



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

By Cass R. Sunstein

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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.

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### 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

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##### William Chapman:

In this 21st centuries, people become competitive in each way. By being competitive at this point, people have do something to make these survives, being in the middle of the crowded place and notice simply by surrounding. One thing that sometimes many people have underestimated the item for a while is reading. Yes, by reading a reserve your ability to survive enhance then having chance to stand up than other is high. For you personally who want to start reading the book, we give you this On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done book as starter and daily reading publication. Why, because this book is greater than just a book.

**Tanisha Goss:**

The book *On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done* has a lot of info on it. So when you read this book you can get a lot of help. The book was published by the very famous author. McDougal makes some research before writing this book. This kind of book is very easy to read; you can find the point easily after looking over this book.

**Dorothy Payne:**

The book *On Rumors: How Falsehoods Spread, Why We Believe Them, and What Can Be Done* contains a lot of information on it. The writer explains your girlfriend idea with easy technique. The language is very easy to understand for all the people, so do not necessarily worry; you can easily read the idea. The book was authored by a famous author. The author will take you in the new period of literary works. You can easily read this book because you can keep reading your smart phone, or gadget, so you can read the book within anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site in addition to order it. Have a nice go through.

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