

# MISINFORMATION in the SOCIAL MEDIA AGE:

A Research and Practice Workshop



November 9, 2017 (9 a.m.)

## The Commons in Spooner Hall

University of Kansas (1340 Jayhawk Blvd., Lawrence, KS 66045)

**GOAL:** This workshop brings together scholars and practitioners to examine consequences of and responses to misinformation and fake news in democratic societies. How these issues affect underserved and digitally disadvantaged populations will be highlighted.

### TOPICS:

- What are the consequences of misinformation for democracy and civic engagement?
- How can we detect and address misinformation? What scholarly and industry efforts have been made in this area?
- How can interdisciplinary collaboration most effectively push the fight against misinformation forward?
- What countermeasures are most effective? How can scholars, industry, citizens and nonprofit organizations work together on this?

### REGISTRATION:

[smmworkshop.ku.edu](http://smmworkshop.ku.edu) (registration free and open to the public)

### CONTACT:

Workshop Co-Chairs: Fengjun Li ([fli@ku.edu](mailto:fli@ku.edu)) or Hyunjin Seo ([hseo@ku.edu](mailto:hseo@ku.edu))



# PROGRAM

Thursday, November 9, 2017

9:00-9:30

### INTRODUCTION & OPENING REMARKS

**Perry Alexander**

AT&T Foundation Distinguished Professor of Electrical Engineering and Computer Science; Director at Information and Telecommunication Technology Center, KU

**Ann Brill**

Dean, William Allen White School of Journalism and Mass Communications, KU

9:30-10:45

### RESEARCH FINDINGS & IMPLICATIONS | Q&A

**Rob Faris**

Research Director at Harvard University's Berkman Klein Center for Internet and Society  
*Partisanship, Propaganda, and Disinformation in Digital Political Communication*

**Shyhtsun Felix Wu**

Professor of Computer Science at University of California, Davis  
*Analyzing Online Social Interactions for Cyber Security, Framing, and Network Interference*

10:45-11:45

### CHALLENGES AND POSSIBLE SOLUTIONS FOR NEWS MEDIA AND INDUSTRY | Q&A

**Vickie Walton-James**

Senior National Editor at National Public Radio,  
*Fake News and Misinformation: Newsroom Perspective*

**Luther Lowe**

Vice President of Public Policy at Yelp  
*How to Deal with Fake Online Reviews*

11:45-12:00

### COMMUNITY-ACADEMIC PARTNERSHIP

Presentation by KU Center for Digital Inclusion (Hyunjin Seo, Joseph Erba, Muger Geana, Crystal Lumpkins & Hong Vu) & Community Partners

12:00-13:00

**LUNCH** (Lunch boxes provided)

### SPOTTING FAKE NEWS AND REVIEWS (Prizes)

13:00-13:45

### NEWS MEDIA PANEL: WHAT HAS CHANGED?

**Colleen McCain Nelson** | Editorial Page Editor, The Kansas City Star

**Eric Nelson** | Assistant Managing Editor/Digital, The Kansas City Star

**Laura Lorson** | Host/Producer, Kansas Public Radio

**Lisa McLendon** | News & Info Track Chair, KU

**Jerry Crawford** | Associate Professor of Journalism, KU (Moderator)

13:45-14:30

### INDUSTRY PANEL: NAVIGATING NEW TERRITORY

**Desirée Fish** | Vice President of Global Communications, TripAdvisor

**Chad Martin** | Director of Social + Emerging Media, VML

**Travis Wright** | Co-founder, CCP Digital

**Matt Tidwell** | Program Director, Integrated Marketing Communications, KU (Moderator)

14:30-15:15

### SCHOLAR PANEL: INTERDISCIPLINARY PERSPECTIVES

**Bill Staples** | Professor of Sociology, KU

**Fengjun Li** | Associate Professor of Computer Science, KU

**Alfred Ho** | Professor of Public Administration, KU

**Hyunjin Seo** | Associate Professor of Strategic Communication, KU

**Ann Brill** | Dean, School of Journalism and Mass Communications, KU (Moderator)

15:15- 16:00

### LIBRARY PANEL: HOW TO ENGAGE THE PUBLIC

**Carol Levers** | Director, Kansas City Kansas Public Libraries

**Wendy Pearson** | Education/Career Advancement Coordinator, Kansas City Missouri Public Libraries

**Melissa Fisher Isaacs** | Information Services Coordinator, Lawrence Public Library

**Karna Younger** | Faculty Engagement Librarian, KU Libraries

**Doug Ward** | Associate Professor of Journalism, KU (Moderator)

16:00-17:00

### NETWORKING RECEPTION

Malott Room, Kansas Union (Invitation Only)