

# Decision Processes Colloquia

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Monday, February 7, 2022

Where: 360 JMHH

When: 12:00 – 1:00 pm

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## What Social Media Use Reveals About Habits

### ABSTRACT:

Do people really act on habit, similar to the way lab rats respond? Most of us would say, no, because habits are not part of our phenomenological experience. Although we recognize a few of our habits, most of the time we believe we are guided by our goals. In this talk, I show the influence of habits in social media use; users misunderstand these influences and inaccurately predict they are driven by social goals. Researchers also tend to overlook habits in explaining social media use. For example, in popular accounts, sharing false information online arises from user partisanship or failure to consider accuracy. Instead, we show that sharing misinformation is a natural consequence of habits formed by using social media sites.

