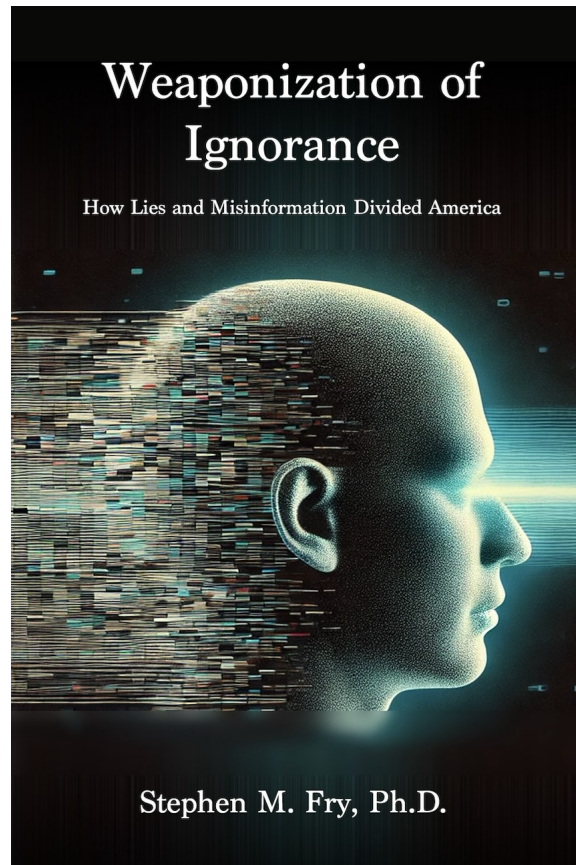


MEDIA KIT

Weaponization of Ignorance

How Lies and Misinformation Divided America



Stephen M. Fry, Ph.D.
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Media inquiries: info@sbdipublishing.com

Quick Facts

Title	Weaponization of Ignorance
Subtitle	How Lies and Misinformation Divided America
Author	Stephen M. Fry, Ph.D.
Publisher	SBDI Publishing
Formats	Paperback and Kindle eBook
Publication	Paperback released November 2025; Kindle eBook released February 2026
Subject areas	Misinformation, political psychology, propaganda, media manipulation, cognitive bias, democracy
Audience	Civic-minded readers, educators, book clubs, journalists, students, and anyone trying to understand America's information divide
Website	WeaponizationOfIgnorance.com
Contact	info@sbdipublishing.com

One-Sentence Description

***Weaponization of Ignorance* explains how psychological bias, partisan media, propaganda, and deliberate political deception transformed misinformation into a political weapon powerful enough to divide families, communities, and the country itself.**

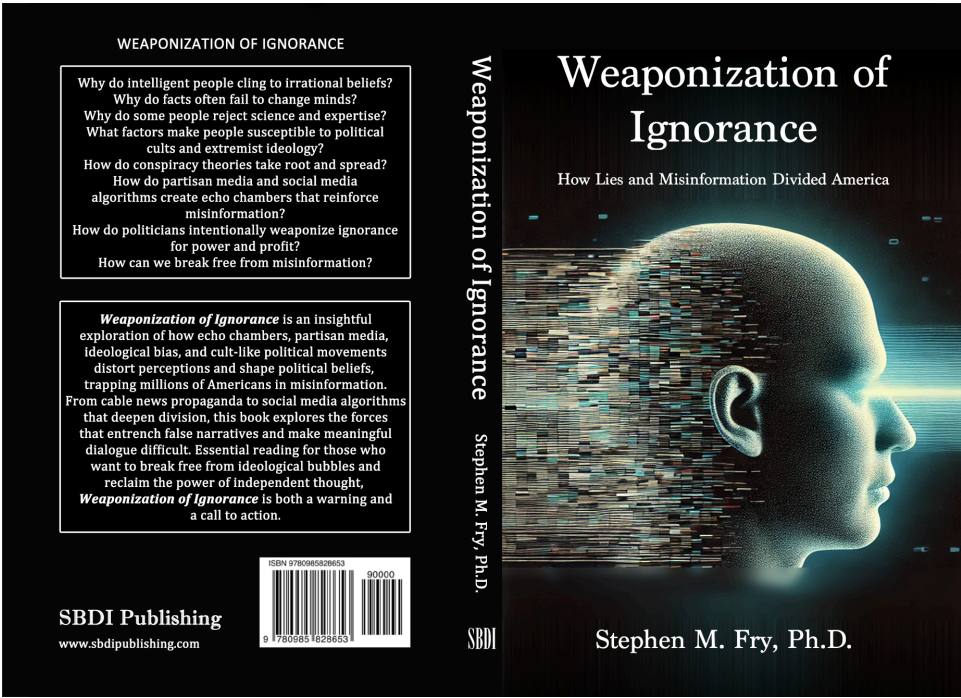
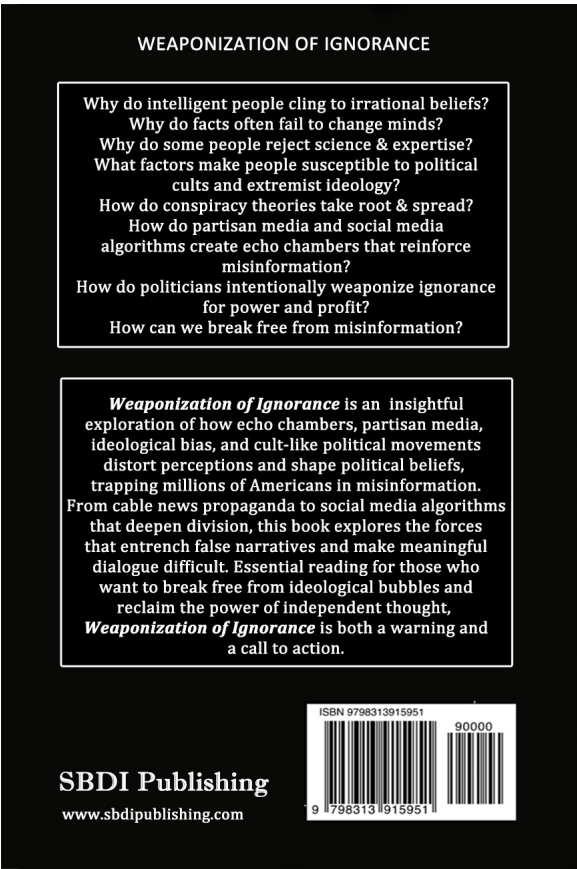
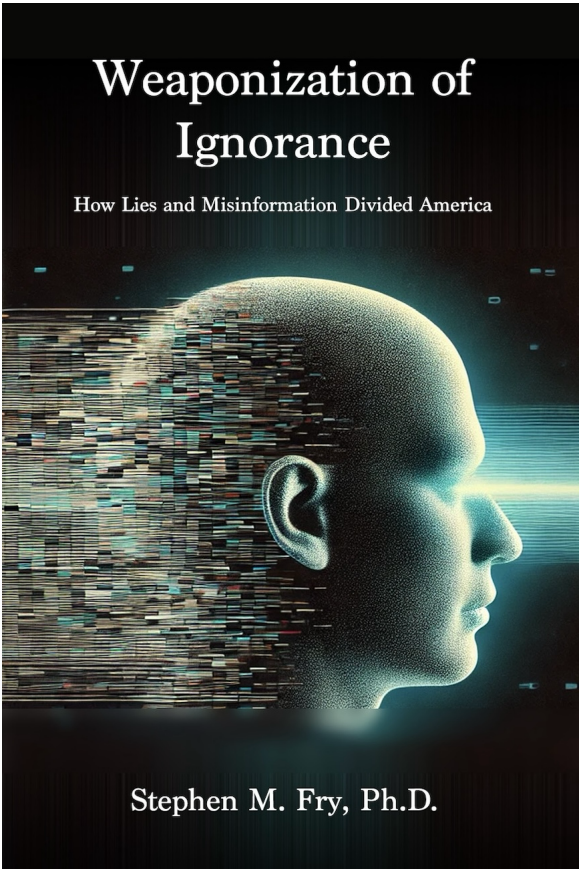
Short Description

Weaponization of Ignorance is a readable, evidence-based guide to how misinformation spreads, why it resists correction, and how political actors exploit psychological vulnerabilities to reshape public reality. Written for general readers, the book connects cognitive bias, media ecosystems, conspiracy thinking, identity protection, and authoritarian persuasion into a single framework for understanding America's political divide.

Related Book

Relationship to the author's next book: *Weaponization of Ignorance* explains how political lies are built; *The Integrity Gap* explains how we help them spread.

Covers



Book Overview

Americans no longer disagree only about policy. Increasingly, they disagree about what is real. *Weaponization of Ignorance* examines how that happened: not by assuming that ordinary citizens are unintelligent, but by explaining how normal human psychology can be manipulated by lies, repetition, tribal identity, outrage media, algorithmic reinforcement, and political messaging designed to bypass careful reasoning.

The book argues that ignorance becomes weaponized when falsehood is no longer merely a mistake but a political resource. Once misinformation is tied to identity, loyalty, grievance, or fear, correcting it becomes far more difficult than presenting facts. The result is a public sphere in which evidence is filtered through emotion, institutions are discredited in advance, and democratic accountability weakens.

Rather than treating misinformation as a problem of “stupid voters,” the book explains how intelligent, well-meaning people can be drawn into distorted realities. It combines political psychology, media literacy, propaganda analysis, and democratic concern in a form accessible to readers outside the academy.

Core Themes

- Misinformation works because it often feels emotionally true before it is factually examined.
- Cognitive biases make people vulnerable to repetition, confirmation, motivated reasoning, and tribal reinforcement.
- Partisan media and algorithmic platforms can transform isolated falsehoods into self-reinforcing belief systems.
- Propaganda succeeds when loyalty to a leader or movement becomes more important than evidence.
- Democracy depends on a shared factual foundation; when that foundation collapses, accountability becomes nearly impossible.
- The antidote is not contempt for misled people, but stronger habits of verification, humility, and civic responsibility.

Who Should Read It

- Readers trying to understand how the Trump-era information environment became so powerful.
- Book clubs and discussion groups focused on democracy, polarization, media literacy, or civic responsibility.
- Educators, students, and community leaders looking for an accessible framework for misinformation.
- Journalists, activists, and politically engaged citizens who want to communicate facts without deepening division.
- Family members and friends trying to understand how intelligent people can come to defend false or authoritarian narratives.

Author Bio

Short Bio

Stephen M. Fry, Ph.D., is an author, technologist, former medical device executive, and community college instructor. His recent work focuses on evidence, misinformation, political communication, and the ways public understanding is shaped by media, emotion, and trust.

Longer Bio

Stephen M. Fry, Ph.D., has spent much of his career working at the intersection of science, technology, evidence, and communication. He holds a Ph.D. in Quantum Electronics from UCLA and an MBA from National University, and has served in leadership roles in medical technology, including as a vice president of research and development, chief technology officer, and chief executive officer.

Dr. Fry is the author or co-author of multiple medical technology books and technical publications. His more recent writing turns that evidence-centered background toward political communication, misinformation, and democratic resilience. In *Weaponization of Ignorance*, he examines how lies and misinformation spread through human psychology, media systems, and political identity, and how those forces have contributed to America's deepening divide.

Author Expertise Relevant to Interviews

- Misinformation and political persuasion
- Cognitive bias, motivated reasoning, and belief formation
- Propaganda, conspiracy thinking, and authoritarian communication
- How social and partisan media reshape political reality
- The relationship between truth, trust, and democratic accountability
- Communicating complex ideas clearly to general audiences

Author Photo



Interview Topics and Sample Questions

Suggested Interview Topics

- Why misinformation is so difficult to correct once it becomes part of identity.
- How ordinary cognitive biases are exploited by modern political messaging.
- Why “ignorance” in the book does not mean stupidity.
- How repetition, grievance, and fear turn falsehood into political loyalty.
- The role of partisan media and social platforms in constructing alternate realities.
- Why democracy requires a shared factual foundation.
- How to talk about misinformation without alienating the people most affected by it.

Sample Questions

- What do you mean by “weaponization of ignorance”?
- Why did you choose the word “ignorance,” and how do you avoid treating misled people with contempt?
- How do cognitive biases make all of us vulnerable to misinformation?
- Why are lies repeated by trusted political or media figures so powerful?
- How did misinformation become tied to identity and loyalty in American politics?
- What role do social media and partisan media play in reinforcing false beliefs?
- Why do facts alone often fail to change people's minds?
- What can readers do in their own families, communities, or online spaces?
- How does Weaponization of Ignorance connect to your later book, The Integrity Gap?
- What gives you hope that America can rebuild a healthier information culture?

Media and Event Copy

Short Listing Copy

Weaponization of Ignorance: How Lies and Misinformation Divided America is an accessible, evidence-based examination of how misinformation, psychological bias, partisan media, and propaganda have reshaped American political reality. Stephen M. Fry, Ph.D., explains how ordinary people can be led to defend false narratives—and why democracy depends on rebuilding a shared factual foundation.

Longer Listing Copy

In *Weaponization of Ignorance*, Stephen M. Fry, Ph.D., explores how misinformation became one of the defining political weapons of modern America. The book explains why lies spread, why they resist correction, and how media systems, political identity, cognitive bias, and authoritarian messaging can combine to divide families, communities, and the country itself.

Written for general readers, the book avoids the easy assumption that misinformation is simply a problem of stupidity. Instead, it shows how intelligent people can be pulled into distorted realities when falsehood is reinforced by repetition, grievance, fear, and social belonging. The result is a practical and timely guide to understanding America's information crisis—and the democratic stakes of truth.

Suggested Pull Lines

- How misinformation creates weaponized ignorance.
- A guide to how lies spread, resist correction, and reshape political reality.
- The problem is not that people cannot think; it is that political systems can be designed to make thinking harder.
- When falsehood becomes loyalty, facts alone are no longer enough.
- Democracy cannot survive without a shared factual foundation.

Sample Social / Newsletter Blurb

Weaponization of Ignorance examines how misinformation, cognitive bias, partisan media, and political propaganda divided America—and why rebuilding a culture of truth is essential to democratic survival. Available in paperback and Kindle eBook.

Media Assets, Review Copies, and Contact

Available or recommended media assets:

- High-resolution front cover image
- Author photo
- Short and long author bios
- Book description in multiple lengths
- Direct Amazon link
- Website and social media links
- Review copy or excerpt availability, if applicable

Contact

SBDI Publishing

Email: info@sbdipublishing.com

Website: SBDIPublishing.com

Book website: WeaponizationOfIgnorance.com

Book Link

Paperback on Amazon: <https://www.amazon.com/dp/098582865X>

Kindle ebook on Amazon: <https://www.amazon.com/dp/B0GH1G54XX/>

Related Book

The Integrity Gap: When Good Intentions Undermine Truth extends the misinformation framework into the political meme ecosystem. *Weaponization of Ignorance* explains how political lies are built; *The Integrity Gap* explains how well-intentioned sharing can help them spread.