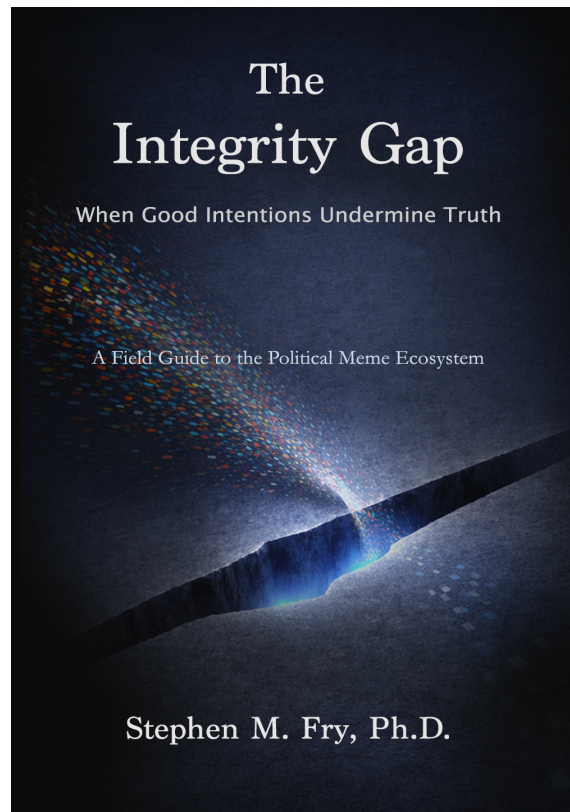


MEDIA KIT

The Integrity Gap

When Good Intentions Undermine Truth

A Field Guide to the Political Meme Ecosystem



Stephen M. Fry, Ph.D.
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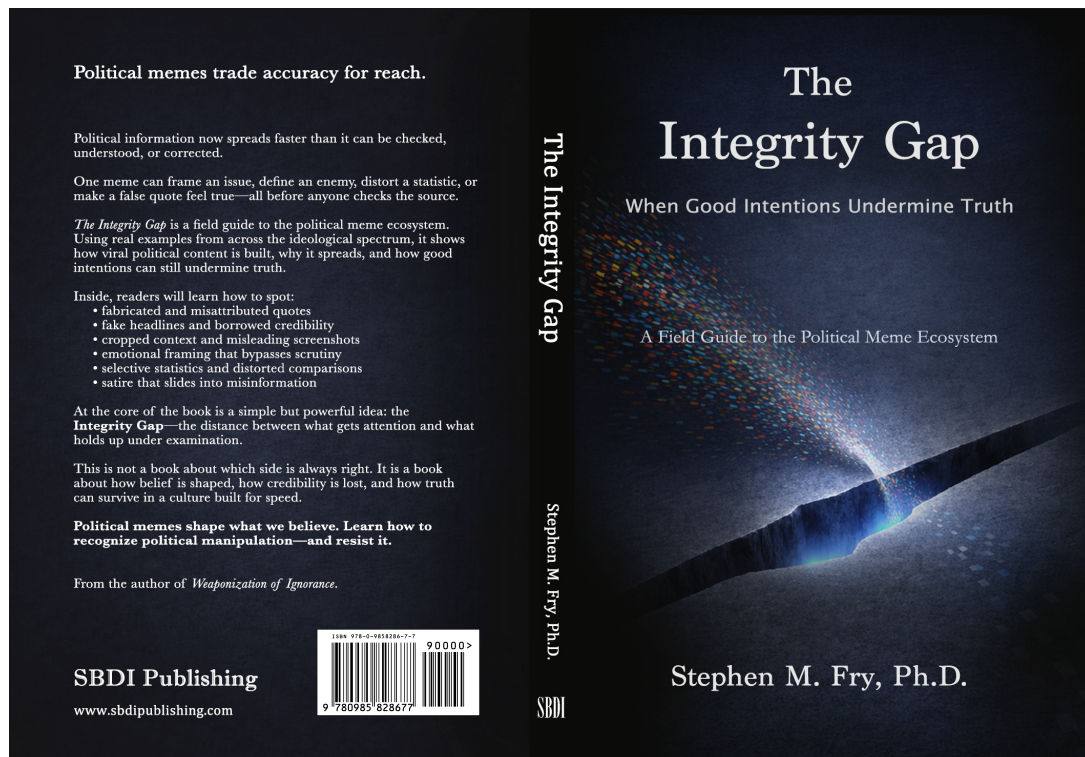
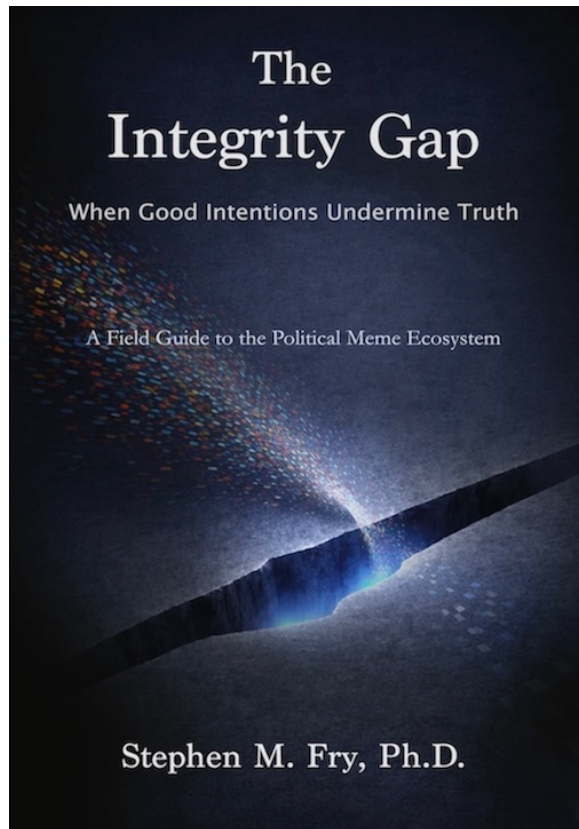
Quick Facts

Title	The Integrity Gap
Subtitle	When Good Intentions Undermine Truth
Descriptor	A Field Guide to the Political Meme Ecosystem
Author	Stephen M. Fry, Ph.D.
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Primary format	Full-color paperback
Category	Political communication, media literacy, misinformation, civic education
Audience	Readers concerned with political truth, educators, students, journalists, activists, book clubs, and civic groups
Websites	IntegrityGapBook.com SBDIPublishing.com
Media contact	info@sbdipublishing.com

One-sentence description

The Integrity Gap explains how viral political memes trade accuracy for emotional impact - and how even well-intentioned sharing can help misinformation spread.

Covers



Book Overview

Political memes have become one of the fastest and most emotionally powerful forms of political communication. They can clarify, persuade, satirize, expose, and mobilize. They can also distort, oversimplify, misattribute, launder credibility, and reinforce false beliefs before readers pause to verify what they are sharing.

The Integrity Gap is the distance between how fast information spreads and how accurately it reflects reality. The book examines that gap through a practical field-guide approach: real political meme examples, recurring manipulation patterns, and simple tools readers can use before reposting content that feels emotionally true but may not be factually sound.

Rather than scolding people for sharing political content, the book argues that integrity requires a slower, more careful form of civic participation. In an information environment optimized for outrage, not sharing can sometimes be the strongest act of truthfulness.

Core Themes

- Viral political content often spreads because it feels recognizable, not because it has been verified.
- False or distorted memes can damage credibility even when shared with good intentions.
- Quote laundering, context collapse, ambiguity manipulation, and association stacking are recurring features of the political meme ecosystem.
- Accuracy is not a luxury in political communication; it is part of democratic responsibility.
- The healthiest response to misinformation is not withdrawal, but better curation, verification, and restraint.

Who should read it

- Civic-minded readers who want to share political content responsibly.
- Educators and students discussing misinformation, propaganda, media literacy, or political psychology.
- Journalists, activists, moderators, and community leaders who regularly encounter viral political content.
- Book clubs and discussion groups interested in democracy, truth, and the ethics of online persuasion.

Author Bio

Short bio

Stephen M. Fry, Ph.D., is an author, technologist, former medical device executive, and community college instructor. His recent books examine misinformation, political communication, and the ways false narratives reshape civic life.

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. He has served as Vice President of Research and Development/Chief Technology Officer at Volcano Corporation, CEO of Bioscan, and founder of SBDI.

Dr. Fry is the author or co-author of multiple medical technology books and technical publications. In recent years, his writing has turned toward political misinformation, democratic vulnerability, and the psychology of belief. His book *Weaponization of Ignorance* examined how lies and misinformation divided America. *The Integrity Gap* continues that work by focusing on the political meme ecosystem and the ethical responsibility of sharing content in a high-speed media environment.

Author expertise relevant to interviews

- Misinformation, political memes, and viral persuasion
- Cognitive bias and emotional recognition in political communication
- How ordinary users amplify false or misleading content
- The ethics of sharing, curating, and correcting online information
- Why truth-preserving communication matters before elections and during periods of democratic stress

Author Photo



Interview Topics and Sample Questions

Suggested interview topics

- Why political memes are more than jokes or slogans
- How good intentions can still spread bad information
- The difference between emotional truth and factual structure
- Why quote memes are so vulnerable to misattribution and distortion
- How audiences can slow down without becoming politically disengaged
- The role of book clubs, classrooms, and civic groups in rebuilding information integrity

Sample questions

- What is the Integrity Gap, and why did you choose that phrase?
- Why are political memes such powerful vehicles for misinformation?
- How can a meme be emotionally valid but factually misleading?
- What are some of the most common red flags readers should notice before sharing?
- Why do well-intentioned people share inaccurate political content?
- How does The Integrity Gap connect to Weaponization of Ignorance?
- What should people do when they discover that something they shared was misleading?
- How can educators or book clubs use the book for discussion?
- What does responsible sharing look like during an election season?
- Is the answer to post less, or to post more carefully?

Sample Copy for Media and Event Listings

Short listing copy

In *The Integrity Gap*, Stephen M. Fry, Ph.D., examines how political memes shape what people believe, what they share, and what they come to treat as true. The book offers a practical field guide for recognizing manipulation, resisting emotionally satisfying distortions, and sharing political content with greater accuracy and civic responsibility.

Longer listing copy

Political memes move faster than fact-checks. They compress complex issues into instantly recognizable emotional signals, rewarding outrage, certainty, and identity confirmation. *The Integrity Gap* explores what happens when that speed outruns accuracy. Through a field-guide approach to the political meme ecosystem, Stephen M. Fry, Ph.D., shows how quote laundering, context collapse, ambiguity manipulation, association stacking, and outrage conditioning can turn ordinary sharing into a mechanism of misinformation. The book is a practical guide for readers who care about truth, democracy, and the ethics of online political communication.

Suggested pull lines

- The Integrity Gap is the distance between how fast information spreads and how accurately it reflects reality.
- Political memes shape what we believe. The question is whether they also deserve our trust.
- Even well-intentioned sharing can undermine truth.
- In a high-speed information environment, restraint can be a civic virtue.
- The goal is not to stop political speech. The goal is to make political speech more honest.

Media Assets, Review Copies, and Contact

Available or recommended media assets:

- High-resolution front cover image
- High-resolution author photo
- Short and long author bios
- Book description in short and long formats
- Sample interview questions
- Book club and classroom discussion resources

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