

Investigating Social Media Engagement in the Context of Mis/disinformation: An investigation of Older Adults

Sharon Strover¹, Jaewon Choi²

¹School of Journalism and Media, ²Department of Radio-TV-Film

Introduction

Our ongoing work focuses on catalyzing disinformation mitigation efforts with users. The research specifically focuses on the older adults as a critical audience group. This group of audience tends to share messages from/on social media such as Facebook more extensively than other age groups, while having lower levels of computer and digital fluency in general. In the first phase of this project, we have set up a questionnaire that will explore social media use patterns, perceptions on disinformation on social media platform, and the reasons behind their intention to share potentially fake disinformation online. Furthermore, the survey will be complemented with focus group sessions for more in-depth insights, leading us to design and propose a training program tailored to the senior population.

Objective

- **What factors drive older adults' sharing of mis/disinformation on social media?**
- **How does social media usage behavior differ between older and younger adults?**
- **How might digital skills influence older adults' information consumption on social media?**

Project Overview



Expected Output

- **Presentations** and sharing of survey results in both academic and non-academic conferences or occasions
- **Publications** in academic journals and other relevant blogs
- Usable **training materials on social media and mis/disinformation** contents tailored to older population

Timeline

