

Friday,
November
18th

ISOM Distinguished Scholar

The University of Texas at Arlington

College of Business
Information Systems and Operations Management Dept.



Presents Dr. Sandeep Purao

Trustee Professor
Bentley University



Presentation Room: COB 140
10:30am -12:00 pm

Title: Reconceptualizing Disinformation as Deliberatively Induced Communication Failure

Abstract: Anchored in the ideas of argumentation and building on the central tenets of communicative action and deliberative capacity, we develop a novel conceptualization of disinformation as communication failure. Our conceptualization adds a new dimension, audience agency, that we operationalize as the exercise of deliberative capacity by recipients of (dis)information. To examine the veracity of our model, we carry out an empirical investigation that examines how individuals assess reader comments on two news sites at the extremes of the political spectrum. The findings paint a complex picture of how participants exercise deliberative capacity to assess the authenticity of statements, and how considerations of inclusivity influence their efforts. We discuss the findings to enrich our conceptualization of disinformation as communication failure and place our findings in relevant research streams. The paper concludes by pointing out how our work opens up new vistas for research, and new possibilities to combat disinformation instead of only doubling down on fact-checking.

Sandeep Purao is a Trustee Professor, Director of the Entrepreneurship Ecosystem Initiative, and Associate Director of the Hoffman Center for Business Ethics at Bentley University. His current research involves the design of digital solutions for social good. His research has resulted in 100+ publications in MIS Quarterly, Information Systems Research, Journal of MIS, ACM Computing Surveys, ACM Transactions, Journal of the Medical Internet Research and others, and funded by federal agencies, private foundations, and industry consortia. He has served on editorial boards and funding agency panels; and has consulted with financial institutions and software houses. He holds a Ph.D. in Management Science from Wisconsin-Milwaukee. He is also a Visiting Professor at Agder University in Norway.