



भारतीय प्रबंध संस्थान बंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

IIMB MARKETING AREA WEBINAR

Combating Fake News: A Consumer Psychology Perspective

June 25, 2021 @ 6.30 PM – 8.00 PM (IST)



GITA V. JOHAR

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Past Editor, JCR, Guest Editor, JM Special Issue on Better Marketing for a Better World;
Current Associate Editor – JM and JCP

Abstract: An increasing proliferation of misinformation and “fake news” has been widely reported and documented. Reality is now under attack from advertising-optimized information architectures mediating our contemporary reality. Disinformation campaigns proliferate on online forums and social media. My research program aims to answer questions regarding why we believe and share fake news and how to prevent or correct inaccurate beliefs. In a paper titled “Perceived Social Presence Reduces Fact-Checking” (Proceedings of the National Academy of Science 2017), we find that consumers are less likely to fact check ambiguous news headlines when they feel they are in the presence of others compared to when they are alone. We find that this reluctance to fact check is caused by reduced vigilance in group settings such as social media. In a second research project, I address the issue of fake news from a different perspective and examine sharers of fake news. Who are they, and what motivates them to share fake news? We contrast fake news sharers, fact-check sharers, sharers of news articles from general media outlets and a random sample of social media users across five dimensions-- demographics, political ideology, social media usage, emotions and personality. We access these characteristics by collecting their personal information as posted on Twitter as well as the content of their tweets. Fake news sharers differ from the other groups on multiple characteristics, but they also show similarities to fact check sharers on their emotional profile. Our findings can help social platforms to screen, prioritize and scrutinize messages posted by potential fake news sharers before false

messages are widely disseminated. A third project in this research stream titled “Social Marginalization Motivates Indiscriminate Sharing of COVID-19 News on Social Media” (Journal of the Association of Consumer Research 2020), finds that people who feel socially marginalized are more likely to share COVID-19 news indiscriminately. They are likely to share news that is factually untrue and true, as well as news that seems surprising and unsurprising. This effect is driven by a general motivation to seek meaning. Helping people obtain a temporary sense of meaning by endowing them with a feeling of power can reduce indiscriminate news sharing. Taken together, this research program aims to guide policy discussions on how to combat the spread of fake news.

The **second part of the talk** will focus on publishing in top-tier journals, where participants can ask how to write for and publish in top-tier journals.

Profile of the speaker: Gita V. Johar is the Meyer Feldberg Professor of Business at Columbia Business School and the school’s inaugural Vice Dean for Diversity, Equity, and Inclusion. She received her PhD from the NYU Stern School of Business in 1993 and her MBA from the Indian Institute of Management, Calcutta (IIMC) in 1985. She received the Distinguished Alumnus Award from IIMC in 2019 and is President Elect of the Society for Consumer Psychology.

Gita served as Columbia Business School’s Faculty Director for Online Initiatives from 2014 to 2017, Senior Vice Dean (Dean of Faculty) from 2011 to 2014, and inaugural Vice Dean for Research from 2010 to 2011. Gita was co-editor of the *Journal of Consumer Research* (JCR) from 2014 to 2017 and co-edited a 2021 special issue of the *Journal of Marketing* (JM) on Better Marketing for a Better World. She has served as associate editor at JCR, the *Journal of Marketing Research* (JMR), and the *International Journal of Research in Marketing* (IJRM) and is currently an associate editor at JM and at the *Journal of Consumer Psychology* (JCP). She sits on the editorial review board at JCR. Gita is on the Board of Advisors at *Asia Initiatives*, a non-profit based in New York and is also a member of the *Morgan Stanley Institute for Inclusion* Advisory Board.

In addition to teaching core marketing classes, Gita has developed and taught electives on design thinking and social innovation and has written cases on consumer adoptions of new products and on marketing and advertising planning. She has mentored and advised several doctoral students over the years and continues to do so. As a scholar, Gita studies consumer identity, beliefs, and persuasion as they relate to branding, advertising, and media, and has published widely in these areas. Gita’s current research preoccupation is on why people believe and share fake news and how to develop interventions based on this understanding to help clean up the media ecosystem.

For more details about the speaker: <https://www8.gsb.columbia.edu/cbs-directory/detail/gvj1>

Registration:

<https://docs.google.com/forms/d/13eVEn4dhqZwbfsr6L4ezOzxQVVxtOkRZwqoqTcAhCBg/edit>

Note:

1. Please register for this webinar by June 23, 2021. You will be sent a zoom link by June 24, 2021.
2. There is no certificate offered for participation in this webinar.