



On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done

By Cass R. Sunstein

[Download now](#)

[Read Online](#) 

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein

Many of us are being misled. Claiming to know dark secrets about public officials, hidden causes of the current economic situation, and nefarious plans and plots, those who spread rumors know precisely what they are doing. And in the era of social media and the Internet, they know a lot about how to manipulate the mechanics of false rumors--social cascades, group polarization, and biased assimilation. They also know that the presumed correctives--publishing balanced information, issuing corrections, and trusting the marketplace of ideas--do not always work. All of us are vulnerable.

In *On Rumors*, Cass Sunstein uses examples from the real world and from behavioral studies to explain why certain rumors spread like wildfire, what their consequences are, and what we can do to avoid being misled. In a new afterword, he revisits his arguments in light of his time working in the Obama administration.

 [Download On Rumors: How Falsehoods Spread, Why We Believe T...pdf](#)

 [Read Online On Rumors: How Falsehoods Spread, Why We Believe T...pdf](#)

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done

By Cass R. Sunstein

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein

Many of us are being misled. Claiming to know dark secrets about public officials, hidden causes of the current economic situation, and nefarious plans and plots, those who spread rumors know precisely what they are doing. And in the era of social media and the Internet, they know a lot about how to manipulate the mechanics of false rumors--social cascades, group polarization, and biased assimilation. They also know that the presumed correctives--publishing balanced information, issuing corrections, and trusting the marketplace of ideas--do not always work. All of us are vulnerable.

In *On Rumors*, Cass Sunstein uses examples from the real world and from behavioral studies to explain why certain rumors spread like wildfire, what their consequences are, and what we can do to avoid being misled. In a new afterword, he revisits his arguments in light of his time working in the Obama administration.

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein Bibliography

- Sales Rank: #272556 in Books
- Published on: 2014-03-10
- Original language: English
- Number of items: 1
- Dimensions: 8.57" h x .32" w x 6.04" l, .0 pounds
- Binding: Paperback
- 128 pages



[Download On Rumors: How Falsehoods Spread, Why We Believe T ...pdf](#)



[Read Online On Rumors: How Falsehoods Spread, Why We Believe ...pdf](#)

Download and Read Free Online On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein

Editorial Review

Review

"With clear examples and lucid arguments, *On Rumors* couldn't come at a better time in the country's increasingly divisive--and deceptive--public discourse."--**Seed**

"In revealing how easily and blindly we accept rumors, Sunstein's book is likely to make readers think twice before believing or repeating the next bit of gossip that comes through the grapevine."--**Sarah Halzack, Washington Post**

"Raises fundamental questions about the troublingly ambiguous impact of social media on the marketplace of democratic ideas."--**Michael Ignatieff, Foreign Affairs**

"Full of insights into the dynamics of information flow and why mud sticks in some places and not others."--**Michael Bond, Guardian**

From the Back Cover

"It often seems that rumors are the one element that can travel faster than the speed of light. In *On Rumors*, Cass Sunstein helps us understand their incredible appeal, their power, and their dangers. A fun-tastic book."--**Dan Ariely, James B. Duke Professor of Behavioral Economics, Duke University, and author of *Predictably Irrational***

About the Author

Cass R. Sunstein is the Robert Walmsley University Professor at Harvard University. His previous books include *Republic.com 2.0* (Princeton), *Infotopia*, and *Simpler*. He is also the author, with Richard Thaler, of *Nudge: Improving Decisions about Health, Wealth, and Happiness*.

Users Review

From reader reviews:

Raymond Phillips:

Inside other case, little people like to read book On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done. You can choose the best book if you appreciate reading a book. Provided that we know about how is important a book On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done. You can add understanding and of course you can around the world by a book. Absolutely right, because from book you can learn everything! From your country until finally foreign or abroad you will end up known. About simple matter until wonderful thing you can know that. In this era, we could open a book or searching by internet unit. It is called e-book. You may use it when you feel weary to go to the library. Let's study.

Leopoldo Gonzalez:

The book On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done give you a sense of feeling enjoy for your spare time. You need to use to make your capable far more increase. Book can be your best friend when you getting anxiety or having big problem using your subject. If you can make looking at a book On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done to be your habit, you can get much more advantages, like add your current capable, increase your knowledge about many or all subjects. You can know everything if you like open up and read a publication On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done. Kinds of book are several. It means that, science e-book or encyclopedia or others. So, how do you think about this guide?

Sheila Robinson:

Don't be worry in case you are afraid that this book will certainly filled the space in your house, you may have it in e-book approach, more simple and reachable. That On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done can give you a lot of friends because by you checking out this one book you have issue that they don't and make you actually more like an interesting person. That book can be one of a step for you to get success. This publication offer you information that possibly your friend doesn't recognize, by knowing more than some other make you to be great persons. So, why hesitate? Let us have On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done.

Nicholas Mishler:

Do you like reading a guide? Confuse to looking for your selected book? Or your book seemed to be rare? Why so many query for the book? But any people feel that they enjoy intended for reading. Some people likes examining, not only science book but novel and On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done as well as others sources were given know-how for you. After you know how the truly amazing a book, you feel wish to read more and more. Science e-book was created for teacher or students especially. Those textbooks are helping them to bring their knowledge. In various other case, beside science e-book, any other book likes On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done to make your spare time a lot more colorful. Many types of book like this.

Download and Read Online On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein #S56WJ3NOTIV

Read On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein for online ebook

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein books to read online.

Online On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein ebook PDF download

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein Doc

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein Mobipocket

On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done By Cass R. Sunstein EPub