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THE **UNIVERSITY OF NICOSIA** PRESENT

LIFE CHANGING
IDEAS

DANIEL EFFRON

PROFESSOR | SOCIAL PSYCHOLOGIST | SPEAKER

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THIS LCI EVENT IS PRESENTED WITHIN THE **CYPRUS FORUM**

29 SEPTEMBER 2022

18:30 - 19:30 Live Talk

19:30 - 20:30 Networking Cocktail

(Municipal Gardens behind the theater)

LIVE ON STAGE

Nicosia Municipal Theatre

18:30 - 19:30 pm

LIVE ON-LINE

Virtual Talk begins

at 18:30 - 19:30 EEST

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A leading Social Psychologist, International Speaker and a Professor of Organizational Behavior at London Business School.

Talks about Misinformation, Dishonesty and Morality.

MORE ABOUT THE SPEAKER

Daniel Effron earned a Ph.D. in social psychology from Stanford University, and a B.A. in psychology from Yale University (magna cum laude). He taught at the Kellogg School of Management at Northwestern University, and was a fellow of the Edmond J. Safra Center for Ethics at Harvard University.

His research examines the psychological processes that allow people to act unethically without feeling unethical. He also researches how people form judgments of others' wrongdoing. His work has appeared in such scholarly publications as Journal of Personality and Social Psychology, Psychological Science, Organizational Behavior and Human Decision Processes, Journal of Applied Psychology, and Journal of Consumer Research,

He is frequently featured and quoted in popular media outlets as the New York Times, the Washington Post, the Los Angeles Times, The Atlantic, and BBC News.

MORE ABOUT THE TALK: Misinformation, Fake News and Dishonesty: Living in a Post-Truth world

We constantly read that we live in a “*post-truth*” era.

As lies and “fake news” flourish, citizens appear not only to believe misinformation, but also to condone/accept misinformation they do not believe. Dr. Effron’s research shows three psychological factors that encourage people to condone misinformation: partisanship, imagination, and repetition.

Each factor relates to a hallmark of “post-truth” society: political polarization, leaders who push “alterative facts,” and technology that amplifies disinformation.

A central concern with this post-truth era is that not only people believe and spread misinformation- but when they recognize it as false, they continue to spread lies, and give it a moral pass.

The question is: *Why We Excuse Dishonesty in a Post-Truth World?*

What sort of behaviour drives people to become dishonest and spread fake news? Professor Effron who analyses human behaviour argues that:

| **Alignment of one’s beliefs:** misinformation seems less unethical when it aligns with one’s belief’s, politics and convictions.

| **Imagination-imagining** an alternative to reality can reduce how much people condemn misinformation, even when they recognize the misinformation as false.

| **Repetition** - which refers to how many times one encounters fake news on social media, can increase belief in misinformation; studies reveal that repetition can reduce how much people condemn misinformation they know to be false.



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DR EFFRON'S TALK WILL FOCUS ON:

In his upcoming talk Dr. Effron will talk about how can we get people, the media and our society to recognize and condemn such behaviour and make interventions aimed at reducing the spread of misinformation!

REGISTRATION AND TICKETS

Visit www.ideas.unic.ac.cy
or call 22841795 for assistance



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