

New information gatekeepers are **being gamed**



is global warming 

is global warming **real**

is global warming **a hoax**

is global warming **a myth**

is global warming **caused by humans**

is global warming **natural**

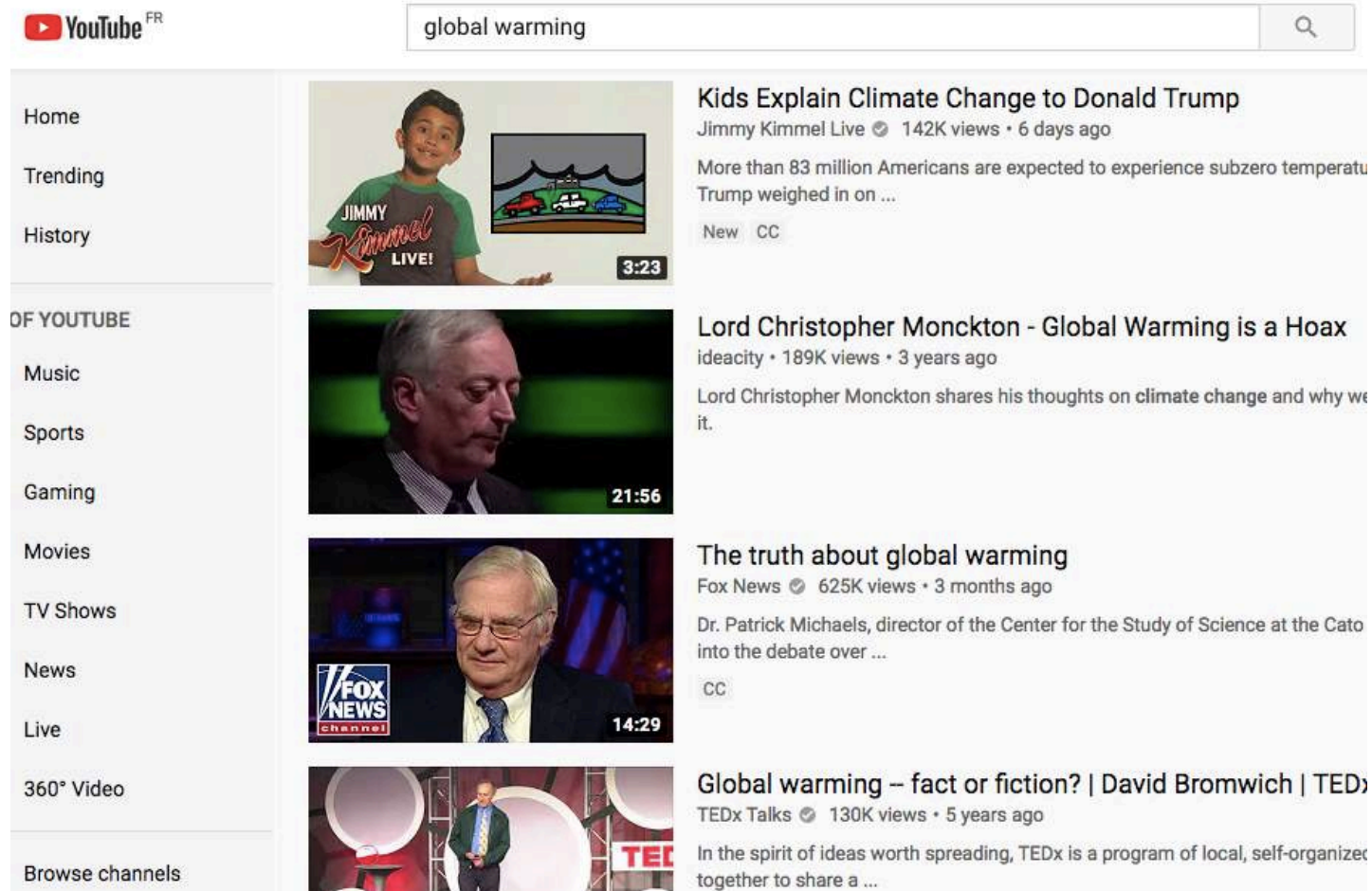
is global warming **fake**

[Learn more](#)

Report inappropriate predictions

New information gatekeepers are **being gamed**

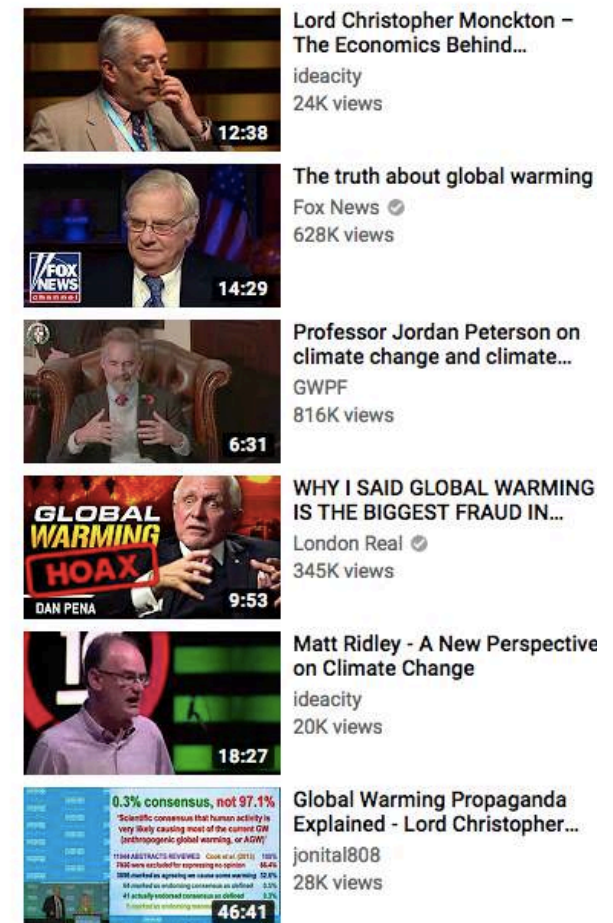
Example of videos returned for "global warming"



The screenshot shows a YouTube search results page for the query "global warming". The search bar at the top contains the text "global warming". The left sidebar shows the YouTube navigation menu with options like Home, Trending, History, Music, Sports, Gaming, Movies, TV Shows, News, Live, 360° Video, and Browse channels. The main content area displays a list of video results:

- Kids Explain Climate Change to Donald Trump** by Jimmy Kimmel Live (142K views, 6 days ago). The thumbnail shows a young boy pointing at a screen displaying a cartoon of cars on a road. Duration: 3:23.
- Lord Christopher Monckton - Global Warming is a Hoax** by ideacity (189K views, 3 years ago). The thumbnail shows Lord Christopher Monckton speaking. Duration: 21:56.
- The truth about global warming** by Fox News (625K views, 3 months ago). The thumbnail shows Dr. Patrick Michaels speaking. Duration: 14:29.
- Global warming – fact or fiction? | David Bromwich | TEDx Talks** (130K views, 5 years ago). The thumbnail shows David Bromwich on a stage. Duration: 46:41.

Recommended videos after clicking on misinformation



The screenshot shows a list of recommended videos on YouTube, likely after clicking on a video related to global warming misinformation. The recommendations include:

- Lord Christopher Monckton – The Economics Behind...** by ideacity (24K views). Duration: 12:38.
- The truth about global warming** by Fox News (628K views). Duration: 14:29.
- Professor Jordan Peterson on climate change and climate...** by GWPF (816K views). Duration: 6:31.
- WHY I SAID GLOBAL WARMING IS THE BIGGEST FRAUD IN...** by London Real (345K views). Duration: 9:53.
- Matt Ridley - A New Perspective on Climate Change** by ideacity (20K views). Duration: 18:27.
- Global Warming Propaganda Explained - Lord Christopher...** by jonital808 (28K views). Duration: 46:41.

Result: confused population

- Young french now the group with highest rejection of climate science

	% D'accord	Sexe		Âge				
		Homme	Femme	18-24 ans	25-34 ans	35-49 ans	50-64 ans	65 ans et plus
Seule la contrainte législative est efficace pour réussir la transition énergétique et obliger tout le monde à changer ses habitudes de consommation	62%	60%	63%	64%	64%	62%	58%	61%
Je pense qu'il est aujourd'hui trop tard pour inverser le cours du réchauffement climatique	48%	48%	47%	47%	53%	51%	45%	43%
Je ne crois pas au réchauffement climatique	23%	26%	21%	36%	28%	20%	21%	20%

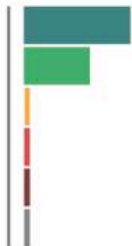
Climate Feedback

CONCEPT Scientists review **credibility** of influential online content claiming to be science based

- FEEDBACK**
- **Public:** which climate news to trust
 - **Journalists /Editors** improve accuracy of coverage
 - **Google/Facebook:** take information credibility into account

Scientific Credibility

+1.8



"Large Sections of Australia's Great Reef Are Now Dead, Scientists Find"

The New York Times, Justin Gillis

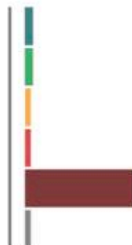
Accurate

Insightful



Scientific Credibility

-2



"Another Arctic ice panic over as world temperatures plummet"

The Telegraph, Christopher Booker

Flawed reasoning

Cherry-picking



Example: review of “mini ice age” article



Climate Feedback

About

Scientific Feedbacks

Community

News & Events



Search Climate Feedback

Search

Metro's claims of coming “mini ice age” have no basis in reality

f Share

🐦 Tweet



CLAIM

“[S]unspot activity on the surface of our star has dropped to a new low. It’s feared this could herald the arrival of a uniquely grim ‘mini Ice Age.’”

VERDICT [?]

INCORRECT

SOURCE: Jasper Hamill, Metro, 16 Nov. 2018

DETAILS

Misleading: The temperature effect of this low solar activity is primarily felt in the far upper reaches of the outer atmosphere, and is not expected to have any effect on the surface temperatures we experience.

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Reviewers



Georg Feulner
Senior Scientist, Potsdam Institute
for Climate Impact Research (PIK)



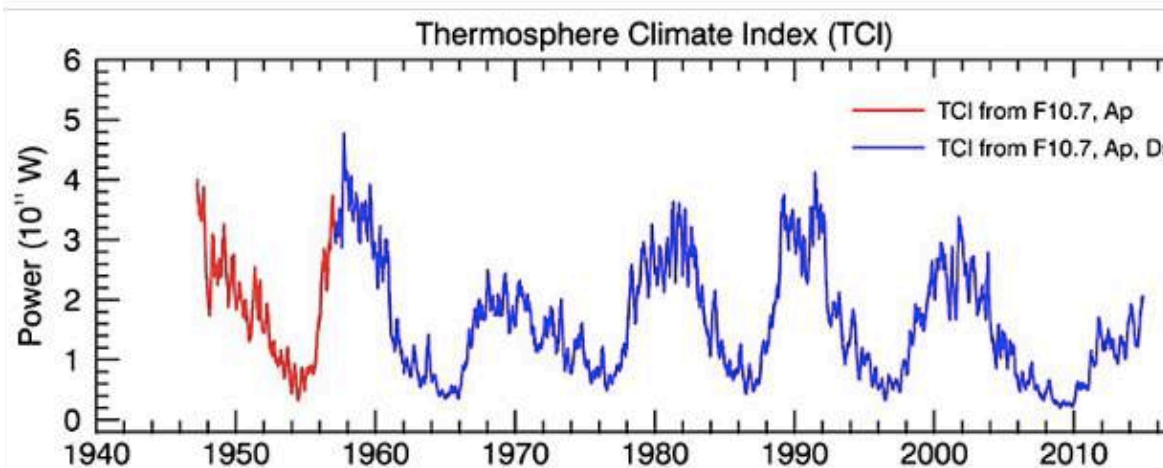
Martin Mlynchak
Research scientist, NASA Langley
Research Center

Example: review of “mini ice age” article

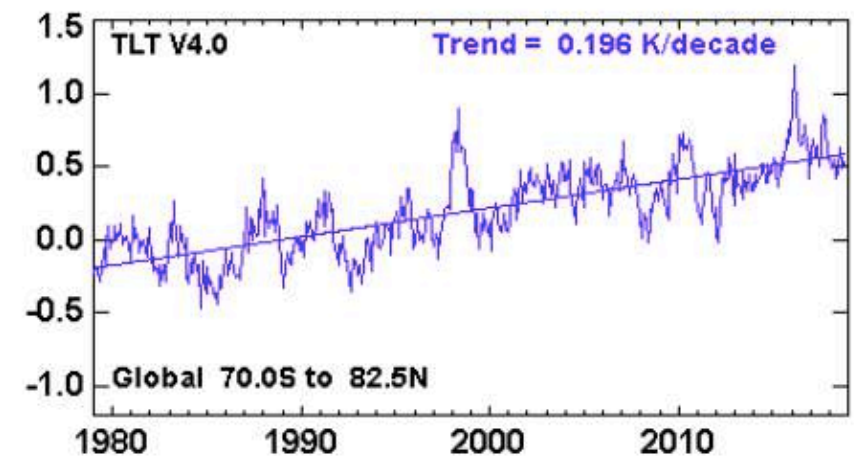
Martin Mlynczak, Senior Research Scientist, NASA Langley Research Center:

The claims such as those in the Metro article are false. If you check the original story at Space Weather [the source of the quotes], there is no mention of a mini ice age, nor is there any mention of consequences for weather and climate at Earth's surface.

To emphasize, the cooling effects we are seeing in Earth's thermosphere are a result of the current solar minimum conditions. The thermosphere is the layer of Earth's atmosphere beginning 65 miles above Earth's surface and is highly sensitive to solar activity. There is no relationship between the natural cycle of cooling and warming in the thermosphere and the weather/climate at Earth's surface. NASA and other climate researchers continue to see a warming trend in the troposphere, the layer of atmosphere closest to Earth's surface. There is no inconsistency between the science findings of a warming troposphere [where we live] and the Thermosphere Climate Index described above in the Space Weather article.

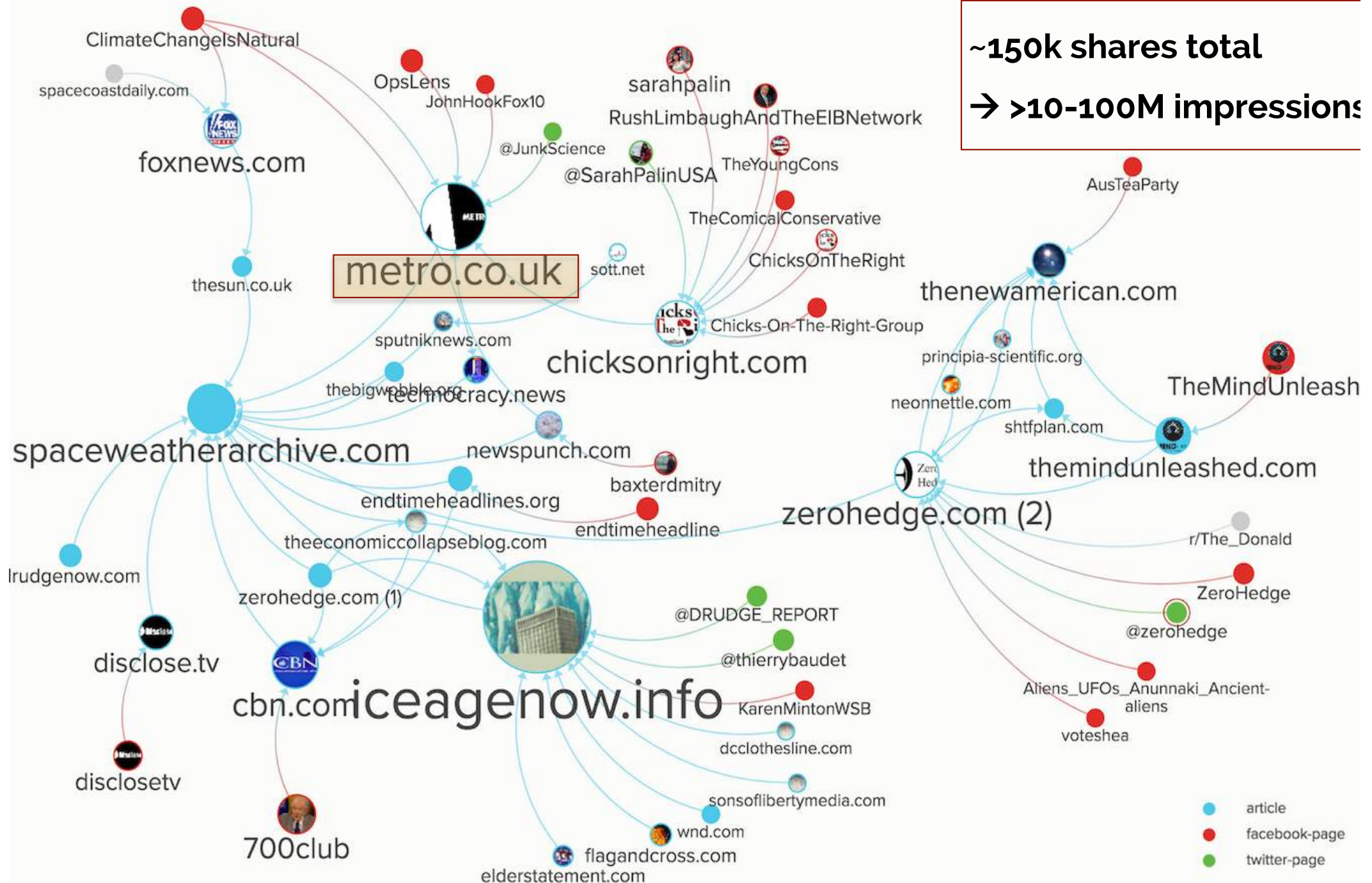


Thermosphere Climate Index through March 2015. [Source](#)



Satellite-measured troposphere temperatures through October 2018. [Source](#)

"mini ice age" claim online propagation



“mini ice age” article review: correction by Metro

ADVERTISEMENT

~~A mini ice age could be on the way and
it's going to get very, very cold~~



Jasper Hamill Friday 16 Nov 2018 9:46



~~Humanity is facing a long, cold w
across the planet plunge to depr~~

~~That's the warning from a Nasa sci
surface of our star has dropped so l
uniquely grim mini Ice Age.~~

'We see a cooling trend,' Martin Mlynczak of Nasa's Langley Research Center **told Space Weather**.

'High above Earth's surface, near the heat energy.



Nasa scientist says sunspot slowdown will cause temperatures in the upper atmosphere to plunge



Jasper Hamill Friday 16 Nov 2018 9:46 am



16.2k
SHARES

A Nasa scientist has said a current slowdown in sunspot activity could cause temperatures in the upper layer of our atmosphere to plummet.

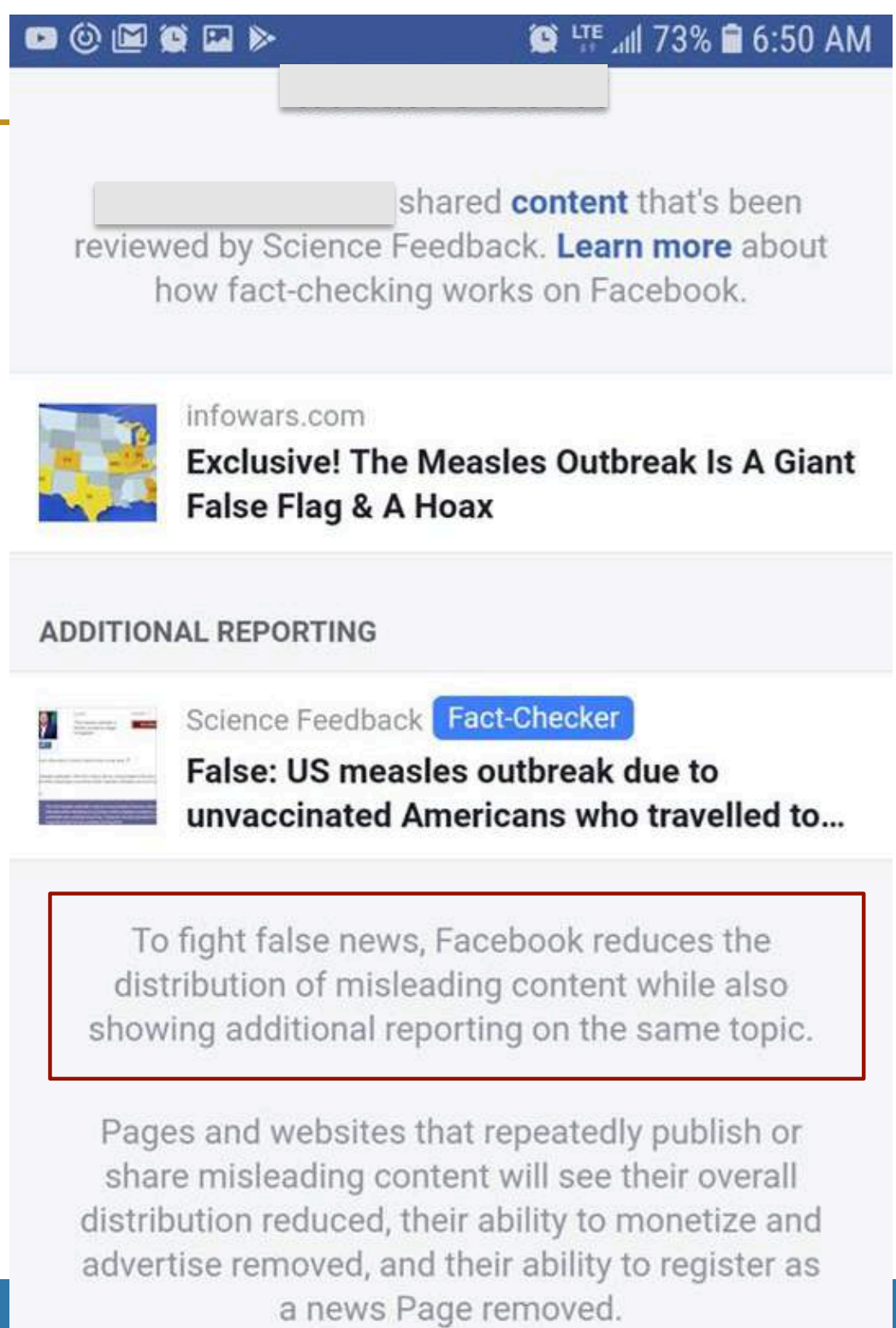
Other researchers have previously warned that the lack of sunspots could herald the arrival of a uniquely grim 'mini Ice Age'.

But the Nasa scientist went on to say that the trend he sees is overall global warming, not cooling, and insisted this 'solar minimum' does not mean the world is going to shiver through a depressingly long winter.

'We see a cooling trend,' Martin Mlynczak of Nasa's Langley Research Center **told Space Weather**.

Informing tech platforms

- Science Feedback (climate + health) partnership with Facebook
- **notifies users** who have interacted with the post
- **decreases virality** of misinformation posts and their publishers
- **highlights fact-checks** in "Related articles" section when a news is disputed by fact-checkers + decrease its virality



The screenshot shows a mobile view of a Facebook feed. At the top, a status bar displays various icons and the time 6:50 AM. Below it, a post from a user (represented by a grey box) states that they shared content reviewed by Science Feedback, with a link to learn more. This is followed by a news article from infowars.com titled "Exclusive! The Measles Outbreak Is A Giant False Flag & A Hoax", which includes a map of the United States. Below the article is a section titled "ADDITIONAL REPORTING" featuring a fact-check by Science Feedback. The fact-check, labeled "Fact-Checker", states: "False: US measles outbreak due to unvaccinated Americans who travelled to...". A red rectangular box highlights a text block that reads: "To fight false news, Facebook reduces the distribution of misleading content while also showing additional reporting on the same topic." Below this box, a paragraph explains that pages and websites that repeatedly publish or share misleading content will have their overall distribution reduced, monetization and advertising removed, and their ability to register as a news page removed.

shared **content** that's been reviewed by Science Feedback. [Learn more](#) about how fact-checking works on Facebook.

infowars.com
Exclusive! The Measles Outbreak Is A Giant False Flag & A Hoax

ADDITIONAL REPORTING

Science Feedback **Fact-Checker**
False: US measles outbreak due to unvaccinated Americans who travelled to...

To fight false news, Facebook reduces the distribution of misleading content while also showing additional reporting on the same topic.

Pages and websites that repeatedly publish or share misleading content will see their overall distribution reduced, their ability to monetize and advertise removed, and their ability to register as a news Page removed.

Find out more



ClimateFeedback.org

Get in touch



emvincent@climatefeedback.org

Stay informed



@ClimateFdbk



fb.me/ClimateFeedback

How we know the sun is not causing recent GW



THE HEARTLAND INSTITUTE
FREEDOM RISING



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CLAIM

"Solar forcings are not too small to explain twentieth century warming. In fact, their effect could be equal to or greater than the effect of CO₂ in the atmosphere."

How we know the sun is not causing recent GW

THE HEAR

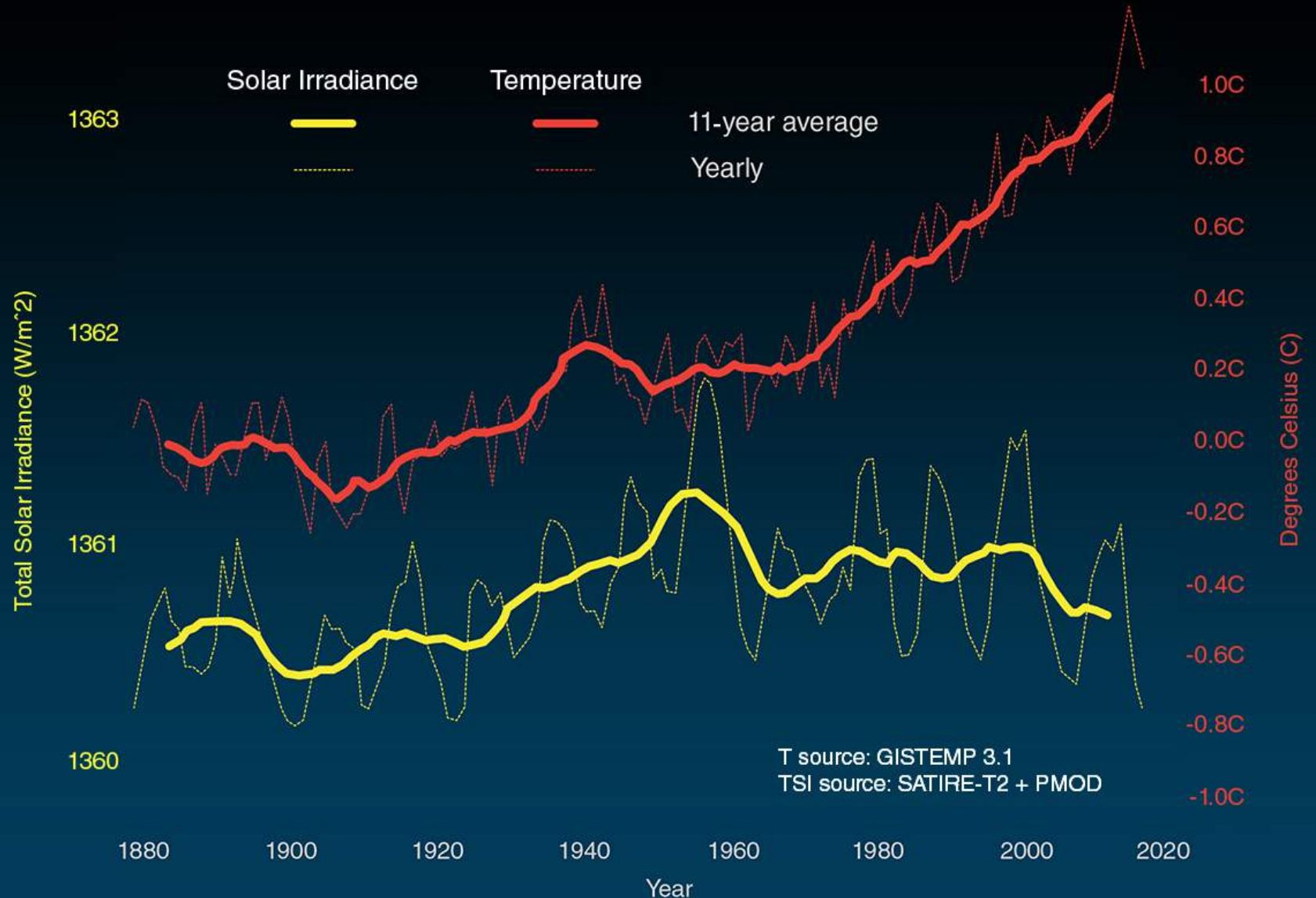
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climatefeedback.c

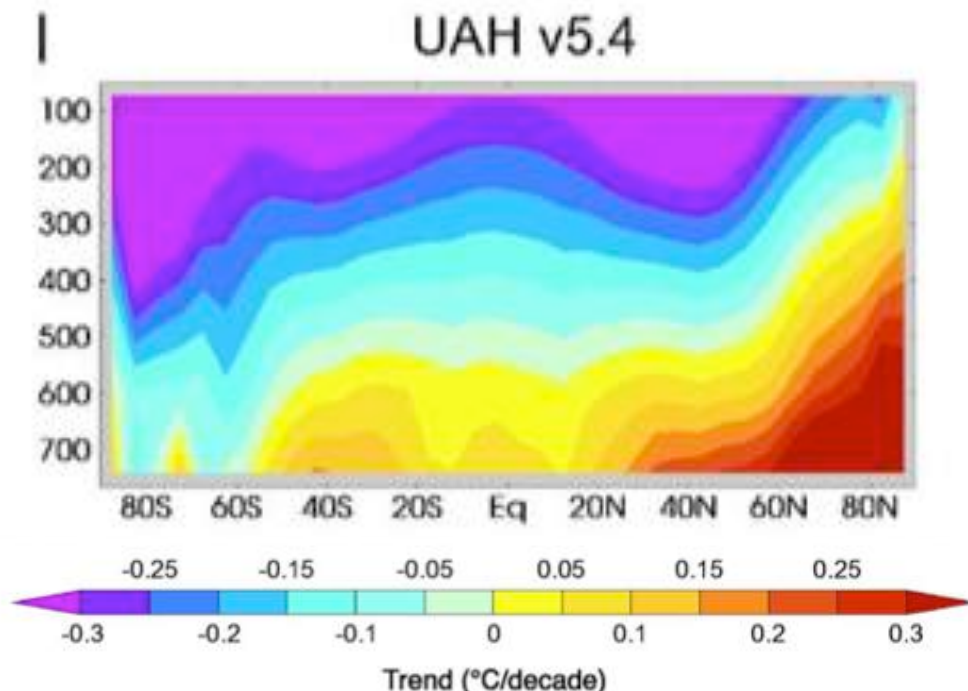
Temperature vs Solar Activity



How we know the sun is not causing recent GW



THE HEARTLAND INSTITUTE
FREEDOM RISING



Zonal-mean atmospheric temperature trends in satellite observations from January 1979 to December 2012 showing warming of the lower atmosphere (troposphere) and cooling of the upper-atmosphere (stratosphere),

CLAIM

"Solar forcings are not too small to explain twentieth century warming. In fact, their effect

VERDICT [?]

INCORRECT

Timothy Osborn, Professor, University of East Anglia

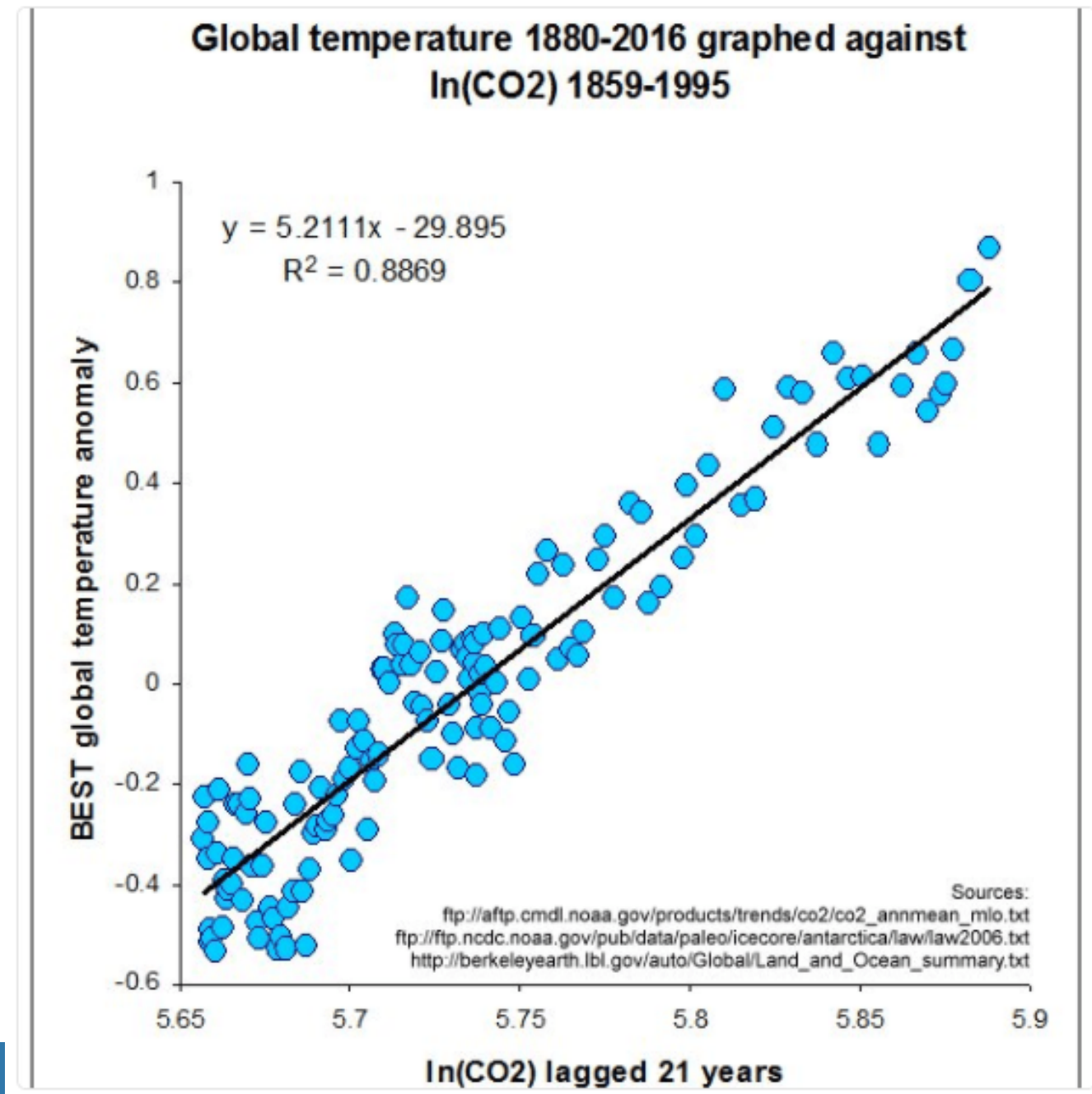
There is strong evidence that solar forcing cannot explain much of the observed warming at all. The "**fingerprint**" of solar forcing does not match the observed changes at all, neither over time nor space. **Solar forcing would warm both the stratosphere and the surface** of the Earth, whereas **CO2 warms the surface (and the troposphere) but cools the stratosphere.**

One line of evidence GW is human caused

Temperatures follow logarithm of atmospheric CO₂ concentrations, as predicted by the theory that humans cause global warming

If no correlation, that would prove the theory wrong.

So far no evidence has ever shown the theory wrong → it stands as the only explanation possible



Useful resources: CarbonBrief.org



Fake news: Electric cars more polluting than Diesel

- **Origin:**

- german right wing think tank,
- non peer-reviewed "study",
- by non-experts in the field
- considering the worst conditions for electric (coal powered electricity)

Electric Car-Owners Shocked: New Study Confirms EVs Considerably Worse For Climate Than Diesel Cars

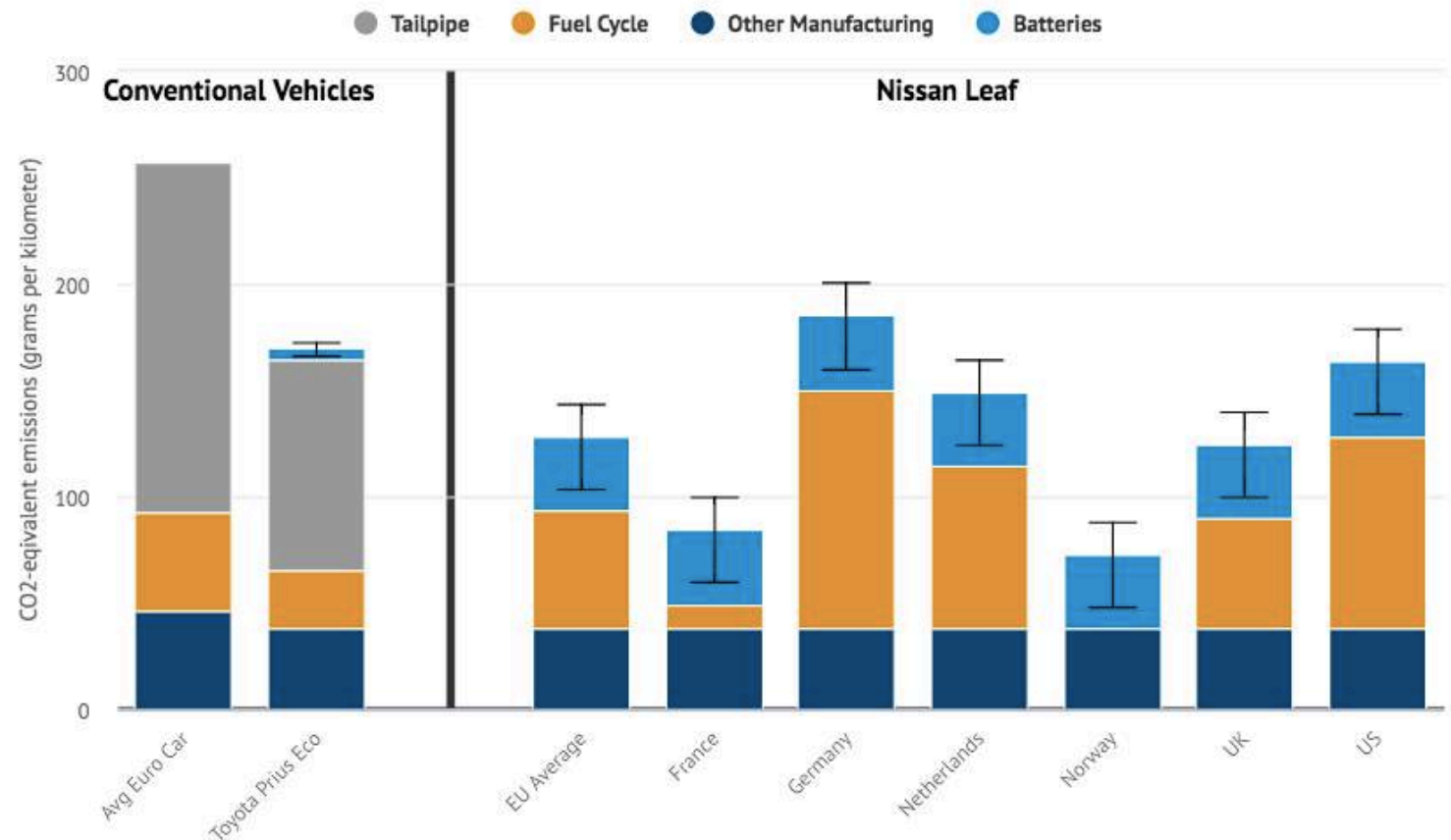
By Tyler Durden — Apr 22, 2019
zerohedge.com

Save
View Backlinks
View Sharers
Share

221.7K

- **Fact-check:**

Lifecycle greenhouse gas emissions: conventional v Nissan Leaf



Useful resources: SciLine.org

→ ↻ <https://www.sciline.org/media-briefings>



FOR JOURNALISTS

You're on deadline. You need sources. We connect you to credible, articulate scientists. On deadline. For free.

SciLine understands the demands faced by reporters covering science-related stories: Research findings are complex, misinformation is ubiquitous, and accelerated deadlines can make thorough fact checking a luxury. These challenges are especially daunting for

Attribution Science: Climate Change & Extreme Weather



Is extreme weather really becoming more common?

- The scientific consensus is "yes," though details vary from region to region around the globe.
- Among the documented increases:
 - Since 1991, the number of U.S. extreme downpours has increased by more than 30 percent compared to the 1901 to 1960 average, contributing to increased flooding.
 - Extreme heat waves and droughts in Europe have more than doubled since 1980.
 - Atlantic hurricane frequency, intensity (Category 4 and 5 storms) and duration have increased substantially since the early 1980s; North Atlantic tropical storm frequency over the years 2000 to 2013 increased by about 50 percent compared to the long-term (1966 to 2009) average.

Useful resources: [sciencemediacentre.org](https://www.sciencemediacentre.org)

<https://www.sciencemediacentre.org/working-with-us/for-journalists/>



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for journalists

When science hits the news agenda, it's our job to pass on to journalists as much accurate information as we can, as quickly as possible. In order to do this we send out quotes from experts, statistical analyses of scientific studies and Factsheets, in addition to running regular press briefings on the latest hot topic. Find our most recent Roundups and Rapid Reactions, briefings, Factsheets and 'Before the Headlines' analyses below, or use the icons on the right.

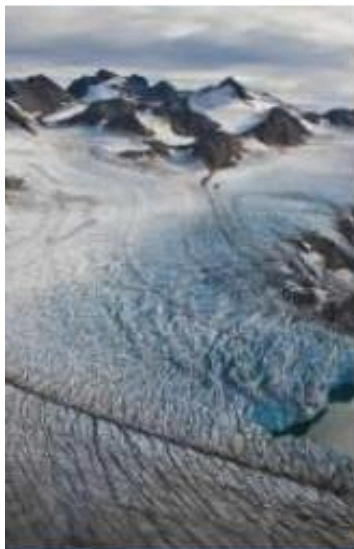
Useful resources: www.climat-en-questions.fr

www.climat-en-questions.fr/reponse/evolution-actuelle/elevation-niveau-mers-par-anny-cazenave-benoit-meyssignac

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“ Le niveau des océans s’élève-t-il ? ”

Thème : Évolution actuelle

” Niveau élémentaire

| La réponse de



► [Anny Cazenave](#)

| Autres réponses de

- [Anny Cazenave, Catherine Ritz](#)

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Useful resources: www.desmogblog.com

- Verify **integrity** track record: speaks outside expertise?, undisclosed conflict of interest?, have a Desmogblog profile? Promotes misleading information?



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CLEARING THE PR POLLUTION THAT CLOUDS CLIMATE SCIENCE

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Bjørn Lomborg

Credentials

- Ph.D., Department of Political Science, University of Copenhagen (1994). [\[1\]](#)
- M.A., political science (1991). [\[1\]](#)

Useful resources: climate.nasa.gov

