

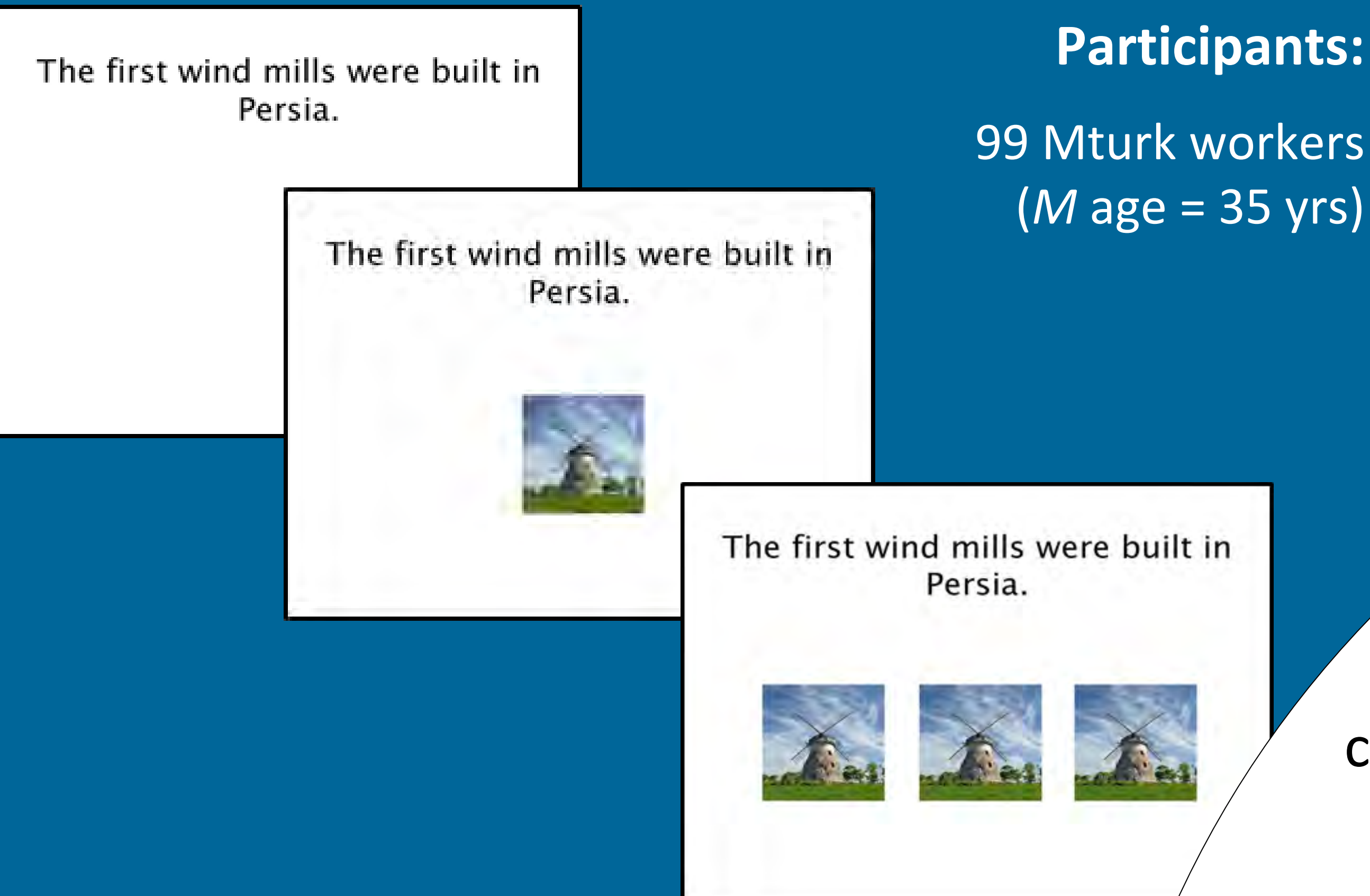


Heuristics for Judging Truth

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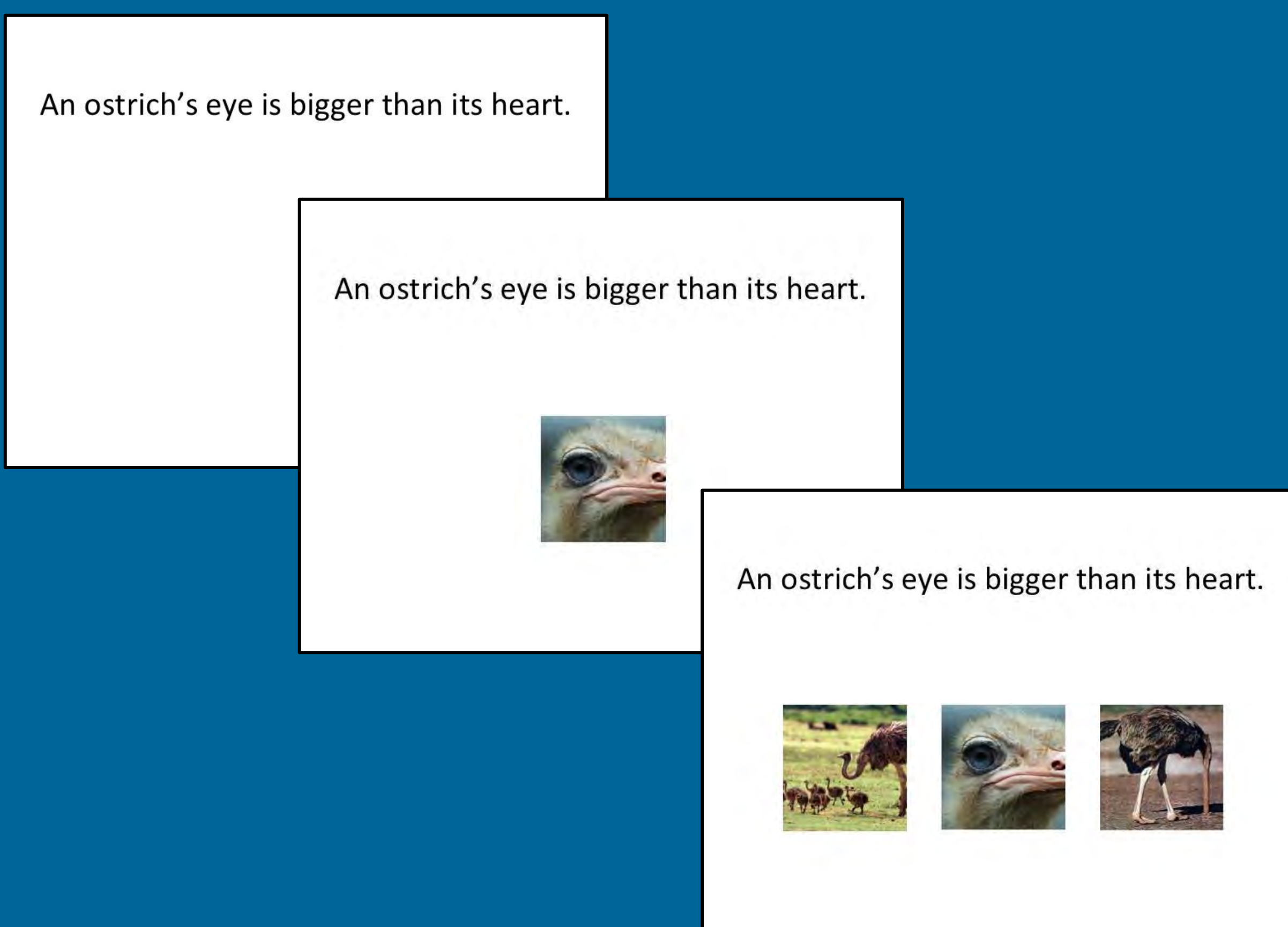
How do pictures increase truth ratings?



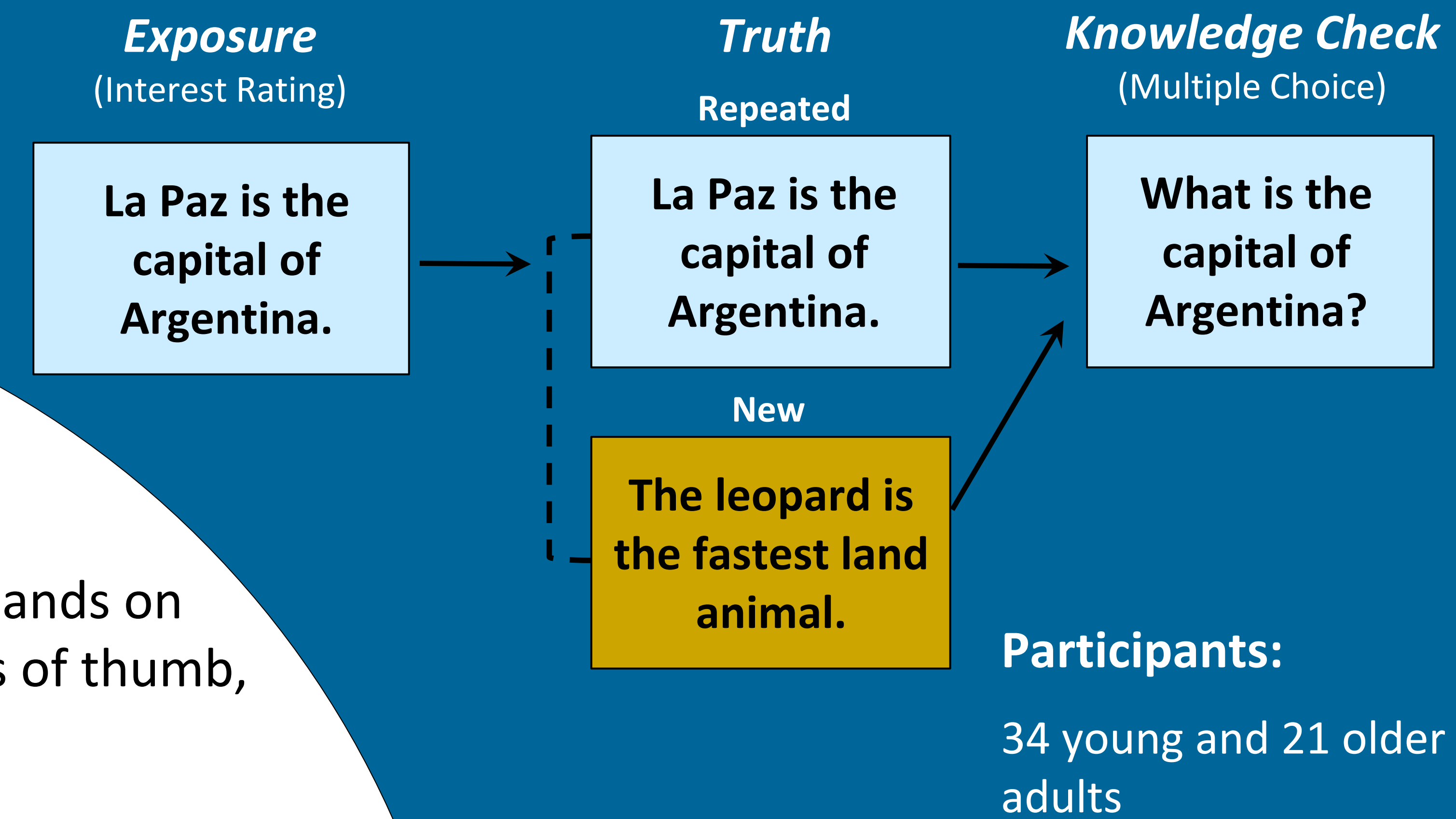
Results

- nominal truthiness effect (i.e., increased bias to “respond” true when picture was present)
 - zero pictures: $C = -0.16$
 - one picture: $C = -0.21$
- nominal increase in the effect for three identical pictures
 - three pictures: $C = -0.25$

Follow-Up Study



Does knowledge “protect” older adults?

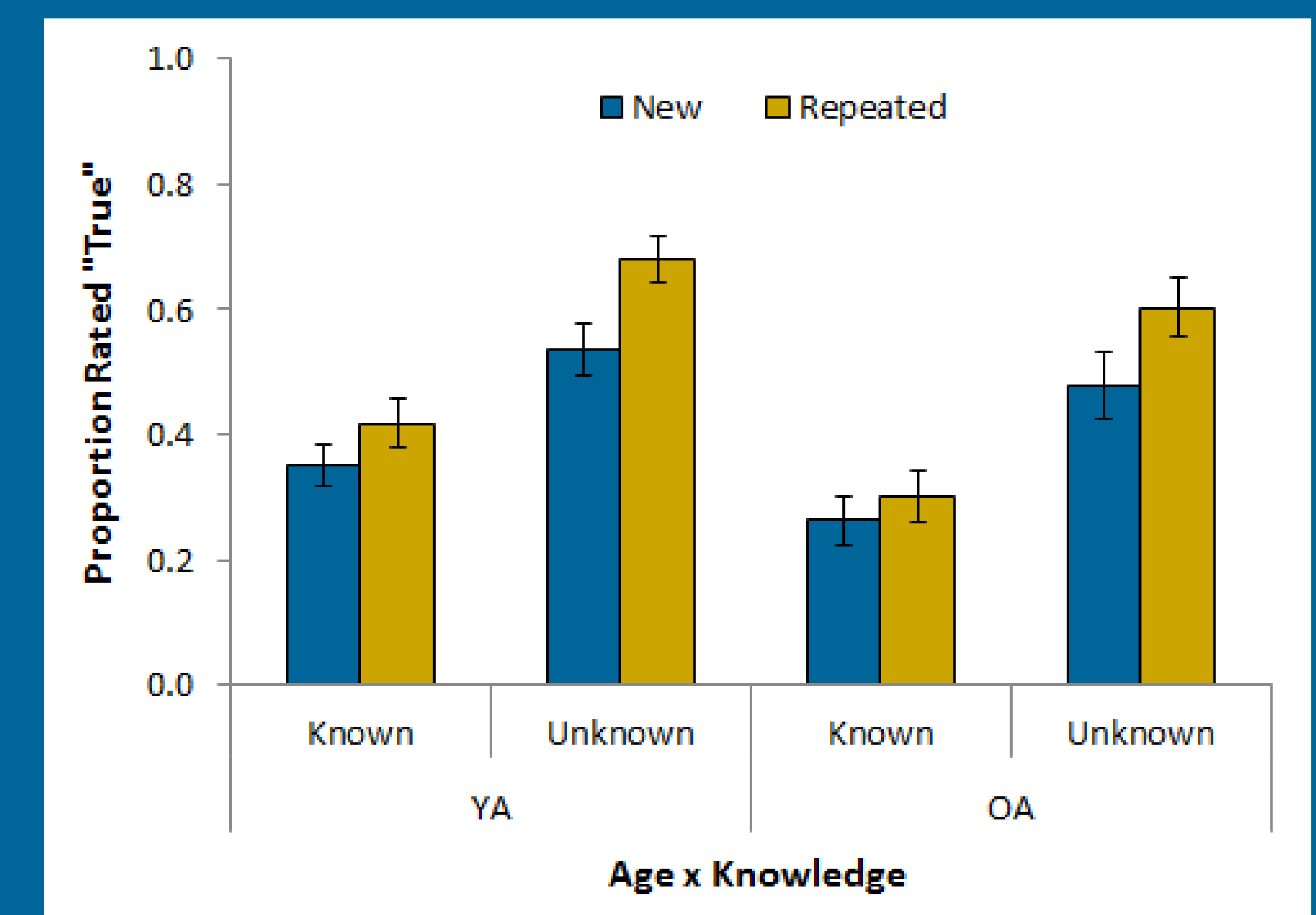


Results

- both young and older adults demonstrated a **protective effect of knowledge**
- predicted 3-way interaction did not emerge

Multinomial Modeling

- limited success modeling older adults' data due to ceiling effects (e.g., for true, known, repeated statements)



Background

When faced with uncertainty or too many demands on cognitive resources, we rely on *heuristics*, or rules of thumb, to make judgments.

- Statements accompanied by unrelated pictures appear truer (*truthiness effect*; Newman, Garry, Bernstein, Kantner, & Lindsay, 2012). The most popular explanation for this effect implicates fluency, where ease of processing increases perceived truthfulness. We tested an alternative *quantity of evidence* account by manipulating the number of pictures presented with a claim.
- Repeated statements appear truer because they are easier to process (*illusory truth*; Dechêne, Stahl, Hansen, & Wänke, 2010). Older adults demonstrate a robust illusory truth effect for ambiguous statements, where they cannot rely on their large knowledge base. We tested whether knowledge “protects” them by comparing illusory truth for known and unknown statements.

Acknowledgements

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References

- Dechêne, A., Stahl, C., Hansen, J., & Wänke, M. (2010). The truth about truth: A meta-analytic review of the truth effect. *Personality and Social Psychology Review*, 14, 238-257. doi:10.1177/1088868309352251v
- Newman, E. J., Garry, M., Bernstein, D. M., Kantner, J., & Lindsay, D. S. (2012). Nonprobative photographs (or words) inflate truthiness. *Psychonomic Bulletin & Review*, 19, 969-974. doi:10.3758/s13423-012-0292-0