

The Role of Cognitive Authority in Social Media

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ABSTRACT

This poster discusses the role that cognitive authority may play in the context of social media. A term coined by TD Wilson, “cognitive authority” refers to the authority that someone or some sources may have over the thoughts of an individual. When a person gives another person cognitive authority, they give them the opportunity to influence their thoughts without hesitation. This poster aims to see how cognitive authority can be used in the realm of social media. In an environment where people “follow” or “friend” other people or news sources that they trust enough to have a connection with, is cognitive authority influential factor? If cognitive authority is an influential factor, how does it affect the information seeking process and what potential influence can it have on information literacy? Information literacy requires critically thinking about information and determining its validity; when cognitive authority is at play, how much thought and effort is put into validation the information encountered?

ALISE RESEARCH TAXONOMY TOPICS

Information Literacy; Information Seeking; Social Media; Political Economy of the Information Society

AUTHOR KEYWORDS

Cognitive Authority; Social Media; Information Science;