UNDERSTANDING AND DESIGNING FOR INFORMATION BEHAVIOR NUDGING

presented by

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Abstract:
Designs of information and communication technologies enable the creation of choice environment that influences how people perceive, navigate, and consume information. I study and design such choice environments to nudge information behavior changes in the directions of personally and socially desirable outcomes. In this talk, I will present my research on designing information systems to nudge people to seek diverse political and health related opinions, in response to the increasing concern on partisan selective exposure and “filter bubbles”. I will also discuss how the concept of nudging can be used to facilitate people to seek high-quality, credible health information online. Through the talk, I will highlight the critical role of identifying and tailoring nudging designs for individual differences in designing technologies for information behavior changes, and its implications for the development of personalization technologies and intelligent user interfaces.

Bio:
Vera Liao is a PhD Candidate in the Department of Computer Science at the University of Illinois at Urbana-Champaign, focusing on human-computer interaction (HCI). By studying how to utilize interface designs to mediate the loop between information, cognition and behaviors in various technologies, her work contributes to several emerging fields, including persuasive technology, consumer health informatics, and human-information interaction. She obtained a MS degree in Human Factors from the University of Illinois, and a BS degree in Industrial Engineering from Tsinghua University. She has also conducted research at IBM Research, Xerox PARC, and GESIS – Leibniz-Institute for the Social Sciences.