



Sharing and Sourcing of Online Misinformation

by

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Abstract: As digital wildfires of misinformation continue to spread on the Internet, many interesting questions of both research and practical importance have arisen. For example, one question receiving attention in IS surrounds why people share information. Another area of interest focuses on the source(s) of misinformation. This talk discusses two studies that examine the spread of digital information from these perspectives. The first focuses on human behavior associated with sharing information online. We conduct an experiment to study how belief and intention to share information are influenced by multiple factors above and beyond confirmation bias. Our results demonstrate the important roles of presentation cues, content quality, and information veracity on the spread of online information. The second study adopts a design science perspective to develop an automated approach to trace the origin and path that propagandist information follows. In particular, we develop a novel short-text deep learning based model that seeks to extract named entities, word sequences, and other linguistic cues to help compute the semantic similarity between article headlines in different media ecosystems. Through a series of benchmark experiments, we demonstrate how our proposed model consistently outperforms conventional non-deep learning and learning-based short text matching models by statistically significant margins. We demonstrate the potential proof-of-value of the proposed model with an in-depth case study that examines propagandist headlines related to COVID-19 vaccines.

Biography: Sue Brown joined the Eller College of Management as associate professor in 2005 after teaching at Indiana University for nine years. She was appointed head of the Department of Management Information Systems in 2017. She earned her PhD in Management Information Systems from the University of Minnesota in 1997. Her primary research interests focus on technology implementation, individual motivations and consequences of technology use, mediated interactions, and research methods. She has published in the leading journals in IS and has received funding for her research from various public and private organizations. She has served on the editorial boards of MIS Quarterly and Information Systems Research and is currently coeditor-in-chief of AIS Transactions on Replication Research. In 2017, she received the Association of Information Systems (AIS) Fellow Award.