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The Good Rumor Project: video documentation

2005

1 minutes 31 seconds

Transcriber: Hanaa Moosavi

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Time Transcription

00:00 [The Good Rumor Project]

00:00 Speaker: *The Good Rumor Project*, a social experiment that seeks to invert the more common negative effects of rumor through the construction of good rumors that are systematically spread through the border region of San Diego, Tijuana.

00:17 Speaker: According to several scientific studies, rumors often help to develop a positive self-image of one's own social group by ascribing negative characteristics to people outside this group.

00:31 Speaker: This is especially the case in border areas such as between Mexico and the U.S. [San Diego, Tijuana]

00:39 Speaker: In contrast to normal rumors, which are mostly negative and originate from others then whom the rumors are about, the good rumors are positive and have been created in dialogue with the actual subjects of the rumors. That is people in Tijuana created the rumor about Tijuana and people in San Diego created the rumor about San Diego.

1:02 Speaker: This was done through focus groups, the same method that is used in marketing as well as in politics to determine people's thoughts, beliefs, and opinions on certain issues. One focus group was conducted in Tijuana and one in San Diego. Each focus group consisted of demographically selected people from Tijuana and San Diego, respectively. The results of the focus group sessions then functioned as material for the construction of the rumors.