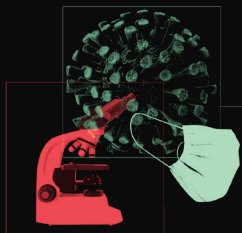


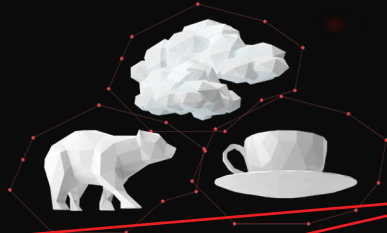


Conspiratorial THINKING

FIVE REASONS PEOPLE FALL FOR conspiracy theories



“PROPORTIONALITY BIAS” is an innate impulse to believe that major problems have major causes.



“ILLUSORY PATTERN PERCEPTION,” OR “PATTERNICITY,” is a natural tendency to see meaningful patterns and connections in unrelated events and details.

COMPELLING STORIES

Conspiracy theories present exciting, fascinating narratives.

SIMPLIFIED EXPLANATIONS

Complex social issues and problems are rarely clear-cut. Conspiracy theories provide people with simplified explanations ... and someone or something to blame.

MOTIVATED REASONING

Believers in conspiracy theories tend to only search for and present information that confirms their theory — and to find far-fetched reasons to dismiss anything that proves them wrong.

SENSE OF BELONGING

Many conspiracy theory communities provide believers with a sense of connection and purpose that all people need.

COGNITIVE BIASES

Conspiracy theories seem much more credible and compelling than they actually are because they take advantage of common errors in the ways we think.