

From Virality to Fidelity: How Network Structures and Message Features Shape the Diffusion of (Mis)Information on Vaccines



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This talk explores how vaccine information spreads and evolves on social media, focusing on factors influencing virality and fidelity. The first study finds that truthful messages, especially those discussing pandemic threats, tend to go viral, with network clustering amplifying this effect. The second study reveals that gist-based information maintains higher fidelity than detailed facts, but misinformation often preserves details better, especially when shared by opinion leaders. Together, these studies illuminate the dynamics of information distortion, shedding light on effective strategies for combating misinformation and improving health communication.

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

