

# How climate change misinformation spreads online

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27<sup>th</sup> January 2023

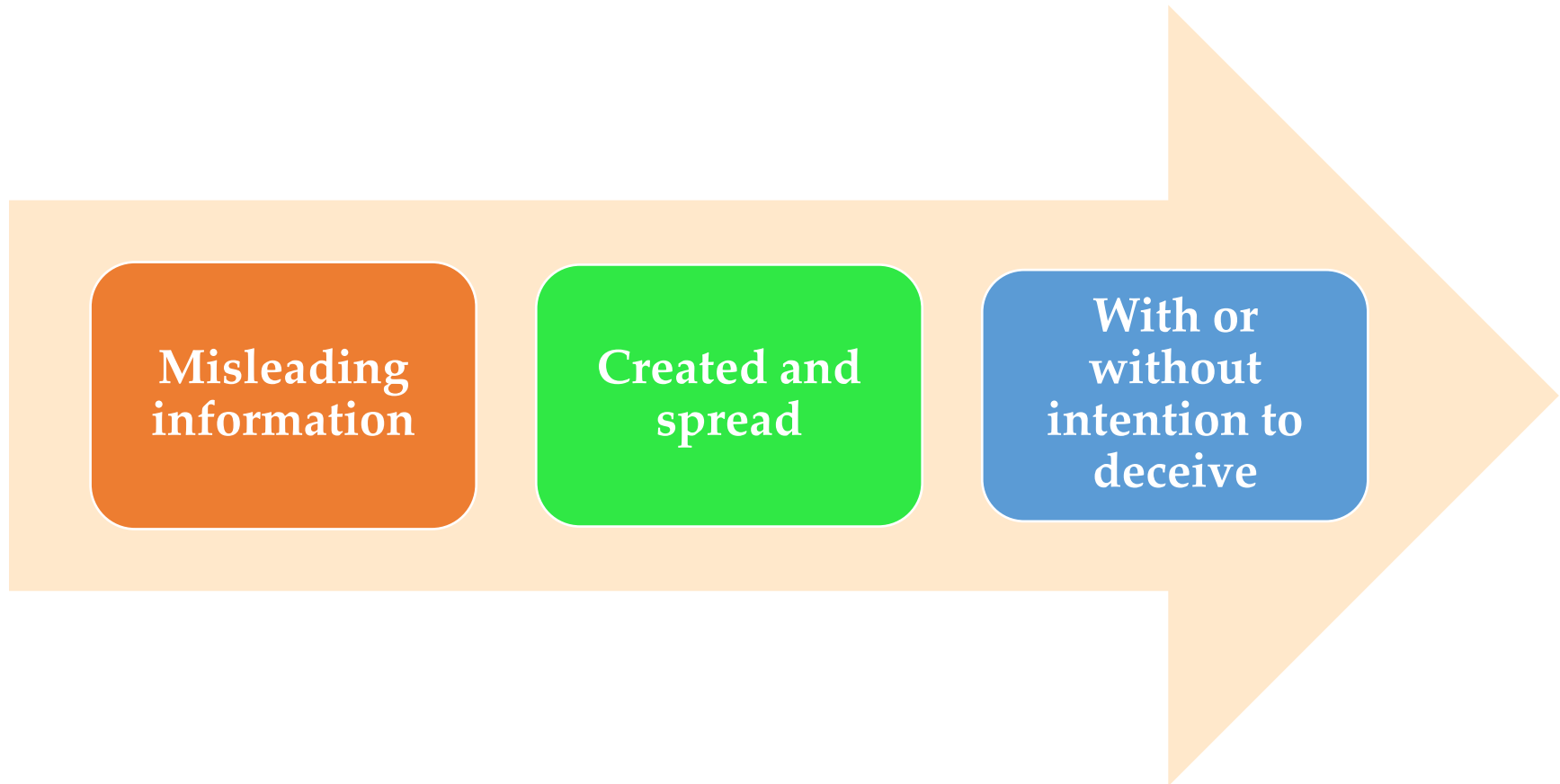




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# 1. What is climate change misinformation?

# What is misinformation?



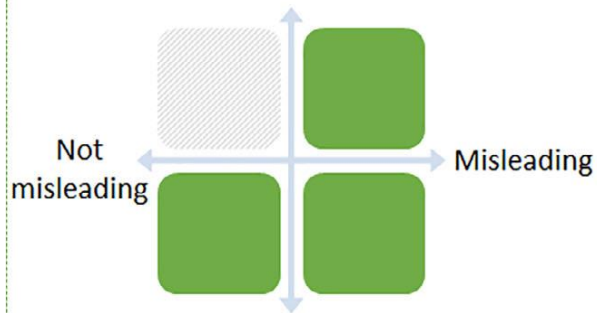
Disinformation: intention to deceive



# Information hierarchy

## Information

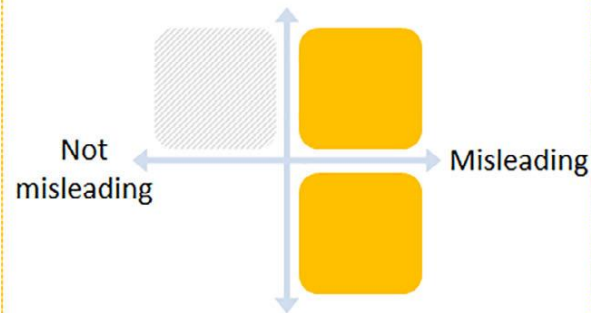
Intent to  
deceive



No intent to  
deceive

## Misinformation

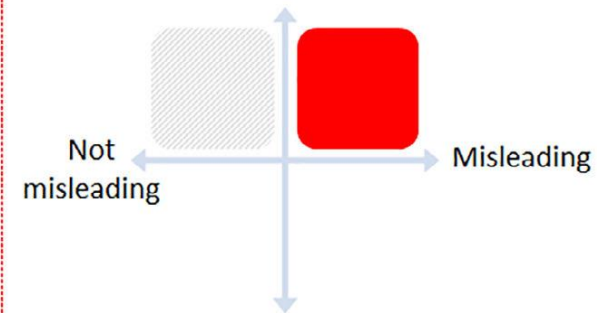
Intent to  
deceive



No intent to  
deceive

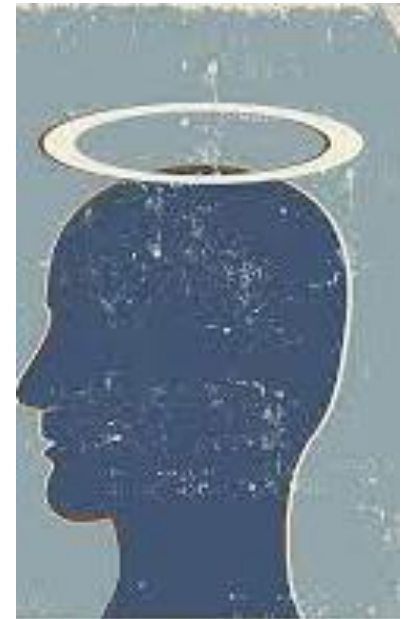
## Disinformation

Intent to  
deceive

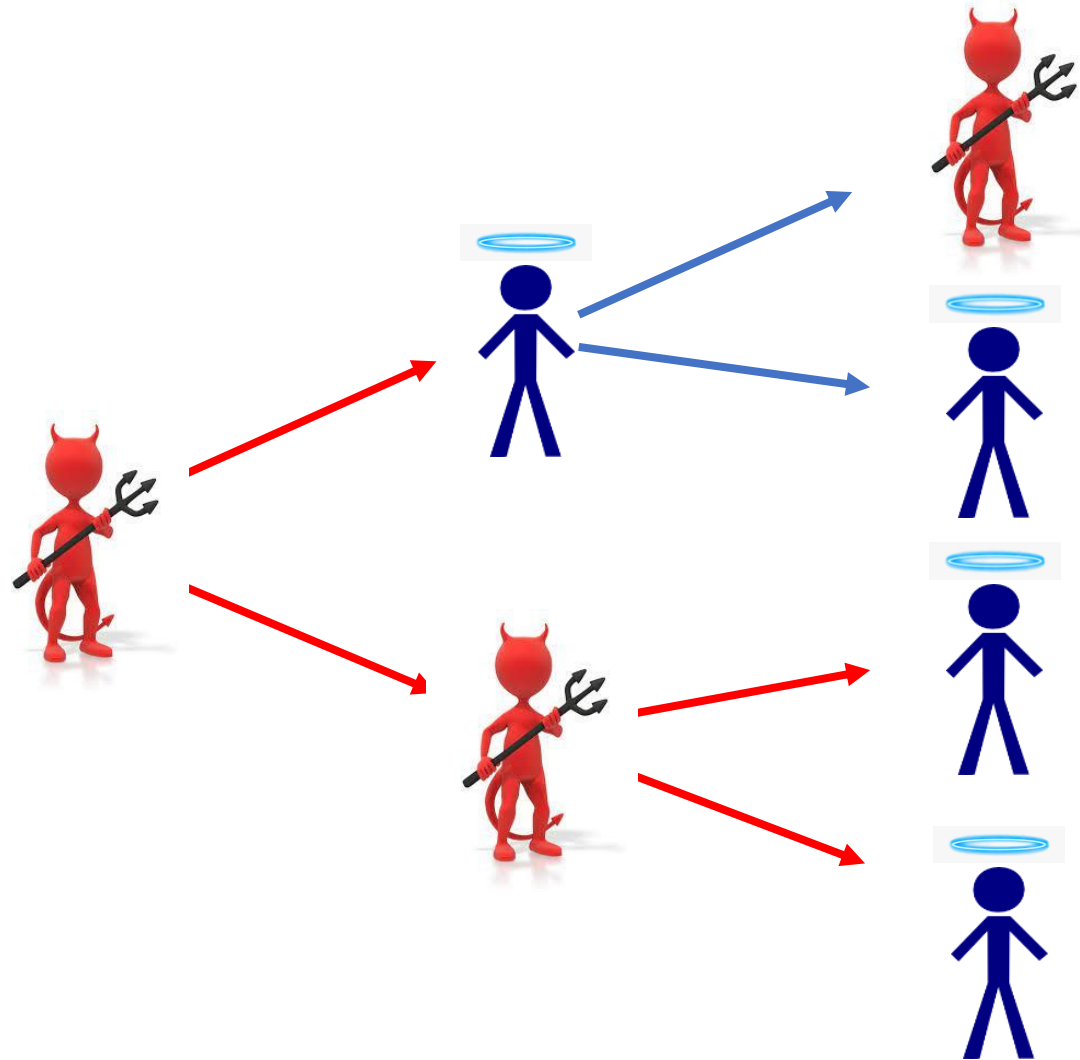


No intent to  
deceive

# Online and social media



# Online misinformation



# What about climate misinformation?

Discredit climate  
science

Confuse the  
political debate



Contrarianism  
Scepticism  
Denialism

Cast doubt

Alternative  
interpretations



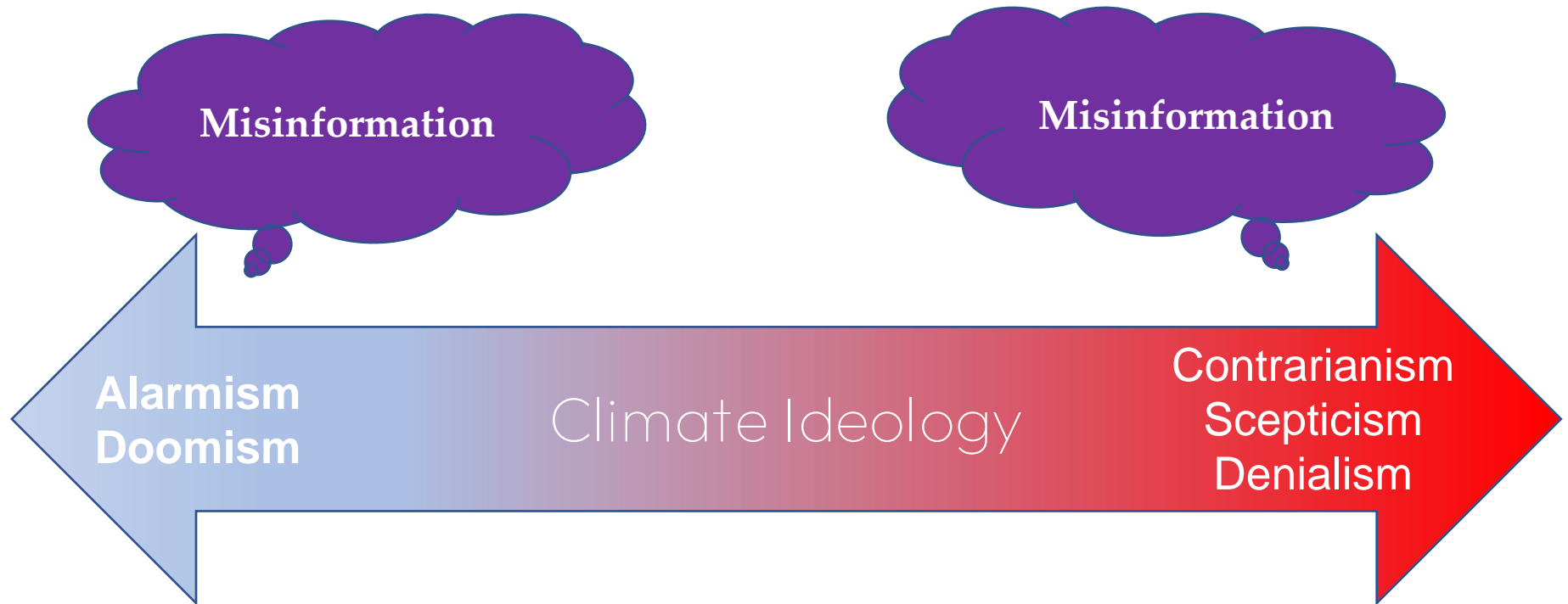
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# What about climate misinformation?



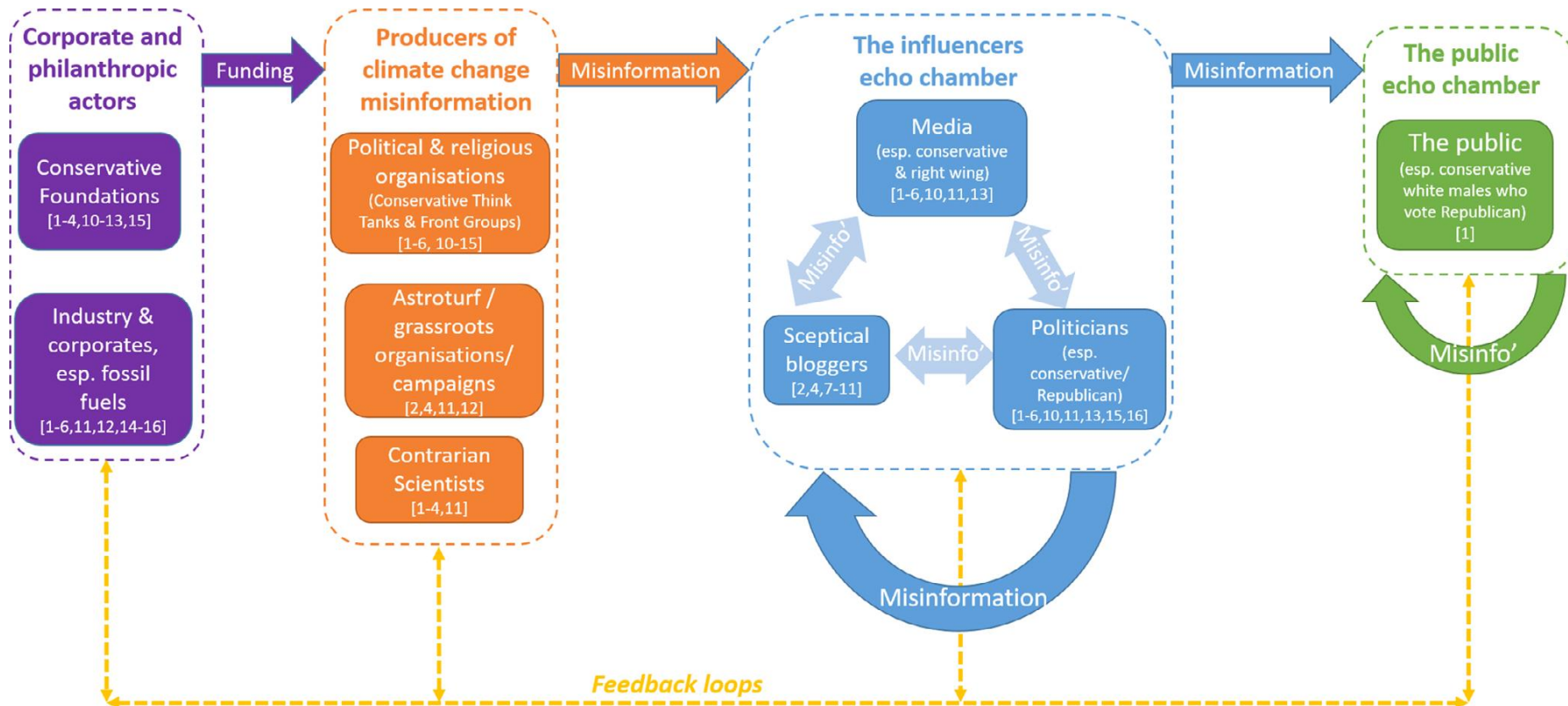
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## 2. Who is involved?

# Who is involved?





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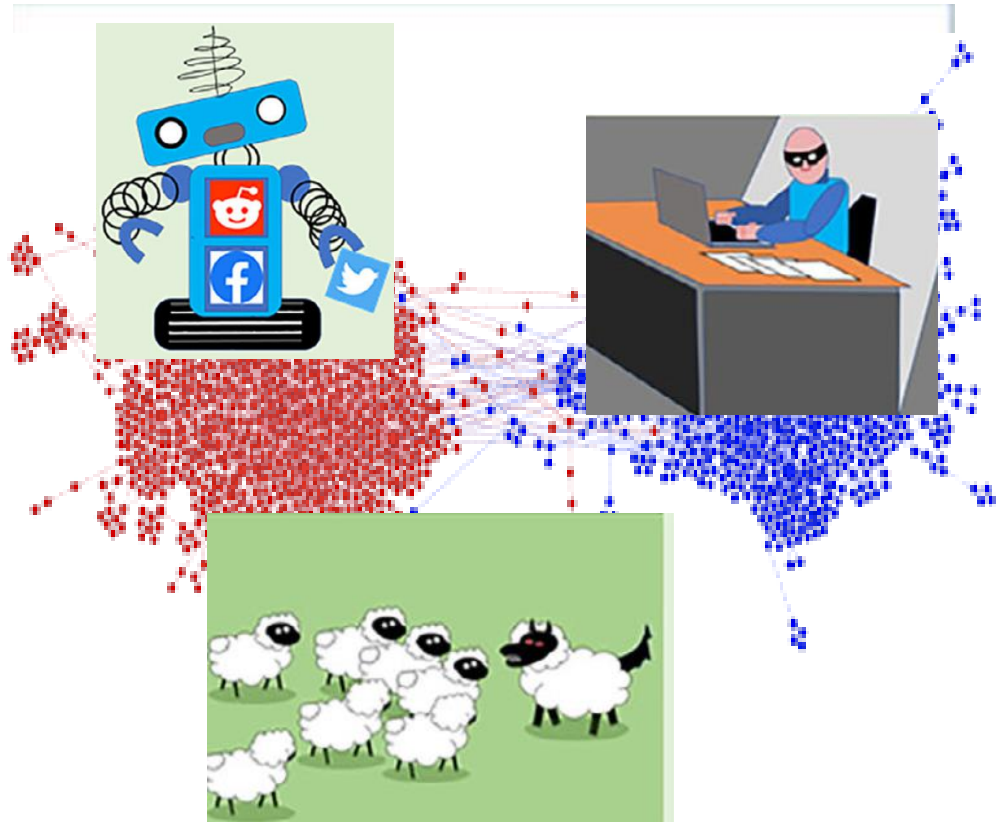
3. How does it  
spread online?

# Social media platform factors

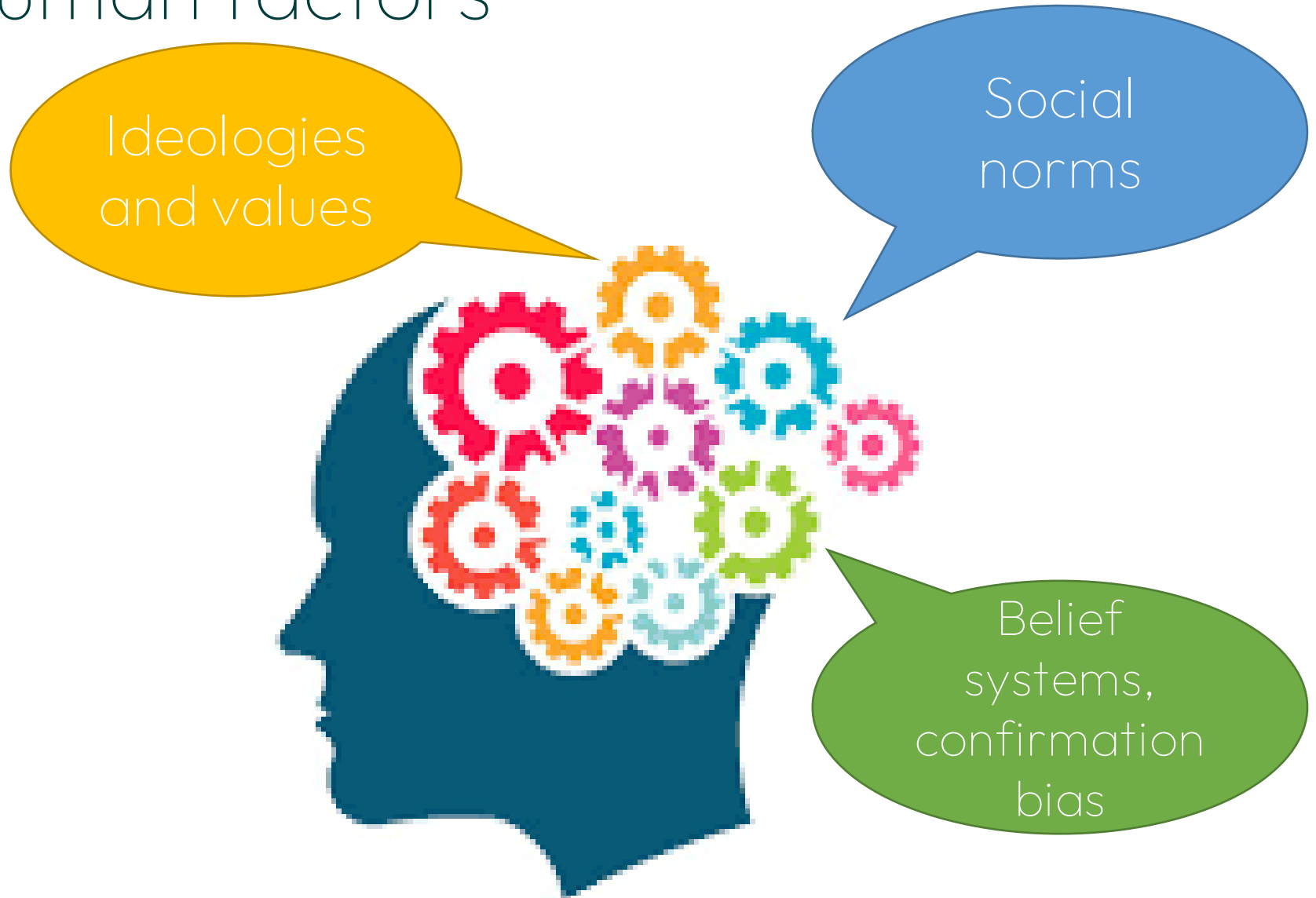
Algorithmic  
bias

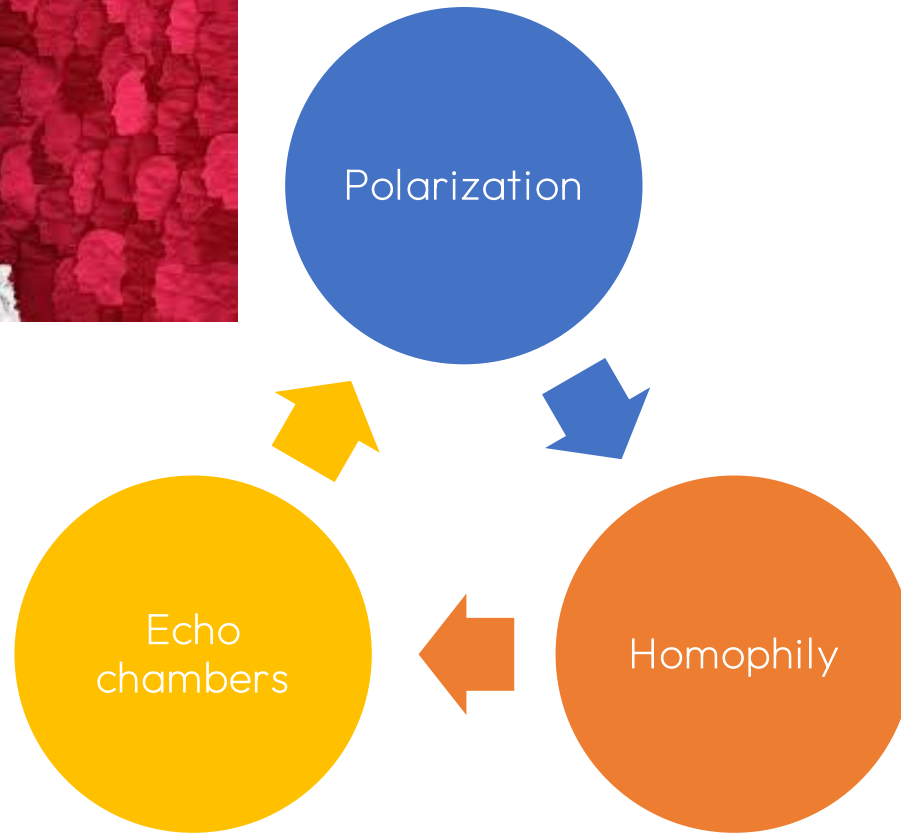
Platform  
construct

Malicious  
accounts

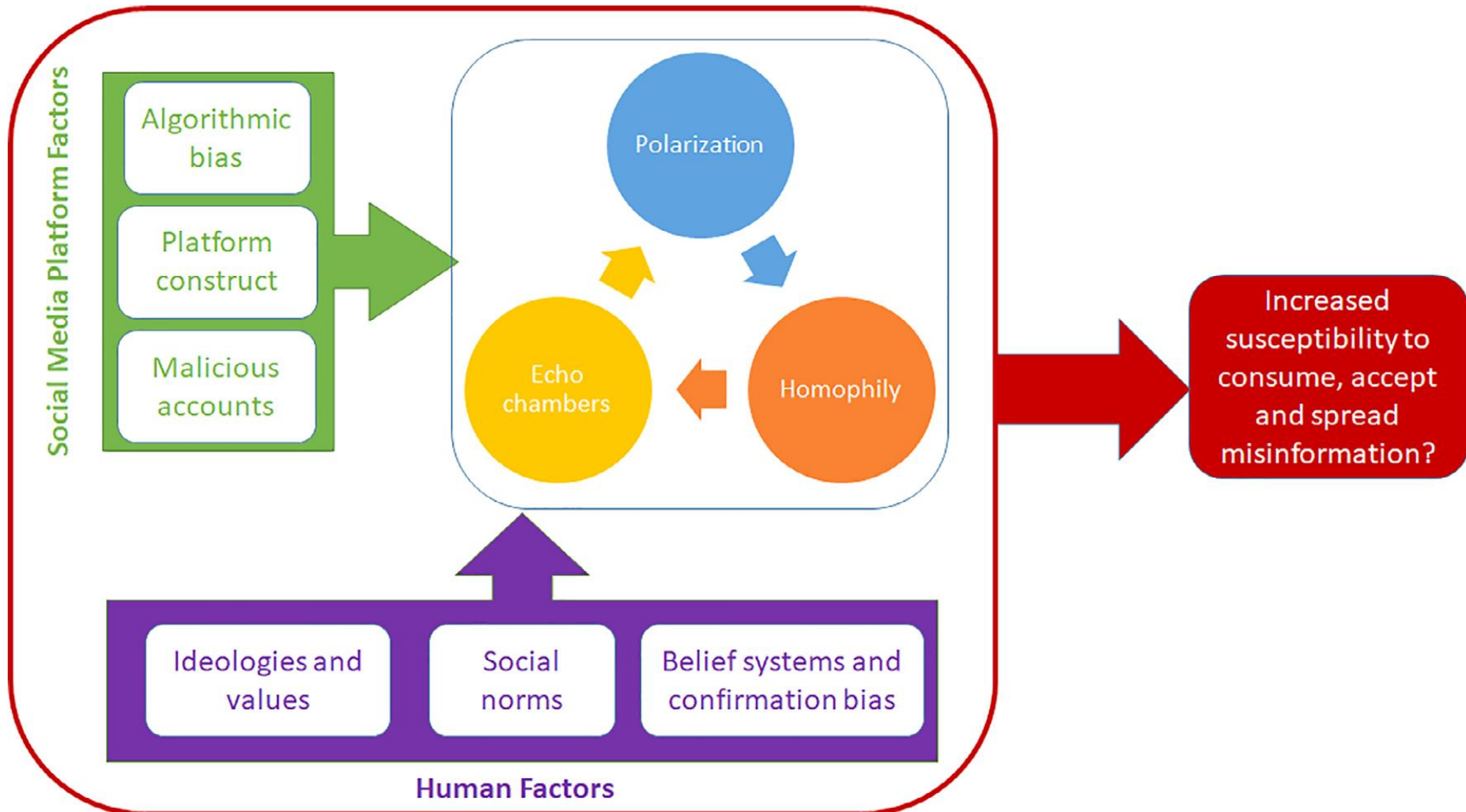


# Human factors





# How does it spread online?



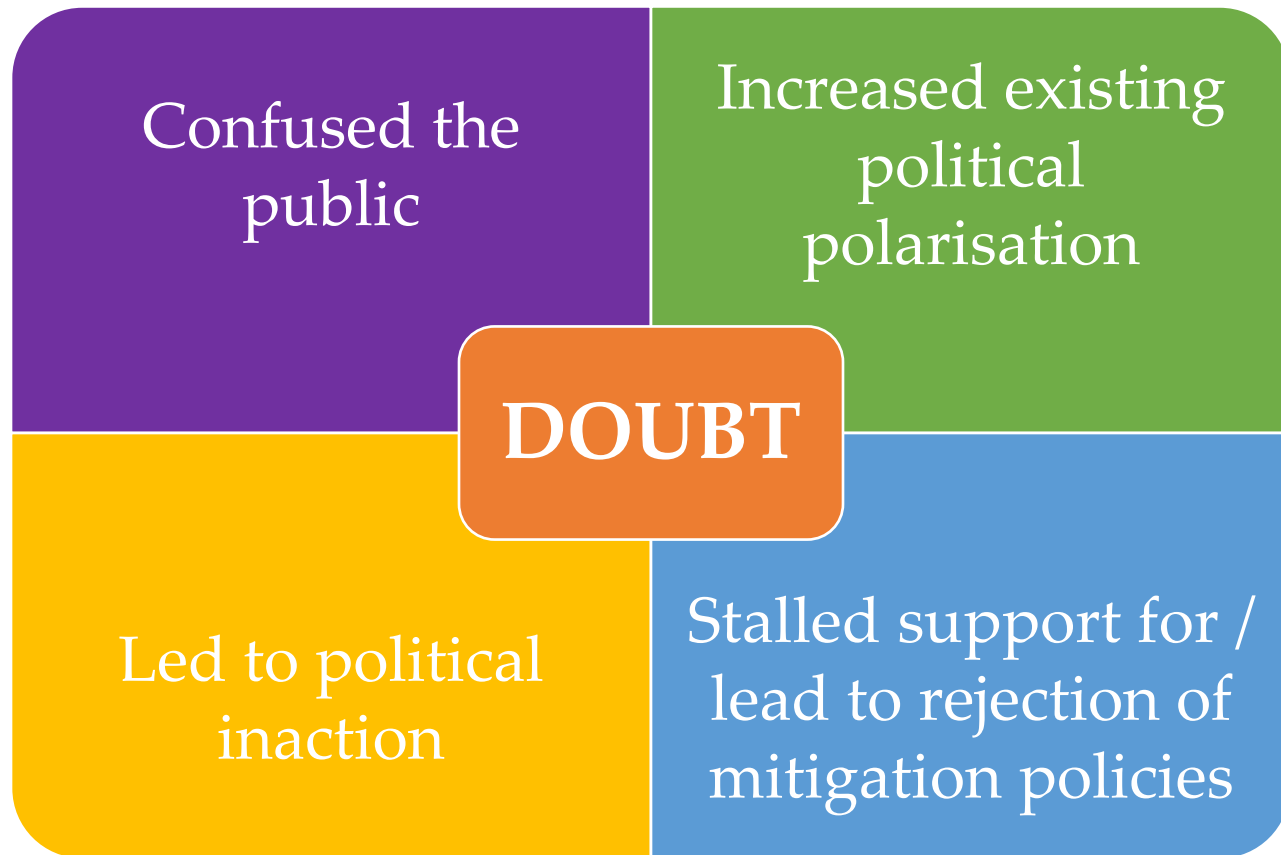




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## 4. Why does it matter?

# Climate misinformation



# Emotional responses



# Societal impacts





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5. What can be  
done about it?

# What can be done about it?



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