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!

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

**Tasks**

<table>
<thead>
<tr>
<th>Exposure</th>
</tr>
</thead>
<tbody>
<tr>
<td>The phrase &quot;a girl's best friend&quot; refers to silk.</td>
</tr>
<tr>
<td>Very Interesting</td>
</tr>
<tr>
<td>☐</td>
</tr>
</tbody>
</table>

**Truth Rating**

| The phrase "a girl's best friend" refers to silk. |
| False | True |
| ☐ | ☐ |

**Knowledge Check**

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

**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

**Multinomial Modeling**

- Knowledge Retrieved  
- No Knowledge Retrieved  
- Rely on fluency  
- Do not rely on fluency

**University of North Carolina at Chapel Hill**

collaboration with B. Keith Payne, multinomial modeling expert