



Are there studies that show that repeating a false or paltering style claim (a partial truth with key omission(s) that make the 'true' statement misleading) multiple times in a public way can lead people to believe something that is untrue? If so, what is the historic relationship between such studies and the propaganda methods of totalitarian states or corporate interests that have repeatedly made claims that seem into public 'belief?'

◆ AI Overview

Yes, extensive studies confirm that repeating false or paltering (misleadingly partial) claims increases belief in their truthfulness—a phenomenon known as the [illusory-truth effect](#). Repetition makes information easier to process (processing fluency), which the brain mistakenly interprets as a signal of truth, often overriding prior knowledge or source credibility.



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Scientific Evidence: The Illusory-Truth Effect

- **Mechanism:** Repeated statements are processed more fluently, leading the brain to perceive them as more valid, even if the statement is false.
- **Impact:** The effect is robust across ages and persists even if people initially know the information is false or if the source is unreliable.
- **Paltering:** While studies specifically on "paltering" (using truthful statements to create a false impression) exist in negotiation contexts, the illusory-truth effect shows that repeating any partial truth or falsehood leads to it being accepted as fact.



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Historic Relationship to Propaganda and Power

The scientific understanding of this phenomenon closely aligns with the methods used by totalitarian states and corporate interests:

- **Totalitarianism:** Dictatorships have historically used the "Big Lie" technique, which relies on the constant, relentless repetition of a falsehood until it is accepted as public truth.
- **Corporate Interests:** Similar to propaganda, advertisers and interest groups exploit this effect by repeating claims about products or issues, knowing that even if initially ignored or doubted, familiarity breeds belief.
- **Modern Context:** In the age of social media, this mechanism drives the rapid spread of misinformation, where viral posts are repeated across networks, creating a false consensus.



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To counteract this, researchers suggest using a "**Truth Sandwich**"—leading with the truth, briefly noting the lie, and returning to the truth—to avoid reinforcing the false claim.



Psychology Today

--- [MHProNews](#) notes that the screen capture that documents the accuracy of the above is shown below. ---

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Dive deeper in AI Mode

AI can make mistakes, so double-check responses



Wikipedia https://en.wikipedia.org/wiki/Illusory_truth_effect

Illusory truth effect

Repetition makes statements easier to process relative to new, unrepeated statements, leading people to believe that the repeated conclusion is more truthful. [Read more](#)

Repeating Misinformation Doesn't Make It True, But Does ...

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[Association for Psychological Scie...](#)

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[Vanderbilt University](#)



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