

Post a Wrong Answer and the Right One Arrives: Cunningham's Law

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When you post a question such as “How do I do this?” in an online community, it often goes unanswered for quite a while. Yet if someone confidently writes down a bogus answer, within minutes a string of comments saying “That’s wrong” appears, along with accurate explanations. There is an internet adage that sums up this curious phenomenon in a single sentence: ‘Cunningham’s Law.’ Put simply, Cunningham’s Law is the rule of thumb that ‘the best way to get the right answer on the internet is not to ask a question, but to post the wrong answer.’ It captures the observation that people move far mo