

## **The Psychology of Conspiracy Theories**

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Conspiracy theories, explanations that accuse influential agents of having some hidden schemes, have taken center stage in the digital era, influencing popular discourse on topics ranging from pandemics to political honesty. The key inquiry in current social and cognitive psychology is to try to find out the reason behind why people embrace and propagate these beliefs. Scholars have also found that there are several psychological processes, such as cognitive, motivational, and social processes, that facilitate the attraction and maintenance of conspiracy beliefs. Cognitive bias, psychological needs, and social influences form conspiracy beliefs, which can be used to explain or predict human behavior and trust as the foundation of society, indicating the need to understand and reduce the overall prevalence of these beliefs in the contemporary world.

### **Psychological Motives and Cognitive Mechanisms**

Recent meta-analytic studies combine the results of hundreds of studies that express the connection between conspiracy beliefs and underlying psychological motives (Biddlestone et al., 2025a). Epistemic motives, which express the need to understand and have some certainty, can be used to understand why people tend towards conspiratorial explanations in cases of ambiguity or lack of information. Existential needs may also render conspiracy theories appealing in situations where people are powerless or are experiencing insecurities, e.g., the need to have control and security. Conspiracy belief is also predicted by social motives such as the need to maintain self and group image.

To supplement this motivational point of view, studies on cognitive processes would propose that thinking styles predict a tendency to conspiratorial beliefs. In particular, the people whose reflective thinking is lower (most likely because they engage in intuitive thinking) tend to

support the existence of conspiracies, and higher cognitive reflection correlates with decreased trust in generic and specific conspiracy theories (Yelbuz et al., 2022). This observation is compatible with dual process explanations of reasoning and underscores the contribution of cognitive biases (including confirmation bias and proportionality bias) to the enhancement of conspiratorial inferences.

### **Social Influences and Communication Dynamics**

There is the improbability of conspiracy theories being constructed in isolation; social settings are essential factors towards proliferation and legitimization. Experimental studies also show that social engagement intentions, including positive feedback or higher social visibility, may drive people to share conspiracy theories on the internet even when they appreciate that the fabricated information is inaccurate (Ren et al., 2023). In addition, the social influence processes, such as trust in informal sources, echo chambers, and peer support, can normalize the forms of belief within groups and maintain the sustainability of conspiracy networks (Albarracín, 2022).

In addition to the online dynamics, development studies indicate that there are social identity processes that impact conspiratorial thinking across the lifespan. Adolescence and young adulthood are phases of identity exploration during which social influences, comprising peer networks, moral development, and media consumption, are found to influence how people can weigh authoritative explanations against alternative ones (Hornsey et al., 2026). These findings collectively point to conspiracy beliefs being situated within wider social cognitive ecosystems and not being the result of cognitive errors in isolated individuals.

### **Consequences and Implications**

There are actual social implications of conspiracy, which go beyond what one believes. They can weaken trust in institutions, destabilize public health projects (e.g., vaccine uptake),

and polarize communities. Although certain psychological reasons can be adaptive in their quest to find meaning or control, the endorsement of conspiracy might not meet these goals and may, in fact, continue the anxiety, mistrust, and social disintegration (Biddlestone et al., 2025b). By identifying these effects, it is crucial to acknowledge that interventions are necessary to reinforce media literacy and promote critical thinking, as well as to address the social meanings and isolation needs that lie beyond the adaptive response scope.

### **Conclusion**

The cognitive biases, motivational drives, and the social influences interact to form the belief and spread, making the psychology of the conspiracy theories complex. The recent studies indicate that conspiracy beliefs are not accidental but based on individual mental mechanisms as well as social systems. To correct detrimental trends, researchers and policymakers need to develop interventions that will improve critical thinking, cultivate institutional trust, and develop inclusive conversations that will make conspiratorial explanations less attractive.

## References

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