

Our previous work shows that...

- ❖ Young adults fall prey to repetition, even when their knowledge contradicts a claim.
- ❖ Older adults' vast knowledge base protects them!



Tasks		
<b>Exposure</b>		
The phrase "a girl's best friend" refers to silk.		
Very Interesting <input type="radio"/>	Very Uninteresting <input type="radio"/>	
<b>Truth Rating</b>		
The phrase "a girl's best friend" refers to silk.		
False <input type="radio"/>	True <input type="radio"/>	
<b>Knowledge Check</b>		
What does the phrase "a girl's best friend" refer to?		
diamonds	silk	don't know

BASS CONNECTIONS

Repeating is Believing:

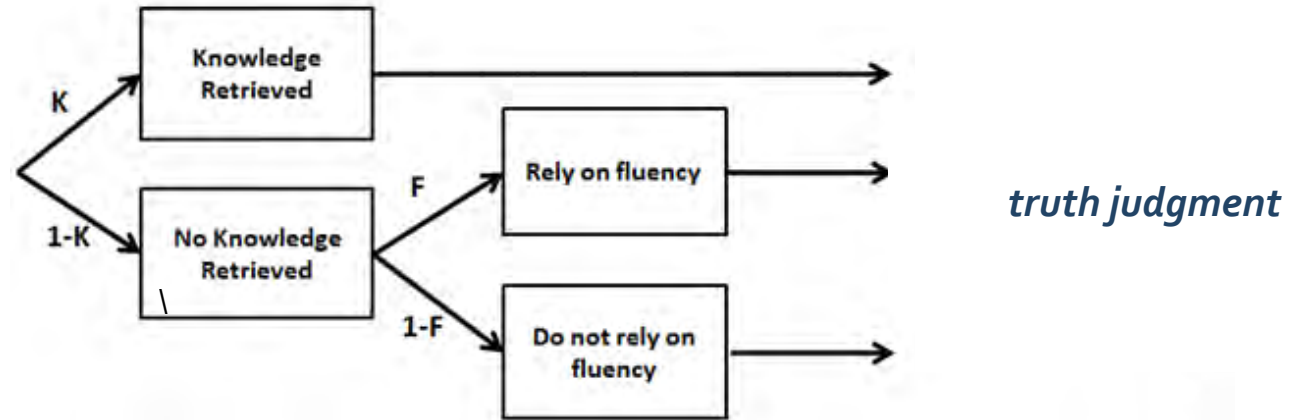
*Does Knowledge Protect Us?*



Repeated claims (e.g., ***Nutella is part of a healthy breakfast***) appear truer than new claims.

Do older adults take a qualitatively different approach to evaluating claims?

## Multinomial Modeling



collaboration with **B. Keith Payne**, multinomial modeling expert

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## Team Members

- Elizabeth Marsh, PhD**
- Gavan Fitzsimons, PhD**
- Nadia Brashier, graduate student**
- Sophie Alman, undergraduate**
- Tannya Cai, undergraduate**
- Mack Chandler, undergraduate**



"I've had the opportunity to work with Eryn Newman (UC Irvine), a leading researcher in the emerging field of truthiness. Her expertise has broadened my perspective, despite difficulties with collaborating across institutions. Our unified interest in our work has helped us overcome these challenges."

-Tannya Cai