



UNIVERSIDADE DE BRASÍLIA  
FACULDADE DE COMUNICAÇÃO  
PROGRAMA DE PÓS-GRADUAÇÃO EM COMUNICAÇÃO

## Communication Strategies Against Misinformation

(2025/2)

**Docente:** Wladimir Gramacho

**Dia/horário:** Segunda, 8h-12h

**Número de créditos:** 4

**Idioma:** Inglês (os trabalhos poderão ser entregues em português ou inglês)

**Vagas totais:** 20

**Vagas para alunos(as) especiais:** 5

**Ementa:** Review of scientific interventions to counter misinformation in political, health, and environmental communication. Behavioral, cognitive, emotional, and social factors influencing individual susceptibility to misinformation. Public communication and misinformation: theories, concepts, and behavioral approaches. Experimental strategies to reduce misinformation: refutations, corrections, and psychological inoculation. The use of nudges and boosts to promote accurate beliefs and informed decision-making. Political identities, motivated reasoning, and polarization. Vaccine hesitancy and misinformation in health contexts. Digital environments and individual exposure to false information. Media literacy, critical thinking, and trust-building. Designing and testing communication interventions in online and offline settings. Ethical considerations in individual-level interventions.

### Conteúdo Programático

Introduction to Misinformation and Its Consequences
Definitions: misinformation, disinformation, fake news
Societal impacts (health, democracy, trust)
Overview of digital ecosystems and platform dynamics
Psychological and Cognitive Drivers of Misinformation Belief
Cognitive biases (confirmation bias, motivated reasoning)

Role of identity and emotion  
Dual-process models  
Taxonomy of Interventions: Nudges, Boosts, and Refutations  
Interventions on social media platforms  
Design and ethical trade-offs  
Applications in misinformation prevention  
Cultural context and generalizability  
Challenges of scalability and trust  
Megastudy approaches  
Ethical limits of interventions

## **Metodologia**

The course will combine lectures with participatory and applied learning methods. In the first weeks, students will be introduced to key theoretical concepts and categories of interventions against misinformation, including nudges, boosts, and refutation strategies. As the course progresses, students will lead presentations on specific types of interventions and facilitate discussions based on selected academic papers. The course will also feature guest speakers who will share insights from their research and practical experience in the field. Throughout the semester, students will be encouraged to critically engage with the literature and apply their knowledge through individual projects focused on analyzing, designing, or adapting communication interventions to counter misinformation.

## **Parâmetros avaliativos**

### **Paper Presentation (15%)**

Each student will present and lead the discussion of a peer-reviewed article related to one type of intervention. Presentations must include a summary of the theoretical framework, research design, key findings, and critical reflections.

### **Oral Comment on a Colleague's Presentation (5%)**

Each student will act as a discussant for one colleague's presentation, offering an oral comment during the session. The comment should briefly highlight strengths, raise at least one substantive question, and suggest one point for further discussion.

### Participation (10%)

This includes regular attendance, preparation for each session (assigned readings), and active engagement in discussions and debates.

### Theoretical Paper (35%)

A written essay (6–8 pages) analyzing one category of intervention in depth, including its conceptual foundations, mechanisms of action, and critical assessment of its scope, strengths, and limitations.

### Methodological Paper (35%)

A written proposal (6–8 pages) for an empirical test of an intervention. The paper should include a research question, hypotheses, experimental or quasi-experimental design, outcome measures, and discussion of potential challenges.

### Referências

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#### **Informações sobre o docente:**

Wladimir Gramacho is a researcher in the fields of communication and behavior, with a focus on studies of misinformation and vaccine hesitancy. His ongoing research projects include investigations into the effectiveness of refutations against vaccine misinformation and the use of accuracy nudges to reduce the sharing of false news. Some of his recent articles have been published in journals such as *Vaccine*, *Political Behavior*, *Frontiers in Political Science*, *Opinião Pública*, and *Intercom*. He supervises graduate research projects on misinformation among older adults and the spread of environmental misinformation. He is the coordinator of the Research Center on Political Communication and Public Health (CPS) at the University of Brasília (UnB). He completed postdoctoral research at Université Laval (Canada) in February 2025. Recently, he has presented work on misinformation at the WAPOR 77th Annual Conference (Seoul, South Korea) and the PCST China Symposium 2024 (Suzhou, China). He has contributed articles and interviews on misinformation and the intersections of communication, politics, and public health to media outlets such as *Folha de S.Paulo*, *Poder360*, *The Conversation Brasil*, *Valor Econômico*, and *O Globo*. He holds a PhD in Political Science from the University of Salamanca (Spain), a Master's in Political Science from UnB (1999), and a Bachelor's degree in Communication (Journalism) also from UnB (1994).

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