

Knowledge Acquisition Lab

What are the primary factors that contribute to global warming?

Are there health risks associated with using a cell phone?

Should I be concerned about vaccinating my child?

We encounter questions like these frequently in our day-to-day lives that can drive us to seek out relevant, high quality information. The development of the Internet has made it possible to acquire information quickly and easily, giving us endless opportunities to increase our knowledge. However, the Internet is also a place where virtually anyone can publish, regardless of information accuracy. In the KAL lab, our research focuses on the ways in which people decide on the accuracy of the arguments they read. We also investigate the best instructional practices to help people overcome misconceptions once they have already accepted inaccurate information. We are also interested in the roles that information sources themselves (author's occupation, writing ability, affiliation (ex: CNN or FOX News), etc.) and personal beliefs play in influencing decisions about argument quality and credibility.

If you're interested in learning more, please be in touch using our contact information below.

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