

COLUMBIA ASTRONOMY OUTREACH PRESENTS:



# STARGAZING & LECTURE SERIES

## Surviving the Misinformation Age

David Helfand

Friday, October 21st, 8:00PM

Pupin Hall, Columbia University

### A SURVIVAL GUIDE TO THE MISINFORMATION AGE

scientific habits of mind **DAVID J. HELFAND**



$E=mc^2$



We generate 2.5 quintillion bytes of information per day, or 250,000 pages for each of the 7.4 billion individuals on the planet -- every day. Much of it is junk. And in this, the 25th anniversary year of the first World Wide Webpage, the junk distribution network is free. The tsunami of misinformation abroad in the land threatens to drown both individual decision-making and the formation of rational public policy. I will explore the origin of the misinformation glut and illustrate the apps one must install in the pre-frontal cortex to survive in the Misinformation Age.

*(Copies of the book will be available for purchase & signing after lecture.)*

These are free lectures at a public level followed by guided stargazing with telescopes (weather permitting).

All events are held at Pupin Hall at Columbia University. No reservations are needed.

Lectures are 30 minutes, stargazing lasts 90 minutes. Stay only as long as you want.

For directions, weather updates and more information, please visit:

<http://outreach.astro.columbia.edu>