Emotional Contagion in Times of COVID: From Fear to Hope

Heidi J. Larson, Ph.D.

Professor Larson will talk about her new book, *STUCK: How Rumors Start - and Why They Don’t Go Away*, and the power of emotions and beliefs in the COVID-19 response. Historic and current inequities breed distrust, which can fuel anxieties and fear around mass vaccination campaigns, while building trust can instill hope, compliance and social cooperation.

Heidi J. Larson is Director of The Vaccine Confidence Project and Professor of Anthropology, Risk and Decision Science at the London School of Hygiene & Tropical Medicine; Clinical Professor, Department of Health Metrics Sciences, University of Washington, Seattle; Guest Professor, University of Antwerp and KU Leuven, Belgium; and Visiting Professor, Department of Medicine, National University of Singapore.

She is author of *STUCK: How Vaccine Rumors Start - and Why They Don’t Go Away* (Oxford University Press, 2020) and has published widely and lectured internationally on the drivers and enablers of vaccine confidence. She was awarded the 2021 Edinburgh Medal in recognition of her scientific work on the contagion of misinformation and its impact on human health.

Click here to register for the Zoom Meeting

October 29, 2021

9:10 a.m.

*The Kassen Lecture, presented annually by the CWRU Department of Anthropology, features the work of prominent female social scientists. The Kassen Lecture series is made possible by the generous support of the estate of the late Drs. Aileen and Julian Kassen.*