

THE POLICIAL COMMUNICATION INSTITUTE AND
DEPARTMENT OF COMMUNICATION PROUDLY PRESENT

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HOW TO WIN CLICKS AND ENGAGE PEOPLE - STUDIES IN DIGITAL NEWS SELECTION

In an increasingly crowded digital environment, news organizations fiercely compete for our attention. They often challenge established news norms in the process, trading staid news coverage for heightened emotion and outrage. But it is unclear whether these approaches successfully engage audiences. This talk will center on the question, does outrage attract people to digital news, and, if so, what are the consequences?

FRIDAY, NOVEMBER 30, 2018 IN SWITZLER 201