

# There's a Psychological 'Vaccine' against Misinformation | Scientific American

By Daisy Yuhas

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Misinformation can feel inescapable. Last summer a survey from the nonprofit Poynter Institute for Media Studies found that 62 percent of people regularly notice [false or misleading information](#) online. And in a 2019 poll, almost [nine in 10 people](#) admitted to having fallen for fake news. Social psychologist Sander van der Linden of the University of Cambridge studies how and why people share such information and how it can be stopped. He spoke with Mind Matters editor Daisy Yuhas to discuss this work and his new book, [Foolproof: Why Misinformation Infects Our Minds and How to Build Immunity](#), which offers research-backed solutions to stem this spread.

*[An edited transcript of the interview follows.]*

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