***Unspun:* free at last from media’s web of lies**

By: Miss Miles

Rating (out of 5 stars):

Every day, people are fed faulty information in the hopes of being swayed to purchase a product or support a candidate. What’s worrisome is not just often we are exposed to “spin,” or deception, but also how common it is. A lot of times, we don’t recognize that it is happening. *Unspun: Finding Facts in a World of Disinformation* is the cure we need; in their book, Brooks Jackson and Kathleen Hall Jamieson help readers learn how to live unspun by recognizing spin, evaluating evidence, and reaching their own conclusions.

Throughout the book, Jackson and Hall Jamieson give examples of spin and tips on how to recognize when it is happening. What’s interesting is they use both product advertisements and political examples to show that spin comes from many different sources, and if we aren’t careful, we can get caught up in it. They also constantly remind readers that in order to recognize spin, we have to know it comes from not just one political party: all of them use it in order to rally support and take down their opponents. The authors make it clear that you can’t ignore spin that comes from your chosen political stances if you want to live unspun. You have to recognize it no matter its source. The last detail that readers are presented with is, “we voters and consumers must pretty much fend for ourselves if we know what’s good for us” (23). Even though spin is harmful to citizens, it isn’t going away anytime soon, but Jackson and Hall Jamieson promise that if you look for warning signs and tricks, you’ll be able to filter through the spin and decide for yourself what you think is true.

Jackson and Hall Jamieson mainly use the problem and solution structure for their book. They use the introduction and first chapter of their book to explain what spin is and why it’s so dangerous for people, and then they spend the rest of the book giving their readers tips on how to recognize and evaluate spin. For instance, in chapter 6 “The Great Crow Fallacy,” they help readers by giving them different lessons on how to find the best evidence, unbiased facts, such as “don’t confuse anecdotes with data” (105). Even though they continually give examples of spin and describe spin in lots of detail, their purpose for writing is stronger through the problem and solution structure. They want readers to learn about spin and how to evaluate it, and in order to do that, they need to give plenty of solutions to this huge problem.

*Unspun* is a must read for anyone who is tired of being a victim to misleading information, or for anyone who wants to be able to think for themselves and come to their own conclusions. I loved how the authors didn’t just use political examples, which can become boring and seem out-of-touch with most readers, but they also use every day advertisements to help readers see how common spin really is and how effective it is and skewing our thinking.