

DEBUNKING FAKE NEWS/MISCONCEPTIONS ABOUT CLIMATE CHANGE

Rhetorical strategies of misinformation in the context of climate change



The most common misinformation about climate change are:

- A** The denial of anthropogenic climate change
- B** The idea that climate mitigation has economic & political implications, incompatible with the ideals of the free market

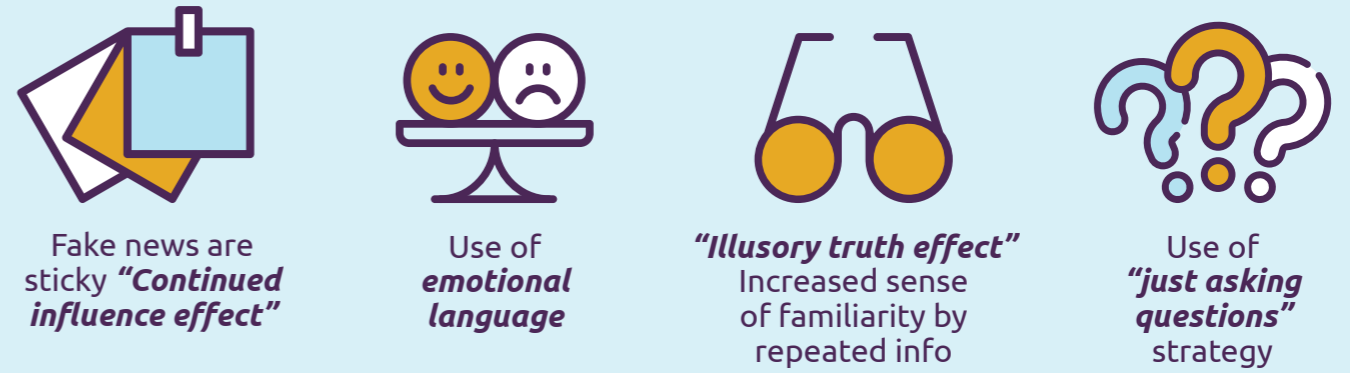
The idea that climate mitigation has economic & political implications, incompatible This fake news, which is rapidly & broadly spread through media & especially social media, encourages climate inaction with profound negative impacts on public health & global economy.

BUT HOW CAN THIS FAKE NEWS BE "ESTABLISHED" IN PUBLIC'S BELIEFS?



1 The scientific consensus is undermined & questioned 2 The scientific uncertainty is highlighted while certainty is presented as a condition for climate action 3 Individual scientists are attacked to undermine their credibility 4 Pseudoscientific alternatives are projected through a network of blogs

WHY DOES THE PUBLIC BELIEVE IN FAKE NEWS?



HOW TO DEBUNK FAKE NEWS

