Dr. Pauline Hoffmann
INFODEMIOLOGIST

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. Her latest work offers readers a factual, engaging journey through the infodemic landscape. Off the clock, she enjoys life on her farm, crafting natural body care products, and exploring different cultures.

SOCIAL MEDIA

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INTERVIEW TOPICS

- **Misinformation in Healthcare, Politics, and News Reporting**
- **The Role of Fact Checking in Combating Fake News**
- **Media's Role in the Spread of Misinformation**
- **A Conversation About Gender Regarding Witch Hunts**
- **Why People Believe Misinformation and How to Talk to Them About It**
- **How Critical Thinking Is A Tool to Dismantle Harmful Conspiracy Theories**

INTERVIEW QUESTIONS

- How can we cultivate critical thinking skills in both educational settings and the wider public to create a more informed society?
- What does the data say about why certain pieces of misinformation spread more quickly and are harder to debunk than others?
- What role do you believe technology and education will play in ensuring the public is equipped to critically assess the validity and reliability of information they encounter?
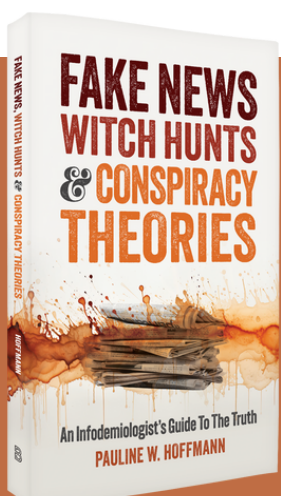
FAKE NEWS, WITCH HUNTS, AND CONSPIRACY THEORIES:
An Infodemiologist's Guide To The Truth

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