

# Rumors and Rumor Control



A  
Manager's  
Guide  
to  
Understanding  
and  
Combatting  
Rumors

ALLAN J. KIMMEL

# Rumors And Rumor Control A Managers Guide To Understanding And Combatting Rumors

**L Cohen**



## **Rumors And Rumor Control A Managers Guide To Understanding And Combatting Rumors:**

*Rumors and Rumor Control* Allan J. Kimmel, 2013-05-13 This book offers a thorough examination of rumors and proposes strategies for organizations to use in combatting rumors that occur both internally and externally Author Allan J Kimmel explores the rumor phenomenon and distinguishes it as a distinct form of communication He looks at psychological and social processes underlying rumor transmission to understand the circumstances under which people invent and circulate rumors In addition he examines how rumors are spread both interpersonally and through mediated processes and offers strategies for organizations to respond to rumors when they surface and methods for preventing their occurrence Numerous examples are provided of actual rumor cases for which managers either successfully or unsuccessfully coped including such companies as Procter Gamble McDonald s Snapple Pepsi Cola and Gerber Intended to serve as a comprehensive compendium of strategies this book was written with two objectives in mind The first is to shed light on the often perplexing phenomenon of rumor by integrating disparate approaches from the behavioral sciences marketing and communication fields The second is to offer a blueprint for going about the formidable tasks of attempting to prevent and neutralize rumors in business contexts With these dual goals in mind one theoretical the other applied this book will be of equal interest to both academics and managers in a wide range of professional contexts In addition it will guide organizational and marketing managers in their efforts to combat the potentially destructive consequences of rumors

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Rumors, Race and Riots Terry Ann Knopf, 2017-07-12 Are race related rumors rooted in the personality traits of the individual Are they a kind of improvised news for a community Do they come

and go at random or form definite recognizable patterns What role do the news media play in spreading rumors These and other questions are treated in this classic study now available in paperback with a new introduction by the author of how and why rumors emerge in connection with racial disorders Included is an examination and critique of the three major models of rumor formation the psychological approach emphasizing the emotional needs and drives of the individual the functional approach which views rumors as a form of improvised news and the conspiratorial approach which sees rumors as deliberately planted and not spontaneous The author's process model of rumor formation is based on the premise that rumors cannot cause violence and that violence cannot cause rumors Both are viewed as parts of the same process Rumors are seen as just one of a series of determinants each of which increases the likelihood of a collective outburst Among the determinants examined are conditions of stress a rigid social structure supported by a racist ideology and a hostile belief system or negative set of generalized perceptions held separately by different groups Race related rumors are functionally tied to the latter point and crystallize confirm and intensify these beliefs by linking them to actual events Hundreds of pertinent rumors are documented from local newspapers and investigative accounts An exhaustive systematic inquiry is made into the series of disorders that occurred between 1967 and 1970 The role played by rumors during these disturbing times is examined and compared to earlier periods of unrest Implications for public policy are explored along with a hard look at rumor control centers The influence of the police and other public officials as well as the news media are

**Advances in Social Simulation** Harko Verhagen, Melania Borit, Giangiacomo Bravo, Nanda Wijermans, 2020-04-30 This book presents the state of the art in social simulation as presented at the Social Simulation Conference 2018 in Stockholm Sweden It covers the developments in applications and methods of social simulation addressing societal issues such as socio ecological systems and policy making Methodological issues discussed include large scale empirical calibration model sharing and interdisciplinary research as well as decision making models validation and the use of qualitative data in simulation modeling Research areas covered include archaeology cognitive science economics organization science and social simulation education This collection gives readers insight into the increasing use of social simulation in both its theoretical development and in practical applications such as policy making whereby modelling and the behavior of complex systems is key The book will appeal to students researchers and professionals in the various fields

**The Emergence and Scope of the Voice of Government** Mordecai Lee, 2023-03-21 Nowadays we all tend to be annoyed by bureaucracy and by propaganda if only because both touch our daily lives This book examines the intersection of those two subjects external communications emanating from government agencies When bureaucracies communicate with us directly or via the news media are we being bombarded with self serving propaganda or with helpful information to improve our lives Perhaps it is a mash up of both purposes This book examines the scope uses and history of government communications Topics of discussion include digital government disaster communication relations between the media and government agency spokespersons

democratic reporting to the citizenry wartime public relations PR and how US presidents and the US Congress treated bureaucratic PR Several chapters are historical case studies such as about an astronaut who became US Assistant Secretary of State for Public Affairs In addition two chapters examine President Nixon's record while in a more light hearted vein another presents the pop culture image of government spokespersons in movies The book concludes with the origins of the academic study of external communications in public administration *The Watercooler Effect* Nicholas DiFonzo, 2008 Psychologist DiFonzo has studied hearsay for more than 15 years and in this book he argues that rumors and the tendency to believe them without question stem from people's deeply rooted motivation to make sense of the world Occult Rumors and Politics in Ghana Comfort Max-Wirth, 2024-06-04 This book addresses the phenomenon of rumors about the occult in contemporary Ghanaian politics Drawing on data from fieldwork interviews and analysis of case studies it examines why political rumors in Ghana often focus on the occult what political occult rumors accomplish and for whom the ways in which Ghanaian politicians use rumors about the occult to gain political advantage and some of the popular attitudes of the electorate to the rumors The book demonstrates that political occult rumors have become important tools in the hands of Ghanaian politicians to gain political advantage over opponents and the electorate as means to critique the actions and behavior of political actors and the political process generally In a nutshell this book highlights the important role of occult rumors in modern Ghanaian politics with a particular focus on the period between the late 1970s and present The main thrust of the argument in this book is that the flourishing of political occult rumors and the strength of Pentecostalism are related and that far from being a phenomenon existing on the margins of modern Ghanaian society the occult is powerful public and mainstream Connecting With Consumers Allan J. Kimmel, 2010-06-03 These are exciting times for business managers and marketing professionals yet the challenges imposed by ongoing social and technological developments are daunting In an age in which marketers can reach their audiences with greater facility than ever before firms have never been less in control of their customer targets This increasing connectedness of consumers provides a range of unique and promising opportunities for product and brand managers Connecting With Consumers describes the various strategies and techniques that can be utilized to harness consumer influence The book traces evolving developments in the consumer marketplace considers their impact on the potential reshaping of the marketing profession and describes the emerging set of tools that can enable marketers to respond to new marketplace realities It provides clear up to date coverage of a number of topics currently on the minds of many Web 2.0 word of mouth buzz the social web social media metrics customer engagement viral and guerrilla marketing The book critically assesses emerging marketing strategies and tools within the context of research and theory and provides numerous applied examples to illustrate marketing successes and common pitfalls to avoid It argues throughout for a more collaborative relationship between companies and consumers towards their mutual benefit Although the balance of power has shifted to the consumer for each of the various aspects of the marketing

process collaboration is what the future of marketing likely will be all about Marketers can avoid irrelevance in the face of change but this will require a clear commitment to connecting with consumers rather than searching for ways to regain control over them The book challenges marketers to make a choice embrace the ongoing changes as opportunities for reshaping relationships with consumers or cling to the past at the risk of becoming irrelevant This is the book for those who choose the first alternative

**The SAGE Encyclopedia of Corporate Reputation** Craig E. Carroll, 2016-05-04 What creates corporate reputations and how should organizations respond Corporate reputation is a growing research field in disciplines as diverse as communication management marketing industrial and organizational psychology and sociology As a formal area of academic study it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries products services and performance dimensions and for regions Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings In addition today's changing stakeholder expectations the growth of advocacy demand for more disclosures and greater transparency and globalized mediatized environments create new challenges pitfalls and opportunities for organizations Successfully engaging dealing with and working through reputational challenges requires an understanding of options and tools for organizational decision making and stakeholder engagement For the first time the vast and important field of corporate reputation is explored in the format of an encyclopedic reference The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying building measuring monitoring evaluating maintaining valuing living up to and or changing corporate reputations Key features include 300 signed entries are organized in A to Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross References and Further Readings to guide students to in depth resources Although organized A to Z a thematic Reader's Guide in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study A Resource Guide in the back matter lists classic books key journals associations websites and selected degree programs of relevance to corporate reputation A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies The work concludes with a comprehensive Index which in the electronic version combines with the Reader's Guide and Cross References to provide thorough search and browse capabilities

**Fake News Nation** James W. Cortada, William Aspray, 2019-10-01 How rumors lies and misrepresentations shaped American history After the election of Donald Trump as president people in the United States and across large swaths of Europe Latin America and Asia engaged in the most intensive discussion in modern times about falsehoods pronounced by public officials Fake facts in their various forms have long been present in American life particularly in its politics public discourse and business activities going back to the time when the country was formed This book explores the long tradition of fake facts in their various guises in American history It

is one of the first historical studies to place the long history of lies and misrepresentation squarely in the middle of American political business and science policy rhetoric In *Fake News Nation* James Cortada and William Aspray present a series of case studies that describe how lies and fake facts were used over the past two centuries in important instances in American history Cortada and Aspray give readers a perspective on fake facts as they appear today and as they are likely to appear in the future

*Psychological Foundations of Marketing*, 2012-11-12 A CHOICE Outstanding Academic Title 2013 Are we influenced by ads even when we fast forward them Do brands extend our personalities Why do we spend more when we pay with a credit card *Psychological Foundations of Marketing* considers the impact of psychology on marketing practice and research and highlights the applied aspects of psychological research in the marketplace This book presents an introduction to both areas and provides a survey of the various contributions that psychology has made to the field of marketing Each chapter considers a key topic within psychology outlines the main theories and presents various practical applications of the research Topics covered include Motivation The human needs at the root of many consumer behaviors and marketing decisions Perception The nature of perceptual selection attention and organization and how these perceptual processes relate to the evolving marketing landscape Decision making How and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle How insight into consumer personality can be used to formulate marketing plans Social behavior The powerful role of social influence on consumption This book will be of great interest to a diverse audience of academics students and professionals and will be essential reading for courses in marketing psychology consumer behavior and advertising

**Advances in Cross-Cultural Decision Making** Dylan Schmorrow, Denise Nicholson, 2010-06-17 The primary focus of the Cross Cultural Decision Making field is specifically on the intersections between psychosocial theory provided from the social sciences and methods of computational modeling provided from computer science and mathematics While the majority of research challenges that arise out of such an intersection fall quite reasonably

**Marketing Theory** Michael J Baker, Michael Saren, 2010-03-18 Electronic Inspection Copy available for instructors here Building on the popularity of the first edition published in 2000 the Second Edition brings together revised and new original chapters from an outstanding team of contributors providing an authoritative overview of the theoretical foundations and current status of thinking on topics central to the discipline and practice of marketing Summary of key features A marketing theory text written specifically for students Provides an introduction and overview of the role of theory in marketing Contributors are leading well established authorities in their fields Explains key concepts for students in a clear readable and concise manner Provides full in depth coverage of all topics with recommended further readings

Handbook of Top Management Teams F. Bournois, J. Duval-Hamel, S. Roussillon, J. Scaringella, 2010-10-29 Questions of company governance have been examined over the years but this has generally been in areas concerning shareholders Meanwhile the management team and board of directors remain comparatively unexplored This book has been

written to provide a way into this relatively unknown world of executive committees      *The Memo* John Wesley Yoest, Jr.,2017-08-29      **Language Myths, Mysteries and Magic** K. Stollznow,2014-09-05 Can a bump on the head cause someone to speak with a different accent Can animals aliens and objects talk Can we communicate with gods demons and the dead Language Myths Mysteries and Magic is a curio shop full of colourful superstitions folklore and legends about language

*Psychological Foundations of Marketing* Allan Kimmel,Allan J Kimmel,2018-01-12 This is the only textbook to provide an applied critical introduction to the role of psychology in marketing branding and consumer behavior Ideally suited for both students and professionals the new edition is a complete primer on how psychology informs and explains marketing strategies and how consumers respond to them The book provides comprehensive coverage of Motivation the human needs at the root of many consumer behaviors and marketing decisions Perception the nature of perceptual selection attention and organization and how they relate to the evolving marketing landscape Decision making how and under what circumstances it is possible to predict consumer choices attitudes and persuasion Personality and lifestyle how insight into consumer personality can be used to formulate marketing plans Social behavior the powerful role of social influence on consumption Now featuring case studies throughout to highlight how psychological research can be applied in the marketplace and insightful analysis of the role of digital media and new technologies this award winning textbook is required reading for anyone interested in this fascinating and evolving subject      *Ethical Issues in Behavioral Research* Allan J. Kimmel,2009-02-04 With concerns rising over the ethical dimensions of behavioral research and the developments in ethical codification and the research review process Ethical Issues in Behavioral Research looks at the research community s response to the ethical challenges that arise in the application of research approaches Focuses on ethical and legal aspects of participant research on the internet Presents a practical framework for ethical decision making Discusses the revised ethical principles and code of conduct of the American Psychological Association A new chapter detailing ethical issues in marketing and opinion research including a contrast of market and academic research and a summary of the author s research comparing ethical trends in psychology and marketing fields Offers in depth coverage of recent ethical developments outside of the United States including an update of the survey of the international codes of ethics and recommendations for avoiding ethical pitfalls encountered in cross national research Includes a list of useful internet links devoted to ethical issues in research Includes a Foreword by Herbert C Kelman      **People and Products** Allan J. Kimmel,2015-03-05 By examining the interface between consumer behavior and new product development People and Products Consumer Behavior and Product Design demonstrates the ways in which consumers contribute to product design enhance product utility and determine brand identity With increased connectedness and advances in technology consumers and marketers are more closely connected than ever before Yet consumer behavior texts often overlook the application of the subject to product design testing and success This is the first book to explore this interface in detail exploring such issues as the attributes and qualities that



consumers demand from products and services and social and cultural forces to be aware of design and form and how they facilitate product usage technological developments and the ways they have changed how consumers interact with products product disposal and sustainability emerging and future trends in consumer behavior and product development and design This exciting volume is relevant to anyone interested in marketing consumer behavior product development technology engineering design and brand management      **Marketing Communication** Allan J. Kimmel, 2005-11-17 Styles brings together leading authorities from both academia and the marketing industry to provide a comprehensive overview and analysis of the rapidly changing world of marketing communication in the 21st Century Containing a broad tableau of perspectives the book reflects the insights and experiences of academics and practitioners from both sides of the Atlantic With its timely and in depth focus on contemporary and evolving trends in marketing communication this book will be of interest to a diverse audience of academics students and marketing professionals Primarily intended as a supplemental reader for undergraduate graduate and MBA courses the focus on emerging developments in the field will also appeal to a broad range of researchers and marketing professionals

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