

Colloquia Treverensia

Fachbereich I - Psychologie

Prof. Dr. Bertram Gawronski

University of Texas at Austin



Dr. Bertram Gawronski is a Professor of Psychology at the University of Texas at Austin. He received his doctorate degree in 2001 from Humboldt-University Berlin, Germany. Before joining the University of Texas at Austin in 2014, he was a Professor and Canada Research Chair at The University of Western Ontario, Canada. His research uses a social-cognitive approach to address three questions: (1) How do people make evaluative judgments (*good vs. bad*)? (2) How do people make truth judgments (*true vs. false*)? (3) How do people make moral judgments (*right vs. wrong*)?

Why Do People Fall for Misinformation?

Misinformation represents one of the greatest challenges for the functioning of societies in the information age. In the current talk, I will draw on Signal Detection Theory to identify two distinct factors underlying misinformation susceptibility: truth sensitivity, conceptualized as accurate discrimination between true and false information, and partisan bias, conceptualized as lower acceptance threshold for ideology-congruent information compared to ideology-incongruent information. I will present the results of several studies that investigated (1) the extent to which acceptance of misinformation is accounted for by truth sensitivity and partisan bias and (2) determinants and correlates of truth sensitivity and partisan bias in responses to misinformation. The findings provide nuanced insights into why people fall for misinformation, with important implications for combatting its spread and societal impacts.

Mittwoch, 13.11.2024 | 18 Uhr s.t. | ZOOM

Kontakt

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ZOOM-Link

<https://utexas.zoom.us/j/92066018437?pwd=opGwockQwoUGPHLcuf6RNdOKpA3cW1.1>
Meeting ID: 920 6601 8437
Passcode: 979823