

What makes Mis- and Dis-information **stick**?



Understanding this can be complicated. See the League of Women Voters/Algorithmic Transparency Institute presentation recording at www.lwvpgh.org/video.

These things make mis- and disinformation "sticky":

- 1. Motivated Reasoning:** *If something I see reinforces what I already believe, it is easier for me to feel it is true (when it may not be)!*
- 2. Emotional Appeals:** *This information is making me **so** angry or afraid, instead of appealing to my reason.*
- 3. Easy Answers:** *Easy answers are black and white, but rarely true. Real answers are shades of grey and not simple.*



***Be part of the solution-
Don't share!***

