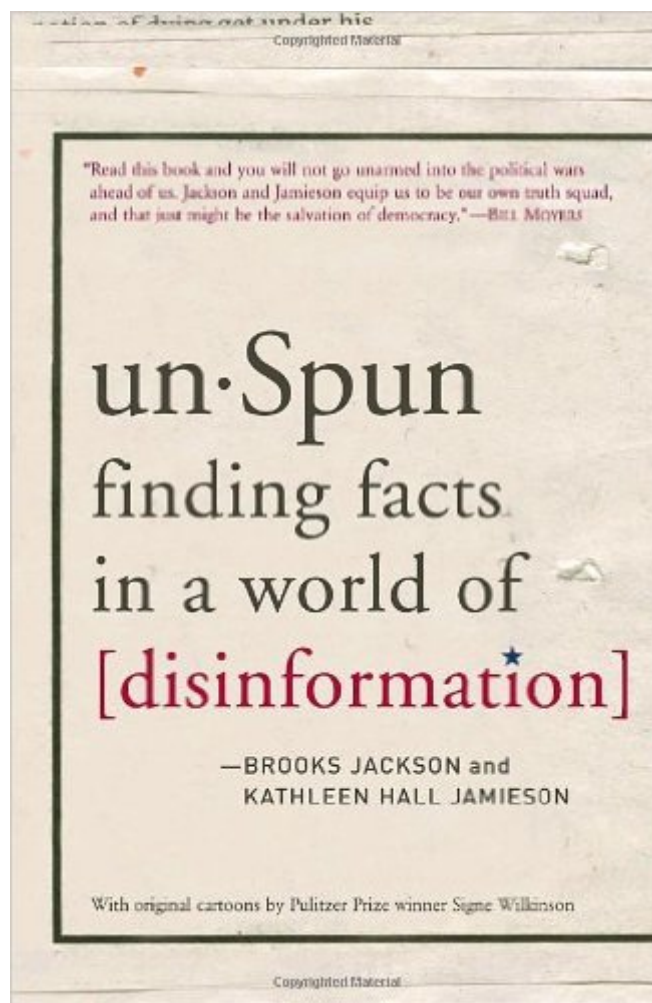


The book was found

# UnSpun: Finding Facts In A World Of Disinformation



## Synopsis

Americans are bombarded daily with mixed messages, half-truths, misleading statements, and out-and-out fabrications masquerading as facts. The news media—“once the vaunted watchdogs of our republic”—are often too timid or distracted to identify these deceptions. *unSpun* is the secret decoder ring for the twenty-first-century world of disinformation. Written by Brooks Jackson and Kathleen Hall Jamieson, the founders of the acclaimed website [FactCheck.org](http://FactCheck.org), *unSpun* reveals the secrets of separating facts from disinformation, such as:

- the warning signs of spin, hype, and bogus news
- common tricks used to deceive us
- how to find trustworthy and objective sources of information

Telling fact from fiction shouldn't be a difficult task. With this book and a healthy dose of skepticism, anyone can cut through the haze of biased media reportage to be a savvy consumer and a better-informed citizen. Read this book and you will not go unarmed into the political wars ahead of us. Jackson and Jamieson equip us to be our own truth squad, and that just might be the salvation of democracy.

• “Bill Moyers” *THE DEFINITIVE B.S. DETECTOR* “AN ABSOLUTELY INVALUABLE GUIDEBOOK.”

• “Mark Shields, syndicated columnist and political analyst, *NewsHour with Jim Lehrer*” *unSpun* is an essential guide to cutting through the political fog. Just in time for the 2008 campaign, Brooks Jackson and Kathleen Hall Jamieson have written a citizen's guide to avoiding the malarkey of partisan politics.

• “Mara Liasson, NPR national political correspondent” *The Internet* may be a wildly effective means of communication and an invaluable source of knowledge, but it has also become a new virtual haven for scammers—financial, political, even personal. Better than anything written before, *unSpun* shows us how to recognize these scams and protect ourselves from them.

• “Craig Newmark, founder and customer service representative, [Craigslist.org](http://Craigslist.org)

## Book Information

Paperback: 208 pages

Publisher: Random House Trade Paperbacks; First Printing edition (April 24, 2007)

Language: English

ISBN-10: 1400065666

ISBN-13: 978-1400065660

Product Dimensions: 5.2 x 0.5 x 8.1 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (51 customer reviews)

Best Sellers Rank: #51,582 in Books (See Top 100 in Books) #53 in [Books > Politics & Social](#)

Sciences > Politics & Government > Elections & Political Process > General #230 inÂ Books > Politics & Social Sciences > Social Sciences > Communication & Media Studies #497 inÂ Books > Self-Help > Relationships > Interpersonal Relations

## Customer Reviews

At least I think it's a great book, but now I'm not so sure. The authors, Brooks Jackson, and Kathleen Hall Jamieson have done such an outstanding job of showing me why I bought the electric scissors I didn't need and how I was focusing so much on watching the healthy people on the television doing Tai Chi in the park, I completely overlooked the possible side effects of the drug the commercial was pedaling. Now that I've listened and found out that it may lead to complete loss of body hair, tailbone growth, swelling of the lips and tongue, excessive weight gain, webbed feet, tooth loss, emesis and leprosy, I've stopped taking the drug. Starting out with the first snake oil salesman making outrageous claims, to political advertisements by republicans and democrats, by Bush and Kerry, we learn that virtually none of them can be trusted because they appeal to our biases, our perception, our experiences, and cynicism with words that are open to interpretation such as clinically tested, larger, better, more people trust or use..., on average, and other caveats that deserve closer scrutiny. (I've also added to the list: "Read with an open mind," and "Only for those who can be objective"). If that isn't bad enough, the authors show us how our personal experiences and eyewitness accounts can be manipulated by others and by our own biases. For example, when subjects were shown two lines of differing lengths, they often reported that the shorter one was longer, once they learned that everyone else (supposedly) had selected the shorter line. An even better one is the neighboring review: One, who has made his conservative feelings clear, felt that there was more "left favoring" bias to this book. A commenter said that he felt there was more "right-favoring" bias.

As a lifelong skeptic I can get with books like this, in which you can learn the best uses of skepticism against an epidemic of misinformation. This one starts out with some recent scientific evidence on why people believe spin and stick to their beliefs so doggedly when contradictory information is ripe for the plucking. That's basically the most useful aspect of the book, and the rest is a parade of obvious examples of spin and some fairly useful prescriptions for immunizing yourself. The examples given of spin, unleashed by everyone from marketers to academics to politicians (big surprise), are likely to irk the thinking American. But the problem is that the authors assume that all types of public disinformation are equally harmful, from cheesy and harmless marketing like "new

and improved" to the worst of political fearmongering. In one ridiculous example, a British commander ploy to keep secret some minor battle plans in the Falklands War is conflated to the same level of distaste as lies about the deaths of tens of thousands of civilians in Iraq. Ironically, the thinking skeptics that the authors are trying to train would be able to parse the world of disinformation more usefully than this book does. The authors also think that "bipartisanship" is the simple act of critiquing both major political parties, when it would be more useful to critique the system that creates partisanship altogether; while they often recommend that you look at "both" sides of a story, displaying the same systematic tendency of assuming that there are only two ways (left wing vs. right wing) of looking at any complex issue.. Also annoying is the specific recommendation not to assume that one example of spin is a widespread trend.

[Download to continue reading...](#)

unSpun: Finding Facts in a World of Disinformation Sharks: 15 Weirdest Sharks in The World! Fun Facts, Pictures and More! (Shark Fun Facts, Shark Pictures, Shark Facts for Kids, Shark Books for Intermediate ... (Weirdest Animals in the World! Book 2) Hair Loss and the Big Pharma - The Ultimate Guide on Avoiding Frauds, Disinformation and Bad Medicine (Hair Loss Cure, Hair Loss Nutrition, Hair Loss Solutions, Hair Loss Alopecia, Alopecia Areata) Book of Lies: The Disinformation Guide to Magick and the Occult World Almanac and Book of Facts 2014 (World Almanac & Book of Facts) The World Almanac and Book of Facts 2013 (World Almanac & Book of Facts) Guinea Pigs Owner Handbook: The Complete Beginner's Guide to Guinea Pig Care and Facts (How to Care for Guinea Pigs, Guinea Pig Facts Book 1) Tourette's Syndrome: The Facts (The Facts Series) Random Marvel Movie Facts You Probably Don't Know: 352 Fun Facts and Secret Trivia from the Marvel Cinematic Universe Fast Facts About EKGs for Nurses: The Rules of Identifying EKGs in a Nutshell (Fast Facts (Springer)) Fast Facts for Stroke Care Nursing: An Expert Guide in a Nutshell (Fast Facts (Springer)) Uncle John's Facts to Go Show Biz Blunders (Uncle John's Facts to Go Series Book 18) Finding Home (Finding Series, Book 1) Finding Peace (Finding Series, Book 3) Finding Forgiveness (Finding Series, Book 4) All At Sea: Finding Sweet Love Book 1 (Finding Sweet Love Series) Finding Trust (Finding Series, Book 2) Finding Kaden (The Finding Trilogy Book 1) Finding Megan (The Finding Trilogy Book 2) Dinosaurs: 15 Most Bizarre Dinosaurs - Amazing Pictures, Fun Facts and More! (Weirdest Animals in the World Book 1) (Weirdest Animals in the World!)

[Dmca](#)