FAKE NEWS INFLUENCE AND COGNITIVE EFFECTS: Persuasion and Confirmation

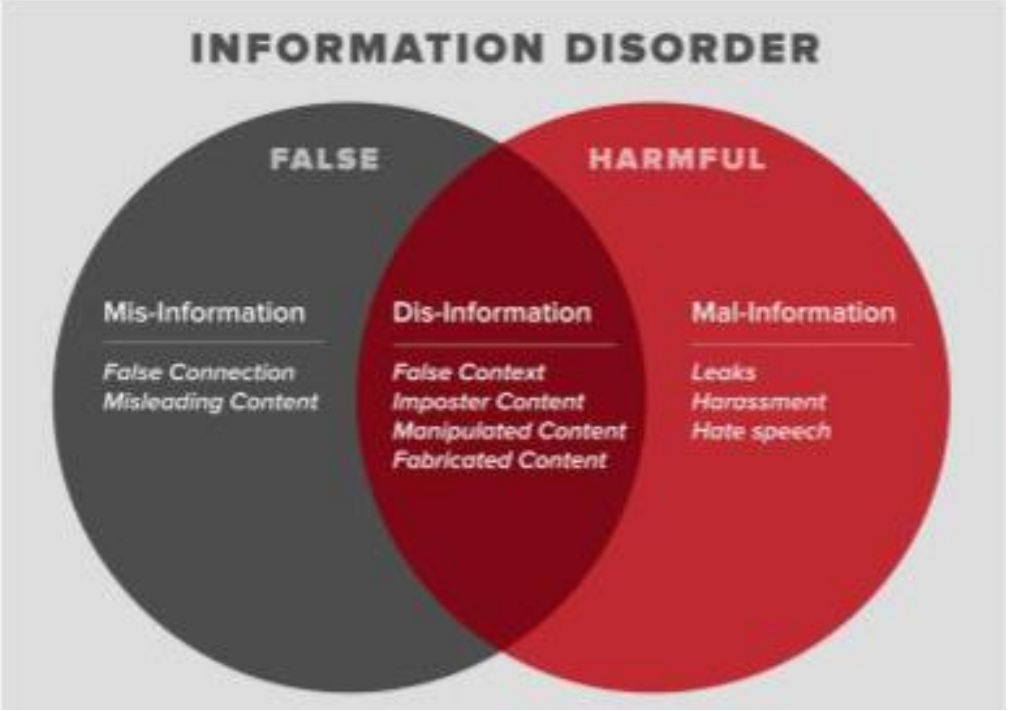
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Grupo de Trabalho Práticas e Lógicas Midiatizadas

IV **Seminário** Internacional de Pesquisas em **Midiatização** e Processos Sociais

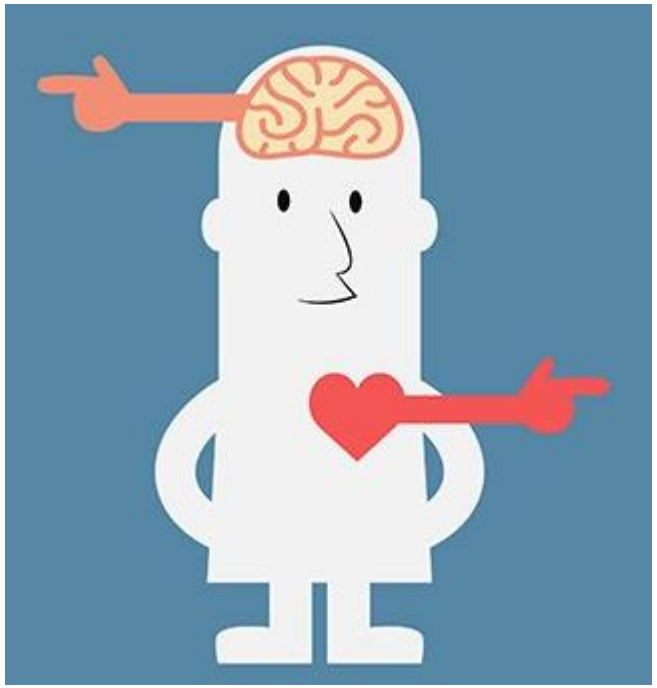
MEDIATIZATION AND TAXONOMY

- Ubiquity of social networks and mediatizaion of life
- Information disorder in Science and Politics
- International influence in domestic politics
- Challenges on countering online misinformation



Adapted from Wardle & Derakhshan (2017)

THEORETICAL FRAMEWORK



Adapted from Dan Salva (2016) @ Medium.com

Dual-Process Theories

- Bounded Rationality (Simon, 1972);
- Prospect Theory (Kahneman & Tversky, 1979);
- System 1 - S1 (heuristic) and System 2 - S2 (systematic) judgement and decision-making (Evans & Stanovich, 2013);
- Implied Truth Effect (Pennycook et al., 2020);

CONFIRMATION AND PERSUASION

Persuasion

- Message-based opinion change is more effective than source-based
- Individuals with less interest are persuaded more easily
- Highly involved subjects care less about the communicator

threshold

threshold

Confirmation Bias

- Motivated Reasoning
- Desire for Shared Reality
- System 2 plays a role as a tool for justification of System 1 judgements

(Chaiken, 1980; Chen et al., 1999)

THRESHOLD FOR PERSUASION IN S1

- If false information is **congruent** with user's worlviews and the **cues** to verify it are **scarce**:

Confirmation

- If false information **contradicts** user's beliefs, there's a tendency to re-evaluate rapidly **available** information:
  - If source is trustworth and credible;
  - If **social endorsement cues** are high;

Persuasion

CONTEMPORARY DISCUSSIONS

- **Belief** in false information is better explained by **lack of reasoning** than by **motivated reasoning and confirmation bias** (Pennycook & Rand, 2019);
- Being exposed to misleading claim **corrections does not reduce significantly the support** for a candidate (Swire-Thompson et al. 2020);
- The **perception of plausibility** in false information is **higher** when it **confirms** person's previous **beliefs** (Vegetti & Mancosu, 2020);
- **Political sophisticates** show **better discernment** of true and false infortmaion (Vegetti & Mancosu, 2020);

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Thank you.