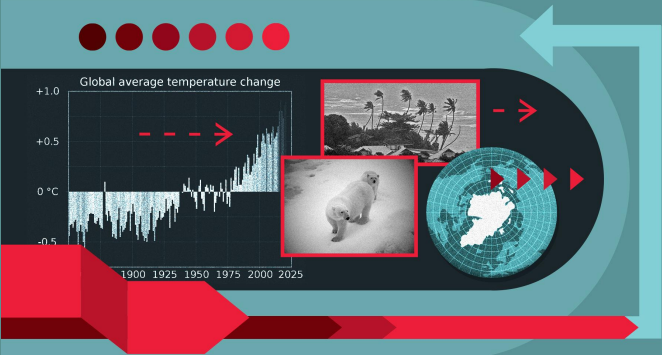


Climate Disinformation



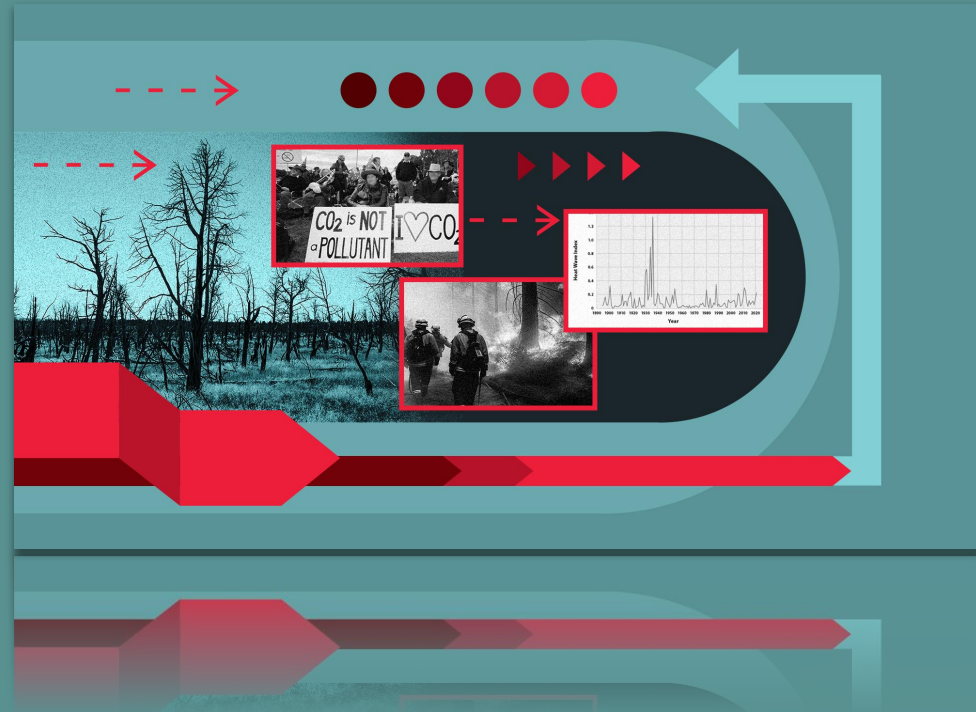
Outline

- Basic Concepts
- Most Common Climate Disinformation
- Causes
- When to Expect It
- What We Can Do



Basic Concepts

- Disinformation
- Misinformation
- Conspiracy theory
- Pseudoscience
- Claim
- Fact



Most Common Disinformation

- Climate change denial
- Climate change not caused by humans



Causes

- Social media
- Lack of trust in formal knowledge institutions, government institutions, media
- Lack of education, knowledge synthesization
- Not understanding scientific principles
- Fear



When to Expect It

- Extreme weather conditions (high temperatures in the summer, extreme snow in the winter)
- Weather events (storms)
- Conferences about climate, protests



What Can We Do?

- Fact-checking
- Prebunking
- Learn basic climate and climate change facts
- Sensitive approach



Thank you!

