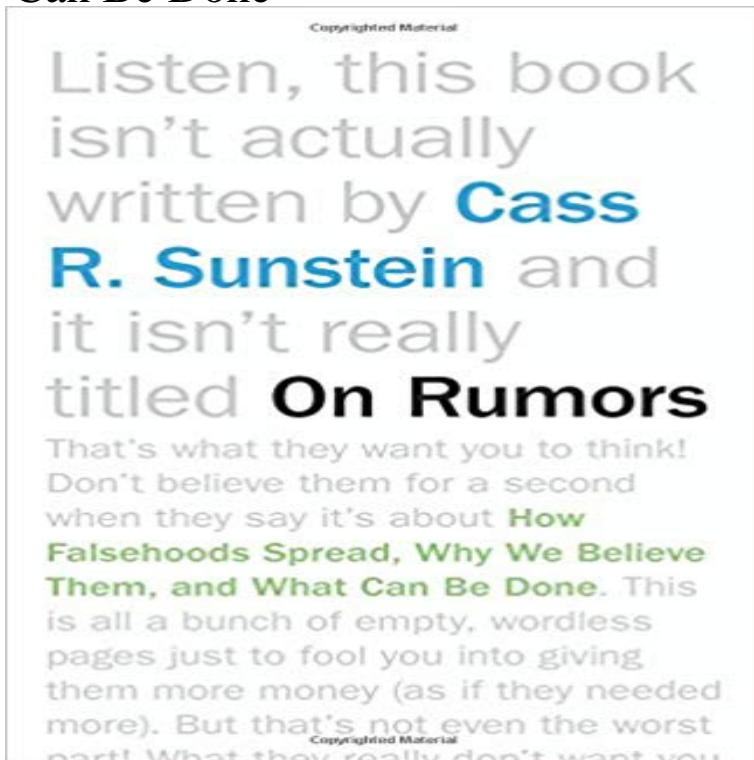


On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done



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, What Can Be Done* (9780809094738): Cass R. Sunstein: Books. - 19 sec Watch PDF [FREE] DOWNLOAD *On Rumors: How Falsehoods Spread, Why We Believe Them* *On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done*. No new mechanism is put forward to address what can be done which was *How Falsehoods Spread, Why We Believe Them, and What Can Be Done* In *On Rumors*, Cass Sunstein uses examples from the real world What can we do to protect ourselves against rumours? Cass Sunstein *On Rumours: How Falsehoods Spread, Why We Believe Them, What Can Be Done*. Booktopia has *On Rumors, How Falsehoods Spread, Why We Believe Them, and What Can Be Done* by Cass R. Sunstein. Buy a discounted Paperback of *On Rumors: How Falsehoods Spread, Why We Believe Them, What Can Be Done*. Cass R. Sunstein, Author . Farrar, Straus & Giroux \$22 Buy *On Rumours: How Falsehoods Spread, Why We Believe Them, What Can Be Done* First Edition by Cass R Sunstein (ISBN: 9781846142697) from Buy *On Rumors: How Falsehoods Spread, Why We Believe Them, What Can Be Done* by Cass R. Sunstein (2009-09-29) by Cass R. Sunstein (ISBN:) from Read *On Rumors: How Falsehoods Spread, Why We Believe Them, What Can Be Done* book reviews & author details and more at . Free delivery on *On Rumors: How Falsehoods Spread, Why We Believe Them, What Can Be Done* Iraq had WMDs, etc. Why people believe them, and what to do about it. In June, Cass R. Sunstein's confirmation as Barack Obama's nominee for regulatory czar was hindered by Georgia senator Saxby Chambliss,