University of Washington Seattle – Tuesday, March 12, 2024

09:30 AM	Doors open
10:00 AM	Welcome & Opening Keynote
10:45 AM	Sessions – choices below
12:00 PM	Lunch – provided
12:30 PM	Closing Keynote
01:00 PM	Event concludes; optional campus tour

Session Choices

★ **Deceptive Data and the Mathematics of Murphy's Law** with Carl Bergstrom

★ **Misinformation in Memes** with Nanu Iyer

★ **Finding & Telling the Story with RadioActive Youth Media** with Troy Landrum Jr.

★ **TikTok and Viral Misinformation** with Rachel Moran-Prestridge

★ **What's Your Frame? How We Make Sense of Online Rumors** with Kate Starbird

★ **Euphorigen Escape Room** with Runhua Zhao

★ **Galaxy Escape Room** with Jin Ha Lee

★ **Misinformation Stations** with UW students, staff, and librarians

Keynote Speaker:

Mike Caulfield, Research Scientist, UW Center for an Informed Public

Mike Caulfield is a research scientist at the University of Washington's Center for an Informed Public, where he studies the spread of online rumors and misinformation. Creator of the SIFT methodology, he has taught thousands of teachers and students how to verify claims and sources through his workshops. He co-authored the book Verified: How to Think Straight, Get Duped Less, and Make Better Decisions about What to Believe Online.

MISINFODAY 2024 SESSION PRESENTERS

CARL BERGSTROM
Professor, UW Biology Department; Faculty, UW Center for an Informed Public

Dr. Bergstrom's research uses mathematical, computational, and statistical models to understand how information flows through biological and social systems. With Jevin West, Bergstrom created the Calling BS curriculum, which received international attention and is now being used at more than 70 universities around the world.

NANU IYER
Clinical Associate Professor & Director of Integrated Communication, WSU Vancouver

Dr. Iyer earned a doctorate in mass communications from Indiana University and was an assistant professor at Southern Illinois University until he joined the Edward R. Murrow College of Communication faculty. At Vancouver, he teaches courses in strategic communication and conducts research on health communication and public opinion of civic issues on social media.

TROY LANDRUM JR.
RadioActive Program Producer, KUOW

Troy Landrum Jr. leads RadioActive's community programming and outreach strategy, as well as co-leading intro workshop and mentor teams. Outside of his work at KUOW, Troy is a journalist for the South Seattle Emerald and an oral historian Fellow for The Black Spatial Histories Institute cohort 2023-2025. He received his master's degree in Fine Arts and Poetics at the University of Washington Bothell, with a focus on fiction writing.

JIN HA LEE
Professor, UW iSchool; Founder and Director, UW Game Research (GAMER) Group

Jin Ha Lee is a Professor and Associate Dean for Faculty Affairs at the iSchool in UW and the director of the GAMER (GAME Research) Group. Her research interests include: music, game, and multimedia information seeking and retrieval, information organization and access, and knowledge representation. The GAMER Group explores new ideas and approaches for organizing and providing access to video games and interactive media, understanding user behavior related to popular cultural materials, and using these materials for informal learning for topics such as misinformation and mental health.
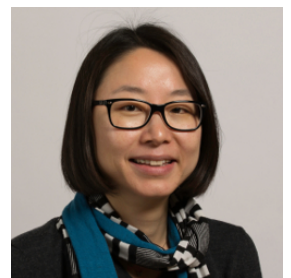
RACHEL MORAN-PRESTRIDGE
Senior Research Scientist, UW Center for an Informed Public

Dr. Moran-Prestridge received her doctoral degree from the Annenberg School for Communication and Journalism at the University of Southern California. Her research explores the role of trust in digital information environments and is particularly concerned with how trust is implicated in the spread of mis- and dis-information.

KATE STARBIRD

Co-Founder of CIP | Associate Professor, UW Human-Centered Design and Engineering

Dr. Starbird's research is situated within human-computer interaction (HCI) and crisis informatics—the study of how information-communication technologies (ICTs) are used during crisis events. One aspect of her research focuses on how online rumors spread during natural disasters and man-made crisis events. More recently, she has begun to focus on disinformation and other forms of strategic information operations online.

RUNHUA ZHAO

PhD Student, UW iSchool

Runhua is a PhD student in information science. She has worked as a reporter and is experienced in media intelligence monitoring and analysis.

MISINFODAY 2024 SESSION DESCRIPTIONS

DECEPTIVE DATA AND THE MATHEMATICS OF MURPHY'S LAW Everyone knows Murphy's law: "Anything that can go wrong, will" — and everyone feels susceptible to it. But a lot of what appears to be Murphy's law is simply a result of unintuitive aspects of probability and statistics. In this session we will explore the mathematics behind Murphy's law and see how it relates to the deceptive use of data in our world.

MISINFORMATION AND MEMES Memes can be fun, funny, and revealing. They are also one of the main vehicles for spreading misinformation on social media. In this session, you'll learn how to find the meaning behind the meme so you can decide whether to pass it on or stop the spread.

FINDING AND TELLING THE STORY with RadioActive Youth Media This session will focus on YOU as the creator of stories and media. You'll talk about what makes a great story, learn how to tell a story with a beginning, middle, and end, and draw Identity Maps to help find stories in your own lives and communities.

TIKTOK AND VIRAL MISINFORMATION This session explores how misinformation goes viral on TikTok. You'll discuss the pros and cons of the app, how it's changed over time, and learn how you can spot and assess rumors in viral videos.

WHAT'S YOUR FRAME? HOW WE MAKE SENSE OF ONLINE RUMORS In this session you'll learn how people can look at the same set of facts and come to different conclusions — about the existence of aliens, the legitimacy of elections, and everything in between. You'll learn that we are often misled not by bad facts, but by the "frames" we see the world through. Finally, you'll reflect on your own frames and think about how/when it might be helpful to try seeing things differently.

GALAXY ESCAPE ROOM PLANET5 is a popular new K-Pop group who has toured the world, singing to millions and charming everyone along the way. You've just become a member of their fan community, known as the GALAXY! A new friend is passing along news and evidence about the mistreatment of your favorite band member, but you have your suspicions, and with a new fan campaign to protest launching in less than an hour, you have to track down whatever info you can while immersed in a world of manipulated media, bots, deepfakes and other deception to uncover the truth and spread the word!

EUPHORIGEN ESCAPE ROOM For years a supplement called *Euphorigen* has been used by the wealthy to boost brain activity and productivity. Now the Government wants to make the benefits available to everyone by introducing it into the public water supply. The company that makes Euphorigen claims to have completed successful trials. But your investigator friend has suspicions, and has heard that a prominent scientist has recorded a statement on whether or not the company's claims are to be believed. She's asked you to help find and share that information with the public. Now you have to track down whatever information you can while immersed in a world of manipulated media, social media bots, deepfakes and other forms of deception to uncover the truth and spread the word!

MISINFORMATION STATIONS Collect stamps on your MisinfoDay Passport by visiting the interactive stations around the ballroom led by CIP-affiliated scholars and staff, UW students, and the MisinfoDay Youth Advisory Board. These stations will be open before the event starts, during the session time from 10:45 a.m.–12 noon, and during lunch. This session is the most self-directed, as you get to choose which stations to visit and get a chance to interact with station leaders one-on-one or in a small group.