DIGITAL MEDIA RESEARCH CENTRE

visitor seminar

with visiting professor

PROF. JUDITH MÖLLER
University of Hamburg

📅 **THURSDAY**
11 JULY 2024

🕐 **TIME**
12:00 PM – 1:30 PM
LUNCH PROVIDED

📍 **VENUE**
QUT KELVIN GROVE,
Z9-607

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The User and the Algorithm: A Tug of War or Allies?"

The relationship between users and algorithms in digital spaces remains a complex area of study. Dr. Judith Möller's research sheds light on how users interact with and influence their algorithmically curated information environments. Contrary to the perception that algorithms solely define content and user experience, evidence suggests that users play a more active role in determining their information spheres, if they want to. However, the real challenge lies in motivating users to recognize and harness the power they possess within these systems. Therefore, this talk will address the potential of nudges in these environments to guide users towards informed decisions. The aim of this presentation is to provide a balanced perspective on the intricate dynamics between users and algorithms in the digital age.

Biography | Prof. Dr. Judith Möller is a professor of Empirical Communication Research, especially Media Use and Social Media Effects at the University of Hamburg in cooperation with the Leibniz Institute for Media Research | Hans-Bredow-Institut (HBI). She is a scholar specializing in digital media and its effects on human behavior and society. Her research focuses on algorithmically curated information environments and how users engage with the content they encounter online. An important aspect of her work explores the feasibility of using choice architectures in these digital contexts to aid users in making informed choices.

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