

Study Highlights What Makes COVID Misinformation So Tough to Stop on Social Media | NC State News

By Yang Cheng & Matt Shipman

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A recent study highlights two of the reasons that misinformation about COVID-19 is so difficult to tackle on social media: most people think they're above average at spotting misinformation; and misinformation often triggers negative emotions that resonate with people. The findings may help communicators share accurate information more effectively.

"This study gives us more insight into how users respond to misinformation about the pandemic on social media platforms," says Yang Cheng, first author of the study and an assistant professor of communication at North Carolina State University. "It also gives us information we can use to share accurate information more effectively."

[...]

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