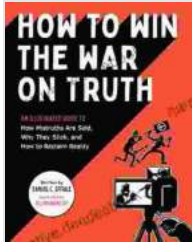


An Illustrated Guide To How Mistruths Are Sold, Why They Stick, And How To Stop Them From Spreading



How to Win the War on Truth: An Illustrated Guide to How Mistruths Are Sold, Why They Stick, and How to Reclaim Reality by Samuel C. Spitale

★ ★ ★ ★ ☆ 4.7 out of 5

Language : English

File size : 1158 KB

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Screen Reader: Supported

Print length : 546 pages



Mistruths are everywhere. They're in our news feeds, our social media, and even our conversations with friends and family. But what exactly are mistruths, and why do they seem to be so prevalent today?

In this illustrated guide, we'll explore the different ways that mistruths are sold, why they stick, and how to stop them from spreading. With a wealth of examples and practical advice, this guide will empower you to be a more informed and discerning consumer of information.

How Mistruths Are Sold

There are many different ways that mistruths can be sold. Some of the most common include:

- **Fear and emotion:** Mistruths are often sold by playing on our fears and emotions. They may tell us that we're in danger, that we're being lied to, or that our way of life is under attack. These tactics can be very effective, as they can tap into our deepest fears and insecurities.
- **Confirmation bias:** We all have a tendency to seek out information that confirms our existing beliefs. This can make us more likely to believe mistruths that fit with our worldview, even if they're not true.
- **Echo chambers:** Social media and other online platforms can create echo chambers, where we're only exposed to information that reinforces our existing beliefs. This can make it difficult to challenge our beliefs, even when they're based on mistruths.
- **Disinformation campaigns:** Disinformation campaigns are deliberate attempts to spread false information. These campaigns can be carried out by governments, political parties, or other groups with a vested interest in deceiving the public.

Why Mistruths Stick

Once mistruths are sold, they can be very difficult to dislodge. There are a number of reasons for this, including:

- **Confirmation bias:** As we mentioned earlier, we all have a tendency to seek out information that confirms our existing beliefs. This can make it difficult to challenge mistruths, even when they're not true.
- **Cognitive dissonance:** Cognitive dissonance is the uncomfortable feeling that we experience when we hold two conflicting beliefs. When we're presented with evidence that contradicts our beliefs, we may

experience cognitive dissonance. This can lead us to reject the new evidence, even if it's true.

- **Emotional attachment:** We can become emotionally attached to our beliefs, even if they're not true. This can make it difficult to change our beliefs, even when we're presented with evidence that they're wrong.
- **Social pressure:** We may also be reluctant to challenge mistruths because of social pressure. We may fear being ridiculed or ostracized if we speak out against the prevailing narrative.

How To Stop Mistruths From Spreading

So, what can we do to stop mistruths from spreading? Here are a few tips:

- **Be aware of your own biases:** We all have biases, and it's important to be aware of them. This can help us to avoid being misled by mistruths.
- **Check your sources:** Before you share information, take the time to check your sources. Make sure that the information is credible and that it comes from a reputable source.
- **Be critical of information that confirms your existing beliefs:** It's easy to believe information that confirms our existing beliefs, but it's important to be critical of this information. Ask yourself if there's any evidence that contradicts your beliefs. If there is, you should be willing to reconsider your beliefs.
- **Speak up:** If you see someone spreading mistruths, don't be afraid to speak up. You can challenge the mistruths, provide evidence to the contrary, or simply point out that the information is not credible.

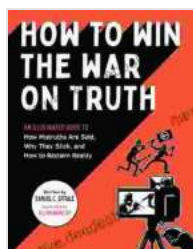
- **Support organizations that are fighting mistruths:** There are a number of organizations that are working to combat mistruths. You can support these organizations by donating your time or money, or by simply spreading the word about their work.

Mistruths are a serious problem, but they can be overcome. By being aware of the different ways that mistruths are sold, why they stick, and how to stop them from spreading, we can all help to create a more informed and discerning public.

Remember, the truth is out there. We just have to be willing to look for it.

Additional Resources

- [How To Spot Fake News](#)
- [Snopes](#)
- [FactCheck.org](#)
- [PolitiFact](#)



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