

Don't call it crazy: How the media “wraparound” effect cements people’s beliefs | Nieman Journalism Lab

By Dan Falk

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Our world is awash in mis- and disinformation. Conspiratorial thinking and misguided beliefs and attitudes towards science are widespread. But combatting this deluge of problematic information must be done with care. Too often, argues [Whitney Phillips](#), we dismiss the people who consume or propagate such information as irrational. In fact, given the experiences they may have been having on the internet for many years — or what they may have been encountering via traditional media for decades — their views, troubling as they may be, may in many cases be perfectly rational.

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