החוג לניהול מידע וידע

The Department of Information
and Knowledge Management

הפקולטה לניהול
Faculty of Management

אוניברסיטת חיפה
University of Haifa
جامعة حيفا

The Faculty of Management
The Department of Knowledge and Information Management
Invites you to attend a seminar

Computational methods for studying fake news, real news, & real people on social media.

Ph.D . Nir Grinberg
Harvard University and Northeastern University

Thursday, January 10th at 12:00 pm
Jacobs Building, room no. 506

Abstract

How well do current information systems serve our best interests as individuals, as businesses, and as a society? The same systems celebrated for promoting free speech and equality only a decade ago, are now deemed a threat for democracy and a vector for polarization. Yet, much of this heated debate is neither grounded in empirical evidence nor constructive for building better systems for people.

In this talk, I focus on my work quantifying the scale and scope of fake news on Twitter among voters in the 2016 U.S. presidential election. First, I present three methodological innovations that enabled reliable and comprehensive measurement of the sharing of and exposure to fake news by voters on Twitter. Second, I report on the concentration of fake news among voters, the demographic and behavioral characteristics associated with elevated levels of engagement with fake news, and the overall placement of fake news within the broader political news ecosystem. Finally, I conclude by discussing interventions to combat fake news on social media, and identify important avenues to further pursue in future research.

Webpage:
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Bio:
Nir Grinberg is a postdoctoral research associate at Northeastern University's Network Science Institute, and research fellow at Harvard University's Institute for Quantitative Social Science. His research investigates areas where existing large-scale information systems are suboptimal for people -- for example, by not meeting people's needs, goals or expectations -- and proposes new

computational measures to bridge the gaps. For example, he studied the scale and scope of fake news on Twitter among voters during an election, examined the effect of Facebook likes and comments on people's behavior and attitude, and proposed new measures to quantify engagement with online news. He collaborated on research projects with top industry partners such as Facebook, Yahoo! Labs, Chartbeat, SocialFlow, and Bloomberg L.P. He holds a Ph.D. in Computer Science from Cornell University, a M.Sc. in Computer Science from Rutgers University, and a double major B.Sc. in Physics and Computer Science from Tel Aviv University.

All Are Welcome

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