



# Corrigendum: Sharing or Not: Psychological Motivations of Brand Rumors Spread and the Stop Solutions

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## A Corrigendum on

**Sharing or Not: Psychological Motivations of Brand Rumors Spread and the Stop Solutions**  
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In the original article, there was a mistake in two of the author's names. Two author names were incorrectly spelled as "Yu Hwang" and "Chuqu Xiao." The correct spelling is "Yu Huang" and "Chunqu Xiao." The original article has been updated.

In the original article, there was a mistake in the title of "Table 2." The title was originally, "Table 2. Sets, calibrations and descriptive statistics regarding positive and negative rumors." But should be "Table 2. Sets, calibrations and descriptive statistics after calibrations regarding positive and negative rumours." The corrected Table 2 appears below.

The authors apologize for this error and state that this does not change the scientific conclusions of the article in any way. The original article has been updated.

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**TABLE 2** | Sets, calibrations and descriptive statistics after calibrations regarding positive and negative rumours.

	Fuzzy-set calibrations			Descriptive statistics					
	Full out	Crossover	Full in	Mean	SD	Min	Max	N cases	Missing
<b>Positive rumors sets</b>									
SR	2	4	6	0.588	0.320	0.01	0.99	208	0
Hope	2.667	4.667	6	0.498	0.330	0.01	0.99	208	0
HM	3.25	5.25	6.5	0.486	0.319	0.01	0.99	208	0
Trust	2.5	4.5	6.25	0.516	0.324	0.01	0.99	208	0
RM	2.225	4	5.75	0.488	0.336	0.01	0.99	208	0
SI	3.25	4.75	6.25	0.494	0.369	0.01	0.99	208	0
Altruism	3.5	5	6.5	0.491	0.344	0	0.98	208	0
<b>Negative rumors sets</b>									
SR	3	5	7	0.518	0.328	0	0.95	208	0
Anxiety	3	4.667	6	0.481	0.329	0	0.99	208	0
HM	3.25	5	6.5	0.522	0.32	0.01	0.97	208	0
Trust	2.725	4.5	6	0.508	0.335	0.01	0.99	208	0
RM	2	3.75	5.25	0.503	0.33	0.01	0.99	208	0
SI	2.725	4	5.5	0.483	0.362	0	1	208	0
Altruism	3.75	5.25	6.5	0.523	0.357	0	0.99	208	0

SR, Sharing Rumors; HM, Herd Mentality; PM, Relationship Management; SI, Self-improvement.