

*Myung Sup Lim*  
THE MYUNG SUP LIM LECTURE SERIES IN KOREAN STUDIES

# KakaoTalk Rumor Effect: The influence of social media rumors on participation and knowledge in the 2017 South Korean presidential campaign



**Dr. Nojin Kwak**

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**Thursday, April 25, 2019 - 4:30pm - Gerlinger Lounge**

There is growing evidence that political rumors shared and discussed on social media have the potential to fuel misperception and negatively impact political systems around the world. Yet rumor communication may also have a more fundamental influence on how citizens engage in political life. In this talk, Dr. Kwak will share findings from two-wave panel survey data collected during the 2017 South Korean presidential election. The talk will attempt to answer a set of questions regarding whether rumor communication on social media predicts campaign participation and knowledge. The study was conducted in the context of KaKaoTalk, a popular instant messaging app where communities for rumor discussion are likely to emerge.

This lecture series is presented by the Center for Asian and Pacific Studies. It is cosponsored by the School of Journalism and Communication and the Jonathan Marshall First Amendment Endowment. For more information, please call 541-346-5068