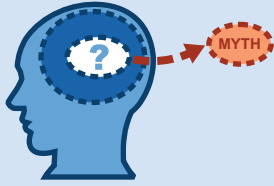


Problem

Solutions and Good Practice

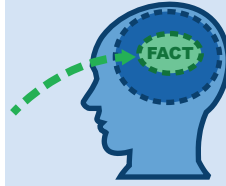
Continued Influence Effect

Despite a retraction, people continue to rely on misinformation



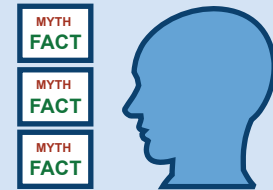
Alternative Account

Alternative explanation fills gap left by retracting misinformation



Repeated Retraction

Strengthen retraction through repetition (without reinforcing myth)



Familiarity Backfire Effect

Repeating the myth increases familiarity, reinforcing it



Emphasis on Facts

Avoid repetition of the myth; reinforce the correct facts instead



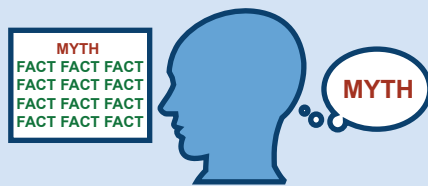
Preexposure Warning

Warn upfront that misleading information is coming



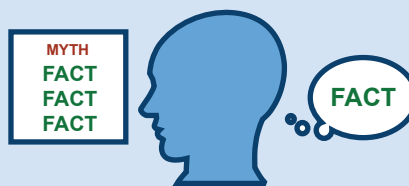
Overkill Backfire Effect

Simple myths are more cognitively attractive than complicated refutations



Simple, Brief Rebuttal

Use fewer arguments in refuting the myth — less is more



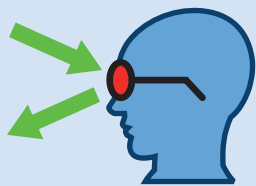
Foster Healthy Skepticism

Skepticism about information source reduces influence of misinformation



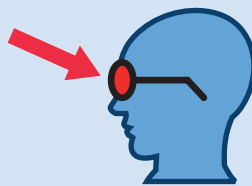
Worldview Backfire Effect

Evidence that threatens worldview can strengthen initially held beliefs



Affirm Worldview

Frame evidence in worldview-affirming manner by those sharing values of audience



Affirm Identity

Self-affirmation of personal values increases receptivity to evidence

