Studying Risk and Crisis Communication during Emerging Infectious Disease Outbreaks from Social Media Big Data

Social media has become one of the primary platforms on which different governmental agencies, news media and different public stakeholders communicate the risks of the emerging infectious diseases (such as COVID-19 and Ebola). At the same time, social media is also the hotbed for misinformation. In this study, the speaker will introduce a few of her recent studies examining the spread of vaccine misinformation, governmental communication during COVID-19, and the use of social media data to monitor vaccine adverse events.

Lu Tang, Ph.D.

Associate Professor
Department of Communication
Texas A&M University

Date: Monday, February 14, 2022
Time: 1:50 – 2:40 p.m. US Central Time
Zoom Meeting ID: 998 4499 3279
Passcode: 724615
Faculty host: Yu Ding, TAMIDS

Biography

Dr. Lu Tang is Associate Professor of Health Communication at the Department of Communication, Texas A&M University. She is also the Director of the Data Justice Lab affiliated with the Texas A&M Institute of Data Science. Dr. Tang conducts research on social media and emerging infectious diseases using computational methods such as natural language processing and social network analysis. She also studies culture, health communication, and minority health using mixed methods such as surveys, interviews and photovoice methods. Her ongoing projects seek to identify biases and other barriers of minority that contributes to health disparity. Her research has been published in journals such as Journal of Health Communication, Health Communication, Journal of Applied Communication Research, Journal of International and Intercultural Communication, Journalism and Mass Communication Quarterly, and Journal of Medical Internet Research.

You can also click this link to join the seminar https://tamu.zoom.us/j/99844993279?pwd=TkJodWFVRURyMmkwakI4SWZGeVJTQT09

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