

How climate change misinformation spreads online

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1. What is climate change misinformation?



What is misinformation?





Created and spread

With or without intention to deceive

Disinformation: intention to deceive \checkmark

Information hierarchy





Online and social media









Online misinformation





What about climate misinformation?



What about climate misinformation?









Who is involved?











Social media platform factors



Human factors

Ideologies and values

Social norms

Belief systems, confirmation bias



How does it spread online?







4. Why does it matter?



Climate misinformation





Emotional responses



SUSPICION









Societal impacts











What can be done about it? (B) University of Exeter



	Misinformation Timeline				
	Pre-misinformation		Post-misinformation		
Education Critical Thinking Techniques (e.g. flowcharts, PARCS Technique, games) [1:5] Better education about climate change [5:7] Agnotology as a teaching tool [8:10]	Inoculation Pre-emptively provide correct information [14] Explicitly warn people they may be misinformed [15:16]	Technological Solutions Early Detection of Malicious Accounts [17] Ranking and selection algorithms [18:19]	Response Corrective approach [27:30] Collaborative approach [27]	Regulation Fines [35] Imprisonment [35]	
Potential for misuse of agnotology [11-12] Requires an appropriate level of climate literacy in educators [13]	Difficult to inoculate against every issue Difficult to identify target audience	Unclear what can and should be done once malicious accounts detected [20] Algorithms may not be accurate or effective [17; 21:22] Censorship concerns [23:26]	Risk of backfire effect [15; 31:32] Risk of continued influence effect [15;33] Risk of 'Belief Echoes' [34] Source of corrections important for credibility [29]	Can be a blunt and risky instrument [26] Democratic right to freedom of speech [36:37] Overtones of 'Big Brother' [24]	