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Faculty of Psychology

# Colloquium lecture by Dr. Helge Giese

How norm perceptions and online interaction affect health decision-making

Social norms and online interactions are often seen as a vital factor for health decision-making. This is regarded as problematic, as misrepresentations of risks and benefits of health behaviors in social interactions are documented. In this talk, collective and social network studies will be presented to illustrate how social interactions may shape norm and risk representations. In addition, experimental evidence will be presented to point at potential avenues how this problem may be mitigated.

**Dr. Helge Giese**

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**This lecture takes place at Liebiggasse 5, 1010 Vienna,  
Lecture Hall G 2<sup>nd</sup> floor and will be streamed.**

Thursday, 10 April 2025; 3pm