**Heuristics for Judging Truth**
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**How do pictures increase truth ratings?**

- The first windmills were built in Persia.
- Participants: 99 Mturk workers (M age = 35 yrs)

**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**
An ostrich’s eye is bigger than its heart.

**Does knowledge “protect” older adults?**

**Exposure (Interest Rating)**
La Paz is the capital of Argentina.

**Truth Repeated**
La Paz is the capital of Argentina.

**Knowledge Check (Multiple Choice)**
What is the capital of Argentina?

**Participants:**
- 34 young and 21 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.

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**References**


**La Paz is the capital of Argentina.**

**The leopard is the fastest land animal.**