



University of
Zurich^{UZH}

IKMZ – Institute of Communication and Media Research

The IKMZ Speaker Series presents:

“Fighting misinformation, a remedy worse than the disease?”

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16:15-17:00, Room AND 2.02

Abstract: The spread of misinformation has raised ample concerns regarding the distortion of our (digital) news environment. Although the consequences of misinformation can be far-reaching, recent research has shown that such false information comprises only a very small proportion of people’s news diets. Therefore, the spread of misinformation might, at times, be overrepresented in public and media discourse. When people are generally more exposed to reliable information, nudges to fight misinformation might unintentionally affect the processing of reliable information. In other words, the high salience of misinformation as a persistent threat, despite its rarity, might cultivate disproportionate skepticism about all news, including reliable information. This talk addresses the potential spillover effects of fighting misinformation and emphasizes the importance of studying people’s perceptions of misinformation.



Toni G. L. A. van der Meer (PhD, 2016) is an Associate Professor in Communication Science at the Amsterdam School of Communication Research (ASCoR), University of Amsterdam. His research is broadly centered around the study of disruptions in communication. More specifically, his research interests lie in the realms of to crisis communication, processes of mediatization, biases in news media coverage and selection, the impact of misinformation, and the role of organizations in socio-political issues. His work appeared in 60+ academic publications and was funded by different institutes (e.g., tDutch Research Council, Facebook, ZonMw, U.S. Food and Drug Administration).