



Lisa K. Fazio

Vanderbilt University, TN,
USA

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Knowledge neglect: When people fail to use relevant knowledge

Abstract:

Despite knowing facts such as "Moscow is the capital of Russia" and "Neil Armstrong was the first man on the moon", people often fail to notice errors when reading (e.g. St. Petersburg is the capital of Russia) and later think that the false information is correct. In this talk I will provide examples of this "knowledge neglect" that occur both when reading fictional stories and when judging the truth of a statement. In addition, I will discuss manipulations that increase or decrease knowledge neglect and what these manipulations tell us about the mechanisms behind the effect and our memory systems.