

How We Make (Ourselves) Believe: Psychological Factors Linked to Belief in (Mis)information About Science

NICOLE KRAUSE

As online communication alters the media ecosystem and changes the way individuals engage with science, concerns about misinformation and a possible rise in science-related misperceptions are increasingly apparent. In this talk, I will review some of the psychological factors that can influence perceptions of (mis)information about science, including the different roles that individual ability and motivation can play in information processing. I will also discuss why it can be difficult to correct false beliefs about science—especially in social media environments—and will review a variety of common and recently-emerging strategies for doing so, some of which are more promising than others.