

# MISINFORMATION in the SOCIAL MEDIA AGE:

A Research and Practice Workshop



November 9, 2017

## The Commons in Spooner Hall

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

**GOAL:** This workshop will bring together scholars and practitioners to examine consequences 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 feasible and effective? How can scholars, industry, citizens, and nonprofit organizations work together on this?

### REGISTRATION:

[smmworkshop.ku.edu](http://smmworkshop.ku.edu) (no registration fee)

### CONTACT:

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

**KU** WILLIAM ALLEN WHITE  
SCHOOL OF JOURNALISM  
& MASS COMMUNICATIONS  
The University of Kansas

**KU** INFORMATION  
& TELECOMMUNICATION  
TECHNOLOGY CENTER  
The University of Kansas

**KU** CENTER FOR DIGITAL INCLUSION  
WILLIAM ALLEN WHITE SCHOOL OF  
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The University of Kansas

## 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*

**Shytsun 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, Mugur  
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

**Bobby Burch** | Editor-in-Chief, Startland News

**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)