



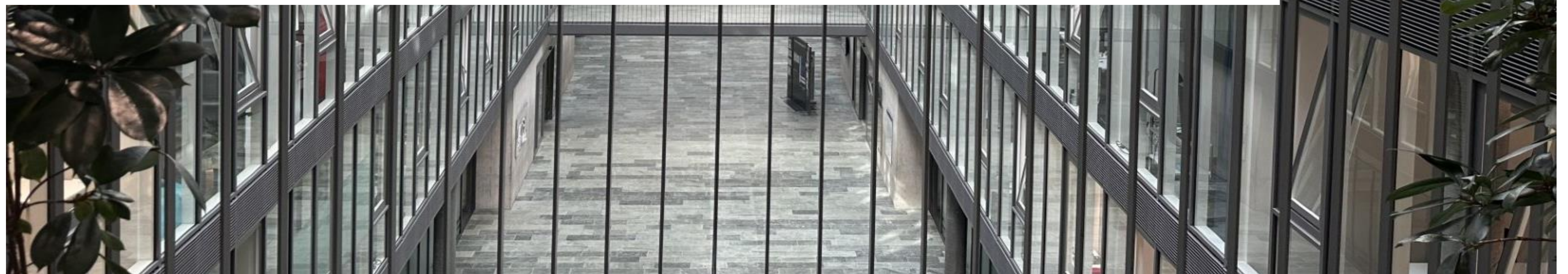
# IKMZ Speaker Series

## Communicating Science in the Digital Age

Monday, 24 November 2025

Time: 12.15 – 13.30

Room AND-3-46



## Ágnes Horvát

Northwestern University

**Associate Professor of Communication and Computer Science (by courtesy) at Northwestern University, and director of the Lab on Innovation, Networks, and Knowledge (LINK)**



### Biography

Ágnes Horvát's research lies in human-centered computing and network science and investigates how online spaces operate and disseminate information. Her group strives to make digital tools more efficient for scientists, entrepreneurs, and creative artists. Her recent projects investigate the use of LLMs in scientific writing and music creation, study biases in online attention to science, identify cases of collective intelligence and opportunities for improved decision-making, and develop frameworks to examine persuasion and opinion change in online discussions.

Her work has been awarded an NSF CAREER, CRII, and collaborative awards as PI. Her doctoral advisees have received highly competitive prizes, including a Northwestern Presidential Fellowship and best student paper awards at international conferences. Her research has been featured recently in *Nature*, *The New York Times*, *The Washington Post*, *Le Monde*, *The Economist*, and *Frankfurter Allgemeine Zeitung*.

### Communicating Science in the Digital Age

Today, most academics share their research online, while the public, journalists, and policymakers increasingly rely on digital media as a primary source of scientific information. In a landscape where science is often misunderstood, politicized, or sensationalized, it is more important than ever to understand how research is communicated and shaped across online platforms. This talk presents our work on several pressing and open questions: Does sharing scientific articles online influence their citation impact? If online dissemination affects citations—and by extension, academic evaluation—can all scholars participate on equal footing? How do researchers balance the pressure to promote their work with the risk that digital incentives prioritize virality over scientific rigor? Do retracted studies continue to circulate online? How can we track the diffusion of science-related information in the multiplatform online ecosystem? And how is the rise of AI transforming the dissemination and even the production of scientific knowledge? We will explore these challenges and reflect on how digital platforms might be designed or reimagined to support more effective, equitable, and responsible science communication.

**Please join us for this talk of the autumn semester 2025!**

For more information about the IKMZ Speaker Series, past and upcoming talks, visit <https://www.ikmz.uzh.ch/en/departement/events/speaker-series.html> or scan the QR code:

