

# Understanding Information Behaviors in Times of Crisis and Controversy



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**11/8 Fri. 10:40-12:10**

**Lecture Room 9, Faculty of Science**

In this talk, I present studies examining information seeking and processing at the intersection of data science and survey methodology. First, I investigated collective information-seeking behaviors in the early stages of the COVID-19 pandemic in the US, using cross-sectional and time-series analyses to identify predictors of Google Trends and the topics that aroused the most interest. Second, I examined how people process health and risk information characterized by competition and controversy, such as gun regulation and nuclear energy. This research offers health and risk communicators theory-informed guidance on how to better employ an inoculation strategy to communicate with audiences in today's high-choice information ecosystem.

Please feel free to join us! The lecture will be available via Zoom.

