation can negatively impact prevention and intervention behaviours, such as wearing a mask or getting vaccinated, putting personal and public health at risk. This presentation will introduce psychological and communication science approaches to addressing health misinformation. Emphasis will be placed on the empirical evaluation of these interventions - their effectiveness and potential pitfalls.

**Philipp Schmid** is psychologist and postdoctoral researcher at the University of Erfurt, Germany. He studies the psychology of science denialism and health misinformation and aims to support people's informed decision making in health, for example, vaccination. He applies a persuasion psychology perspective to understand the impact of misinformation in health communication and to develop and evaluate promising interventions.

