



Max Wertheimer Minerva Center for Cognitive Processes and Human Performance
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המכון לעיבוד מידע וקבלת החלטות ומרכז מינרבה מזמינים אתכם להרצאה:

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University of Southern California

The psychology of truthiness: What makes claims feel true?

The Oxford Dictionaries declared “post-truth” the word of the year 2016 and noted that truthiness – “the quality of seeming true or being felt to be true” – may have replaced truth in public discourse. But what makes a claim “feel” true? I propose that people rely on a subset of five criteria in evaluating truth: Is it compatible with other things I believe? Is it internally consistent? Does it tell a plausible story? Does it come from a credible source? Are there many supporting arguments? Do others think so as well? Each criterion can be evaluated by drawing on relevant details (an effortful analytic strategy) or by attending to the ease with which the content can be processed (a less effortful intuitive strategy). Fluent (easy) processing provides an affirmative answer to each of these truth tests, even when more careful processing would identify the claim as faulty. Intuitive assessments of truth have important implications for the role of social media and the correction of false claims. In a nutshell, social media facilitate “truthiness” through high repetition, selective filtering and sharing, and easy-to-process formats, all of which foster acceptance of a claim as true. Popular correction strategies are ill suited to reduce truthiness. Corrections typically confront false claims with facts, which works while the facts are highly accessible. But it backfires after a delay because extensive thought about false claims during the correction phase increases fluent processing when the claim is re-encountered later. At that point, fluent processing of the now familiar claim facilitates its acceptance, resulting in backfire effects. I present select experiments from this research program, highlight the role of feelings in evaluations of truth, and discuss theoretical and applied implications.

ההרצה תתקיים ביום א' ה- 12 בפברואר 2017, בשעה 12:00

בחדר ההרצאות של המעמק"ה, הבניין הרב תכליתי, אוניברסיטת חיפה.

נשמח לראותכם בין אורחינו

למעוניינים באישור כניסה עם רכב לאוניברסיטה, נא שלחו בקשתכם (הכוללת שם ומספר רכב) עד

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