

# Contents

Acknowledgments ix

Introduction: Misinformation among Mass Audiences as a Focus for Inquiry 1

BRIAN G. SOUTHWELL, EMILY A. THORSON, AND LAURA SHEBLE

## **PART I Dimensions of Audience Awareness of Misinformation**

**ONE** Believing Things That Are Not True: A Cognitive Science Perspective on Misinformation 15  
ELIZABETH J. MARSH AND BRENDA W. YANG

**TWO** Awareness of Misinformation in Health-Related Advertising: A Narrative Review of the Literature 35  
VANESSA BOUDEWYNNS, BRIAN G. SOUTHWELL, KEVIN R. BETTS, CATHERINE SLOTA GUPTA, RYAN S. PAQUIN, AMIE C. O'DONOGHUE, AND NATASHA VAZQUEZ

**THREE** The Importance of Measuring Knowledge in the Age of Misinformation and Challenges in the Tobacco Domain 51  
JOSEPH N. CAPPELLA, YOTAM OPHIR, AND JAZMYNE SUTTON

**FOUR** Measuring Perceptions of Shares of Groups 71  
DOUGLAS J. AHLER AND GAURAV SOOD

**FIVE** Dimensions of Visual Misinformation in the Emerging Media Landscape 91  
JEFF HEMSLEY AND JAIME SNYDER

## **PART II Theoretical Effects and Consequences of Misinformation**

**SIX** The Effects of False Information in News Stories 109  
MELANIE C. GREEN AND JOHN K. DONAHUE

**SEVEN** Can Satire and Irony Constitute Misinformation? 124  
DANNAGAL G. YOUNG

**EIGHT** Media and Political Misperceptions 140  
BRIAN E. WEEKS

**NINE** Misinformation and Science: Emergence, Diffusion, and Persistence 157  
LAURA SHEBLE

**TEN** Doing the Wrong Things for the Right Reasons: How Environmental Misinformation Affects Environmental Behavior 177  
ALEXANDER MAKI, AMANDA R. CARRICO, AND MICHAEL P. VANDENBERGH

**PART III** **Solutions and Remedies for Misinformation**

**ELEVEN** Misinformation and Its Correction: Cognitive Mechanisms and Recommendations for Mass Communication 195  
BRIONY SWIRE AND ULLRICH ECKER

**TWELVE** How to Counteract Consumer Product Misinformation 212  
GRAHAM BULLOCK

**THIRTEEN** A History of Fact Checking in U.S. Politics and Election Contexts 232  
SHANNON POULSEN AND DANNAGAL G. YOUNG

**FOURTEEN** Comparing Approaches to Journalistic Fact Checking 249  
EMILY A. THORSON

**FIFTEEN** The Role of Middle-Level Gatekeepers in the Propagation and Longevity of Misinformation 263  
JEFF HEMSLEY

**SIXTEEN** Encouraging Information Search to Counteract Misinformation: Providing “Balanced” Information about Vaccines 274  
SAMANTHA KAPLAN

Conclusion: An Agenda for Misinformation  
Research 289

EMILY A. THORSON, LAURA SHEBLE, AND BRIAN G. SOUTHWELL

Contributors 295

Index 299

THIS PAGE INTENTIONALLY LEFT BLANK