ADAC.iO
Attribution Data Analysis Countermeasures Interoperability

Co-funded by the European Union

1.4

Bullshit, Rumours, Systemic Lies, Shock-and-Chaos

dortmund university

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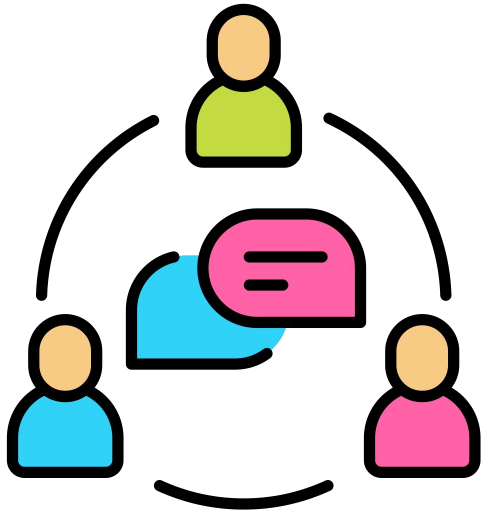
Note

- Interactive symbol: tasks for groups



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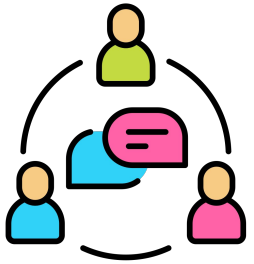
Bullshit

- McCright, A. M., & Dunlap, R. E. (2017). Combatting misinformation requires recognizing its types and the factors that facilitate its spread and resonance. Journal of Applied Research in Memory and Cognition, 6(4)
- Build groups: What dimensions do the authors propose to systematise different forms of information manipulation?
- How would you define “bullshit” and what is special about this type of manipulation?



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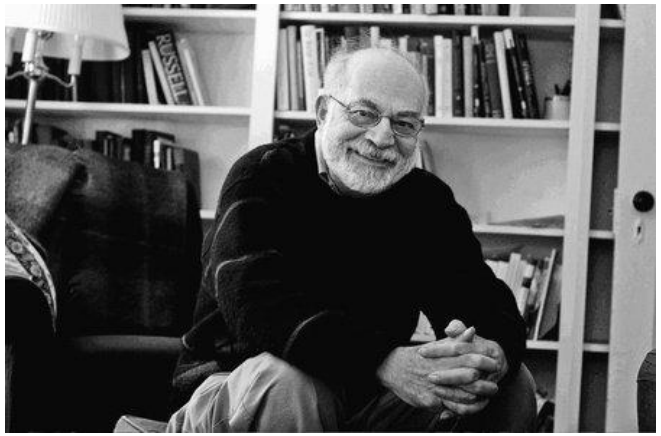
Bullshit

- **Definitions**
  - "The liar cares about the truth and attempts to hide it; the bullshitter doesn't care if what they say is true or false, but rather only cares whether or not their listener is persuaded." (Frankfurt, 2005)
  - "Donald Trump Is BS, Says Expert in BS" (Frankfurt, 2016)



Source: penguinrandomhouse.com (link)

Source: time.com (link)

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Bullshit

- **Definitions**
  - One way in which bullshit is disseminated is via *Junk News* (Venturini, 2019) and clickbait, such as the story that Pope Francis would endorse Trump in his 2016 presidential election

Source: apnews.com (link)

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Bullshit

- In your group: After reading the text by McCright and Dunlap (2017), which examples come to your mind for each of these techniques?

	Informal style aimed at life worlds	Formal style aimed at institutions and systems
Strong Realism	**Truthiness**	**Systemic lies**
Str. Constructivism	**Bullshit**	**Shock and chaos**

Source: McCright and Dunlap, 2017

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Bullshit

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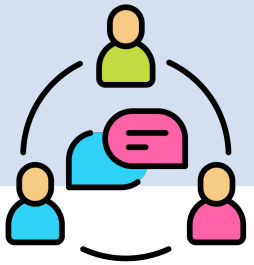

Source: McCright and Dunlap, 2017

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Bullshit

	Informal style aimed at life worlds	Formal style aimed at institutions and systems
Strong Realism	Truthiness Source: foxnews.com (link)	Systemic lies
Str. Constructivism	Bullshit	Shock and chaos

Source: McCright and Dunlap, 2017

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Bullshit

	Informal style aimed at life worlds	Formal style aimed at institutions and systems
Strong Realism	Truthiness Source: foxnews.com (link)	Systemic lies Source: merchantsofdoubt.org (link)
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Bullshit

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Bullshit

	Informal style aimed at life worlds	Formal style aimed at institutions and systems
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Str. Constructivism	**Bullshit** Source: newyorker.com (link)	**Shock and chaos** Source: medium.com - @DFRLab (link)

Source: McCright and Dunlap, 2017

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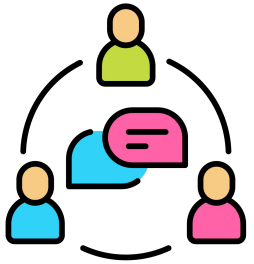
Rumours

- In your group: What are rumours? And how might rumours differ from bullshit?



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Rumours

- **Definitions**
  - Circulating stories of uncertain source conveying ungrounded gossips (Choi et al., 2020)
  - Dissemination is increased by transformations and adaptability (Venturini, 2019)

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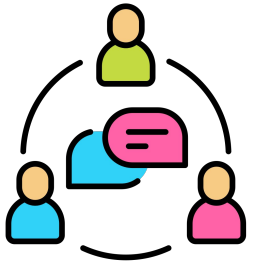
Rumours

- In your group: False rumours are oftentimes rather harmless on a societal level, like the rumour that the owner of the flower shop down the street is a former gang member. However, some rumours can have a critical impact on society or at least on smaller communities. Do you know any examples of rumours that might have such a negative impact?



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Rumours

- **Examples**
  - 2013: False news about Barack Obama being injured due to a White House explosion brought chaos to the stock markets (Choi et al., 2020; Moore & Robert, 2013)
  - 2018: False kidnapping rumours on *WhatsApp* caused a mob lynchings in India (Roozenbeek & van der Linden, 2019; BBC, 2018)

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Literature

Choi, D., Chun, S., Oh, H., Han, J., & Kwon, T. “. (2020). Rumor Propagation is Amplified by Echo Chambers in Social Media. Scientific Reports, 10(1). https://doi.org/10.1038/s41598-019-57272-3

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