



Strategies for Preventing Tobacco-Related Misinformation and Misperceptions

CASPHR Workgroup Meeting • November 7–8, 2018
National Cancer Institute (NCI) Shady Grove Campus
Seminar Room 110, Terrace Level East

Wednesday, November 7th

8:00–8:30 AM	Registration
8:30–8:55 AM	Introductions
8:55–9:00 AM	JAMA Viewpoint Sylvia Chou (NCI)
9:00–9:30 AM	Deceptive Communication About (Modified Risk) Tobacco Products: Effects and Interventions Joseph Capella (University of Pennsylvania)
9:30–10:10 AM	Comments and Discussion – William Klein (NCI)
10:10–10:20 AM	Break*
10:20–10:50 AM	Tobacco Industry Efforts to Propagate Misinformation and Misperceptions among Scientists and the Public Pamela Ling (University of California, San Francisco)
10:50–11:30 AM	Comments and Discussion – Linda Cameron (University of California, Merced) Summary – Jerry Suls (NCI)
11:30 AM–12:30 PM	Lunch*
12:30–1:00 PM	Information Contagion on Social Media: How Does the Degradation Process Function for Narratives? Ashley Sanders-Jackson (Michigan State University)
1:00–1:40 PM	Comments and Discussion – Angela Bryan (University of Colorado) Summary – Yvonne Prutzman (NCI)
1:40–2:10 PM	Considering the Interplay of Affect and Cognition in Understanding and Responding to Misperceptions and Misinformation Marc Kiviniemi (University of Kentucky)
2:10–2:50 PM	Comments and Discussion – Ellen Peters (Ohio State University) Summary – Rebecca Ferrer (NCI)
2:50–3:00 PM	Break*
3:00–3:30 PM	Outsourcing Attitudes: How Communities Decide How We Think and Act Steven Sloman (Brown University)
3:30–4:10 PM	Comments and Discussion – Alex Rothman (University of Minnesota) Summary – Sylvia Chou (NCI)
4:10–4:30 PM	Day 1 Wrap-Up

***NOTE:** Attendees will be responsible for meals and/or light refreshments on their own at their own cost. The government and/or government contractors are not involved in providing or facilitating the provision of food and/or light refreshments.

Thursday, November 8th

8:30–9:00 AM	Recap of Day 1
9:00–9:30 AM	The Innate Relation between Perceptions of Smoothness and Harmfulness and Implications for Reducing Misperceptions of Tobacco Products: Multi-Country Findings from the ITC Project Geoffrey Fong (University of Waterloo)
9:30–10:10 AM	Comments and Discussion – Irene Blair (University of Colorado) Summary – Michele Bloch (NCI)
10:10–10:20 AM	Break*
10:20–10:50 AM	Smokers’ Misperceptions about the Source of Health Harms from Smoking Seth Noar (University of North Carolina)
10:50–11:30 AM	Comments and Discussion – Paschal Sheeran (University of North Carolina) Summary – Rachel Grana Mayne (NCI)
11:30 AM–12:00 PM	Working Lunch*
12:00–12:30 PM	That’s Not a Knife... <u>THAT’s</u> a Knife: Social Psychological Approaches to Combatting Misinformation John Updegraff (Kent State University)
12:30–1:10 PM	Comments and Discussion – Jamie Arndt (University of Missouri) Summary – Susan Czajkowski (NCI)
1:10–1:40 PM	Misinformation Wrap-Up Discussion Moderators – Linda Cameron and Annette Kaufman (NCI)
1:40–1:50 PM	Break*
1:50–3:30 PM	CASPHR Presentations/Discussion

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