**The Socioeconomic Impacts of Disinformation in the Attention Economy: Modern Ag in the Era of Social Media**

Session rationale: The ubiquity of social media has created both opportunities and challenges for businesses and societies. For product brands, ideas, or campaigns to gain traction on social media platforms, they need to capture attention. This is often accomplished by creating and disseminating compelling information, even disinformation, on these platforms.

But our world has changed dramatically. How we connect and share information as human beings has fundamentally changed with the advent of social media. This ‘Brave New World’ brings new players into scope who craft, share, and monetize information and narratives in novel ways. Often, these strategies are designed to problematize agriculture which impacts business and societies alike.

This session brings together experts and practitioners in behavioral economics, political economics, psychology, and data analysis to discuss the influence of disinformation social media on perceptions of modern agriculture. Additionally, we explore, through case studies and study results, how data can help us to better understand how people activate in social media spaces and how they perceive risk.

1.  The Political Economy of Disinformation

Presenter: **David Zilberman**

Professor and Chair;

Department of Agricultural and Resource Economics

University of California, Berkeley

2. Consumer Perceptions of Contemporary Agricultural Production and the Mechanisms of Food Choice

Presenter: **Brandon McFadden**

Assistant Professor;

College of Agriculture and Natural Resources

University of Delaware

3. Risk Perception and Attitudes Predict Brain Response to Food Technology Infographics

Presenter: **Tyler Davis**

Assistant Professor; HDFS Affiliate

Psychological Sciences,

Texas Tech University

4. The framing and agenda-setting effects of the mass media on the Farm-Level Impacts of GM crops

Presenter: **Eleni Galata Bickell**

PhD Candidate

Agricultural and Applied Economics

University of Missouri-Columbia

5. Monetizing Disinformation in the Attention Economy: media signals and the case of GMOs

Presenter: **Cami Ryan**

Social Sciences Lead, Regulatory Sciences

Bayer Crop Science