Rumors and Corrections

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One Example

- 3,941 rumor tweets and retweets
- 3,971,895 followers

- 2,998 correction tweets and retweets
- 3,990,462 followers
Some Other Rumors

• JayZ is dead (inside)
• Russian meteor
• Sandy Hook dead were really actors
• Boston Marathon finish line proposal
• Man on Roof at Boston Marathon
• Facebook memorial pages before the tragedy
• ...

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THE IMPACT OF CORRECTIONS

More Bad News
Potential Problems

• Correction may not reduce false belief
  – (Lewandosky et al., 2012)

• Potential backfire effects
  – Illusion of truth from familiarity
    • (Schwartz et al. 2007)
  – Entrench beliefs
    • (Nyhan and Reifler, 2010; Nyhan et al. 2013)
  – Distrust the corrector
SOME DESIGN RECOMMENDATIONS
Don’t Correct

• Be the trusted source
• Let others correct
  – …using your facts
  – …linking to you
• They will be attacked; you less so
Enable Authenticity Checking

• Make it easy to link to official site
  – E.g., French GDP grew by 1.1% in 2016
  – (Inspiration: Twitter oembed)

• Embed QR codes in all distributed images
Summary

• Corrections and rumors may reach different audiences
• Corrections can backfire
• Protect your brand as a trusted source of facts
  – Make factual claims point back to official site