

Pauline W. Hoffmann, Ph.D.

Pauline W. Hoffmann, Ph.D., also known as the Data Doyenne, is an esteemed infodemiologist, keynote speaker, and former dean turned entrepreneur.

Growing up immersed in science and nature, Pauline developed a passion for data and communication, leading her to found Data Doyenne amidst the Covid-19 pandemic.

With her unique blend of academic rigor and practical experience, she's on a mission to demystify complex information and combat misinformation.

The book



The newsletter

WTF? (What the Facts?) is a weekly newsletter covering all things infodemic including Fake News, Witch Hunts and Conspiracy Theories.

You may subscribe on LinkedIn.



PAULINE'S MOST REQUESTED TALKS:

Infodemics

How to identify disinformation and inoculate the public against it.

Dealing With Difficult People

How to handle conflict in the workplace and beyond including how to deal with different generations colliding.

Communication Plan Development

How to craft data-driven communication plans for your organization.

Strategic Plan Development

How to develop a data-driven strategic plan for your group.

INFODEMIC CLINICS:

Discerning the truth

Learn how disinformation is created and how to fact-check for yourself.

Having Difficult Conversations

We all know someone in our lives who believes everything they see or hear. Learn how to share accurate information so they recognize the truth.

Disinformation Detox

We all need a break from news and information. How can you do that and still stay informed?