**Bandwagon Fallacy**

\*Bandwagon is a fallacy based on the assumption that the opinion of the majority is always valid

\*\*The belief that an argument is valid simply because the majority believes it to be

* Latin for “Appeal to the people” AKA: “Appealing to the masses”
* Peer pressure / Popularity is the basis for the argument
* Majority rules
* The world is flat
* Slavery
* “Everyone’s doing it”
* This tenchnique is often utilized in advertising and commercials
* Invites customers/ audience to ‘hop on the wagon’ and buy what everyone else is buying
* These advertisements often don’t give any logical reasoning as to why their product is the best
* Nevertheless, this technique is often very effective and successful because its human nature to want to fit in

Commercial displaying bandwagon:

<https://www.youtube.com/watch?v=6dQRCOEeHaY>

Websites where I got most of my info:

<https://p0is0n1n7hewe11.wordpress.com/the-bandwagon/>

<https://www.thoughtco.com/what-is-bandwagon-fallacy-1689158>