

CLIMATE CHANGE DISINFORMATION TEACH-IN

Get ready to debunk climate change myths and learn why Canada needs to phase-out fossil fuel production!



QBACC
QUEEN'S BACKING ACTION
ON THE CLIMATE CRISIS

←350
KINGSTON

SENIORS
for
CLIMATE
ACTION!
NOW



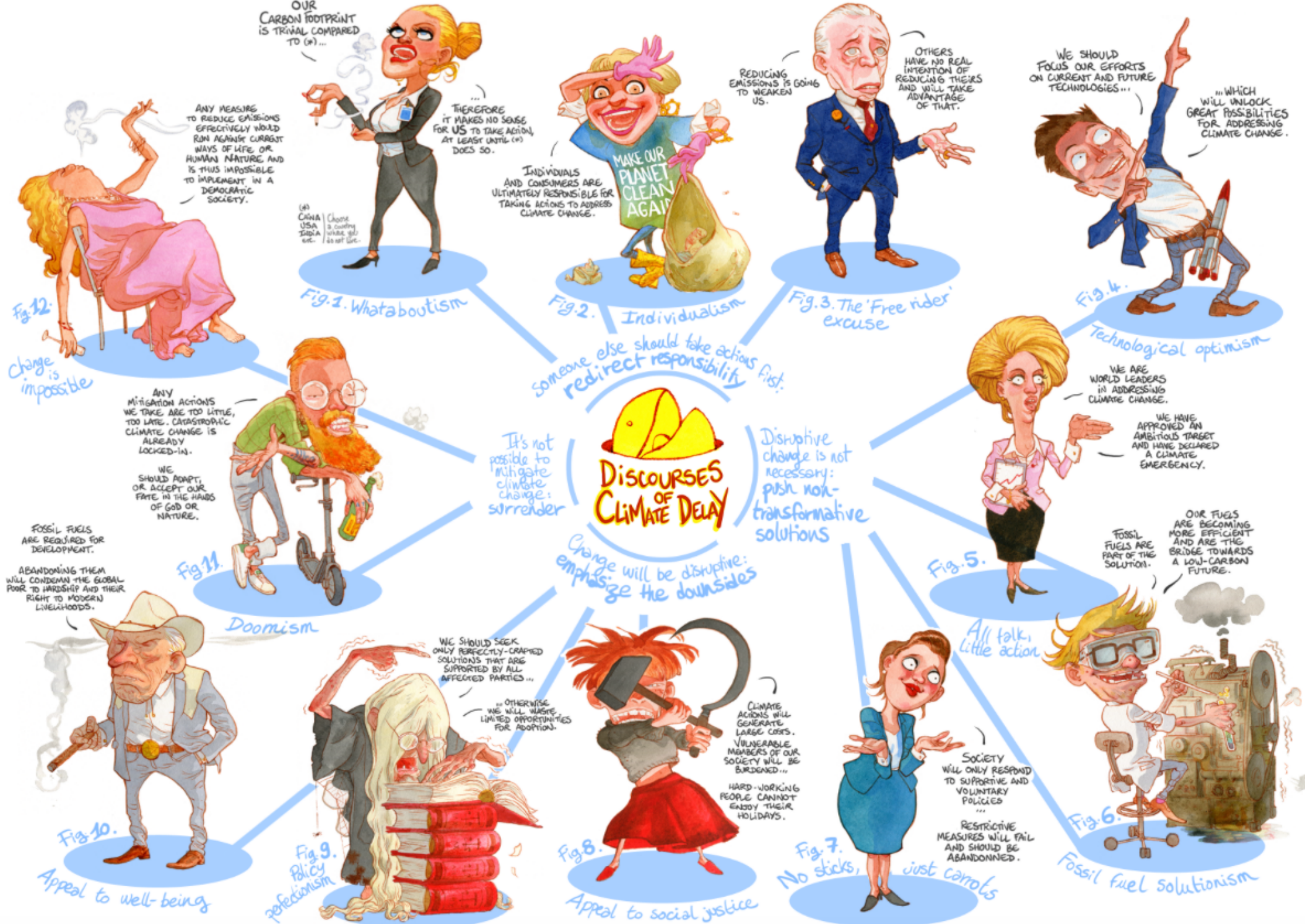


POINT OF
NO RETURN

3cat 

I DON'T BELIEVE IN
GIORAI WARMING
GIORAI WARMING

I DON'T BELIEVE IN



Mis/Dis-information

- Misinformation: "misleading information that is created and spread, regardless of whether there is intent to deceive."
- Disinformation: "misleading information that is created and spread with intent to deceive."

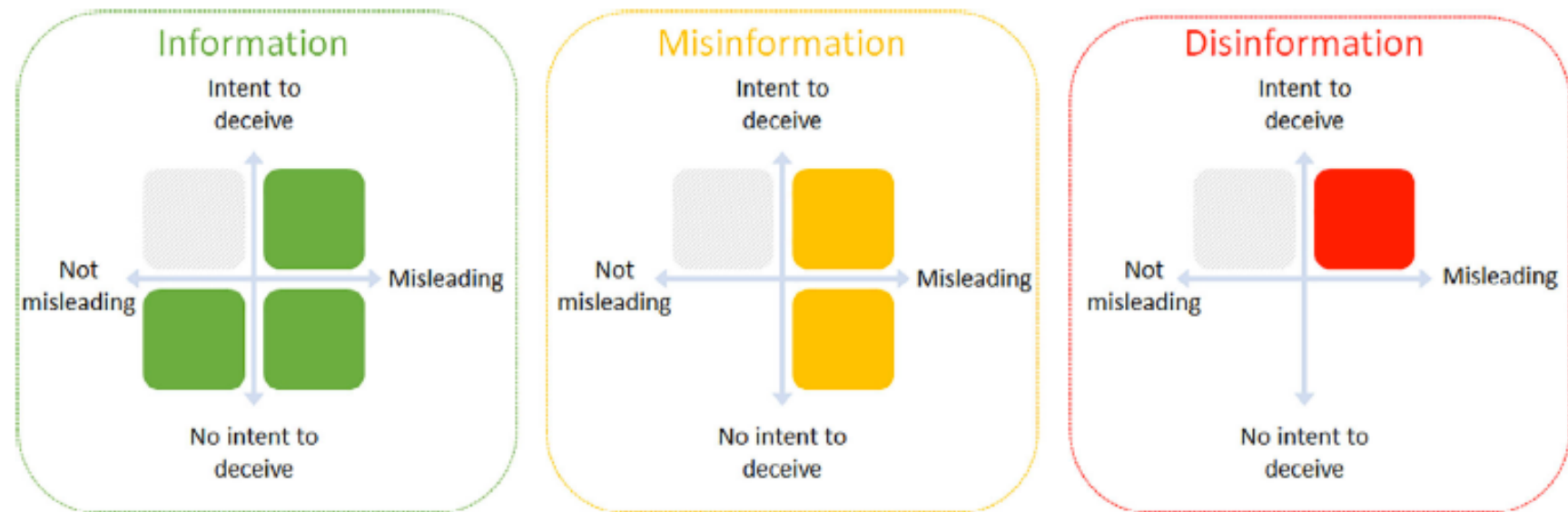


FIGURE 1 Hierarchy of information, misinformation, and disinformation

Source: Treen et al. 2020



EXCLUSIVE

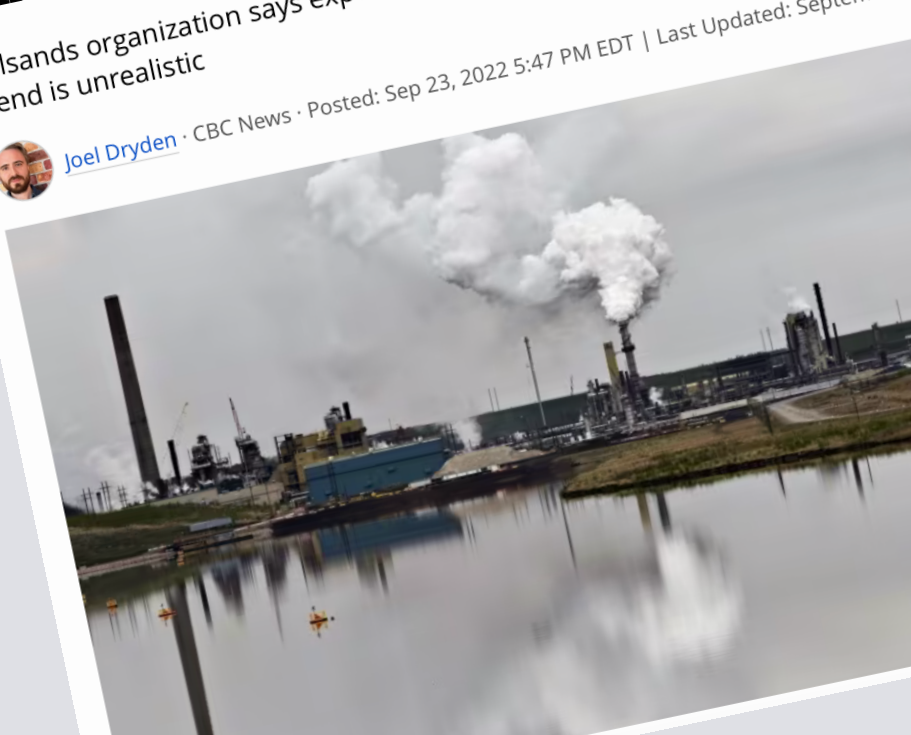
Inside Exxon's Strategy to Downplay Climate Change

Canadian oilsands companies yet to follow-up climate pledges despite record profits: analysis

Oilsands organization says expecting final decisions while regulatory frameworks pend is unrealistic



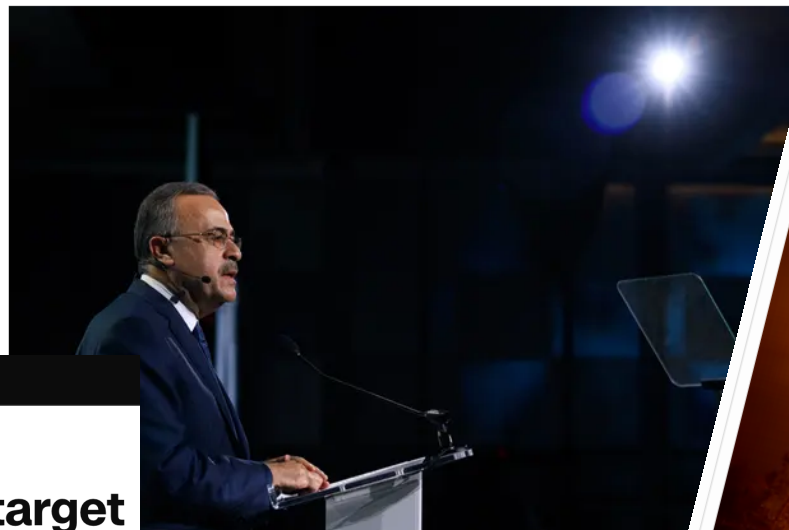
Joel Dryden · CBC News · Posted: Sep 23, 2022 5:47 PM EDT | Last Updated: September 23, 2022



Suncor should return to its oil production roots, focus on 'fundamentals' over energy transition, says CEO

World's top fossil-fuel bosses deride efforts to move away from oil and gas

Executives at Texas summit claim clean-energy transition is failing and say world should 'abandon the fantasy' of fossil-fuel phaseout



Saudi Aramco president and chief executive, speaks in Houston, Texas. Photo: Mark Felix/AFP/Getty Images

Big oil quietly walks back on climate pledges as global heat records tumble

Energy firms have made record profits by increasing production of oil and gas, far from their promises of rolling back emissions



Amid record-shattering warmth this February, BP scaled back an earlier goal of lowering emissions. Photograph: David McNew/Getty Images

CNN World Africa Americas Asia Australia China Europe India Middle East United Kingdom

World / Climate

Shell waters down 2030 carbon emissions target in latest fossil fuel industry backslide

Story by Reuters
3 minute read · Published 8:43 AM EDT, Thu March 14, 2024

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Why does this matter ?

- Evidence suggests that disinformation can be more persuasive than scientifically accurate information
- Public opinion matters: it has an impact on policy decisions and the outcome of elections



Prebunking

- Rather than waiting for mis/dis-information to spread, this method involves spreading accurate information in advance – along with describing common manipulation techniques.
- The idea is that this provides "psychological inoculation" and reduces the probability of "infection" with mis/dis-information.

Source: Turney & van der Linden, 2024, "Can we be inoculated against climate misinformation? Yes – if we prebunk rather than debunk", The Conversation.



Truth Sandwich



Example: “Manufacturing an Electric Vehicle produces more emissions than a gas-powered car, so they aren’t really that clean.”

- **Fact:** Driving an EV is cleaner than even the most efficient gas-powered car — and EVs will only get cleaner as our electric grid gets cleaner.
- **The misinformation:** Of course, there are emissions from building every vehicle. Due to battery manufacturing, GHG emissions from building EVs are slightly higher than those from manufacturing a gasoline vehicle.
- **The logic:** Those who want to keep the status quo rather than transition to a clean energy future conveniently leave out fact #1.
- **Another fact:** Those increased emissions are quickly offset by zero tailpipe emissions during operation — for the life of the vehicle.