

The system that creates
Climate Misinformation
in the United States

+ *possible intervention
points to bring us hope*



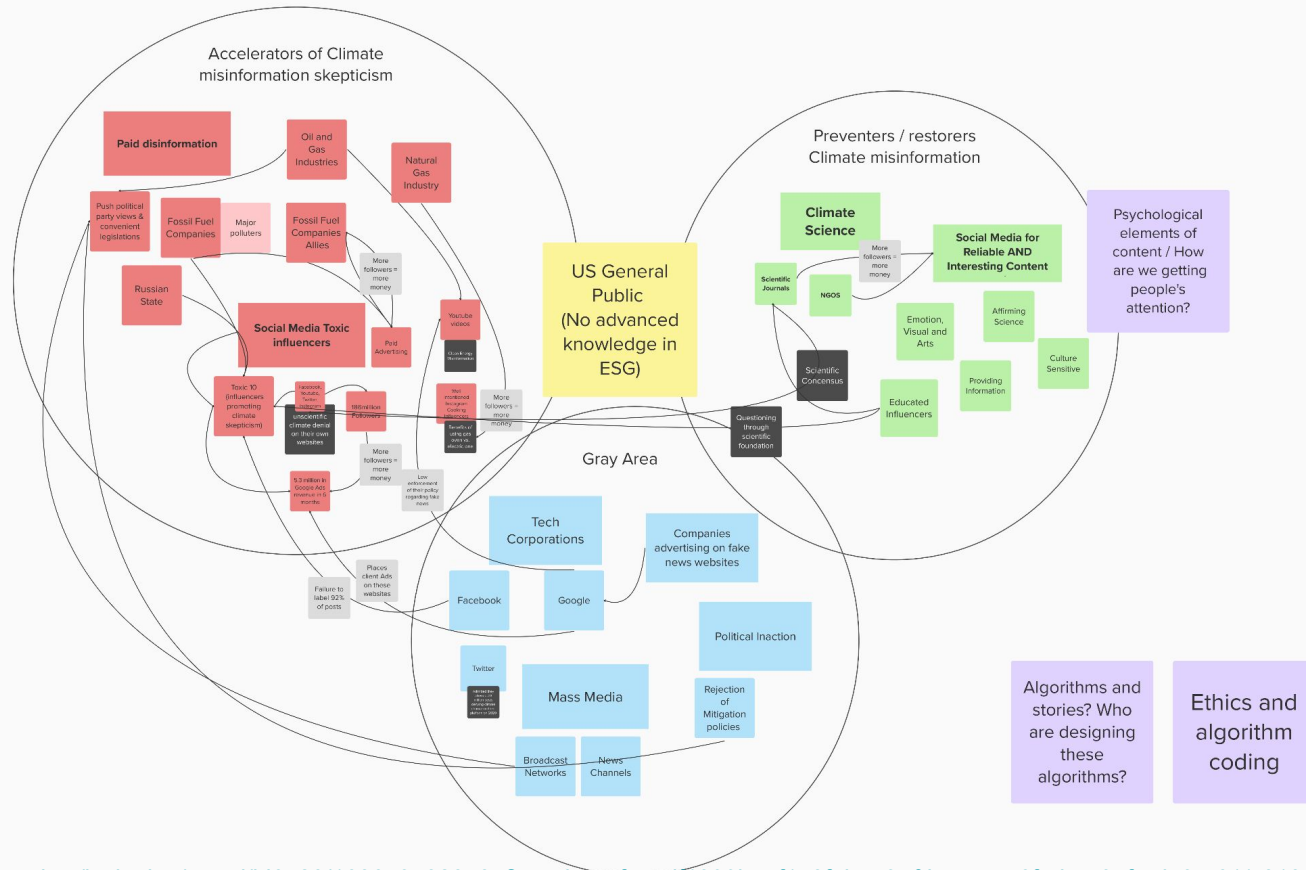
The Problem, POV

Climate denial isn't created by people who ignore climate change evidence.

Climate denial and false information are intentional products of a sponsored system.



The System That Creates Climate Misinformation and Skepticism United States



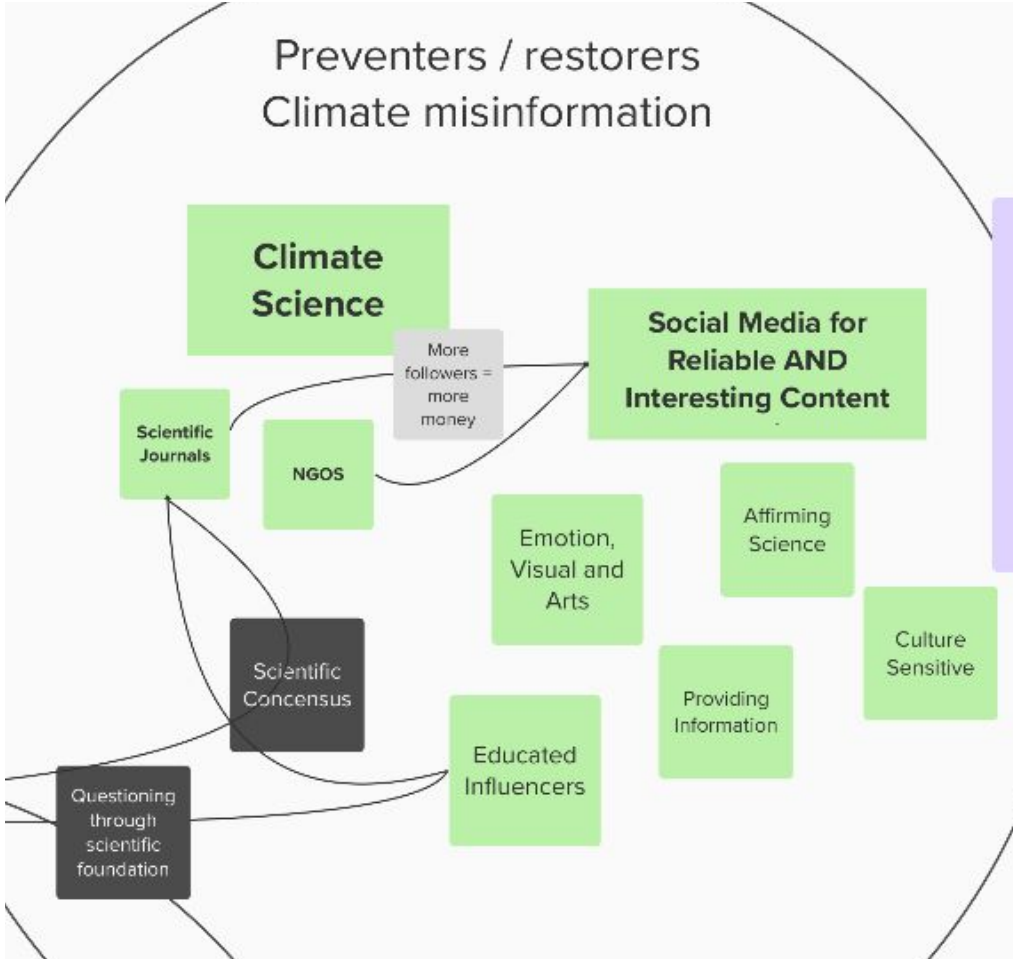
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Climate Misinformation and Skepticism in the USA

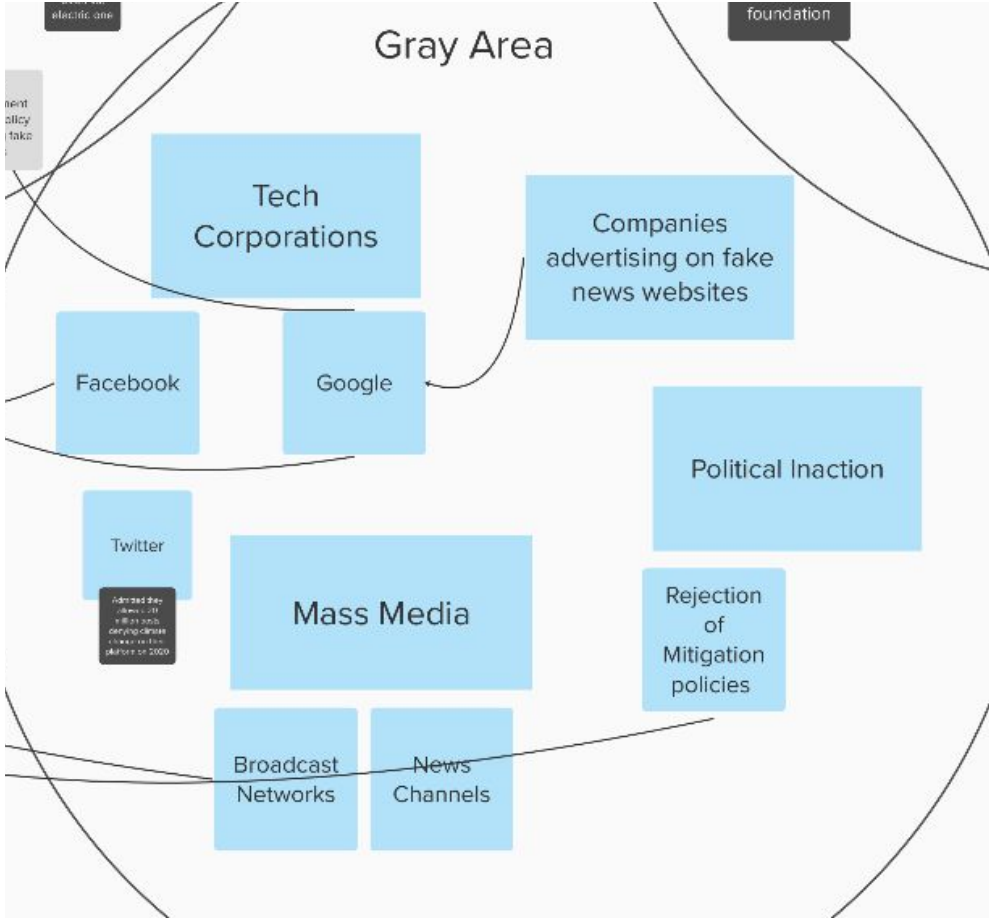
System Analysis Summary

System Definition	Power Dynamics	Opportunity Areas	Intervention Points	Ideas
Climate Misinformation in the United States	<p>Oil and Gas Industry giants reward Misinformation spread by the Toxic 10 publishers to their enormous audience.</p> <p>Tech Giants and Mass Media own informational, referent and reward powers that aren't serving climate action.</p> <p>Government and Companies take little legitimate action or bystander role in the fight of climate misinformation.</p>	Gray area of actors with great power not intervening in climate information.	<p>1) Defining Tech, social media platforms, influencers and AI's participation in climate information.</p> <p>2) Socializing scientific research to masses</p> <p>3) Designing government mechanisms that accelerate support towards fighting climate misinformation</p>	<p>1a) Ethics Council for tech in climate information</p> <p>1b) Fact Checking AI Tool for climate information</p> <p>2a) Influencer Advocacy network for climate information.</p> <p>3a) Government Patrolling / Sanctioning on Corporate Advertising in fake news websites</p> <p>3b) Tax benefits for companies charitable contributions to fact verified climate information</p>

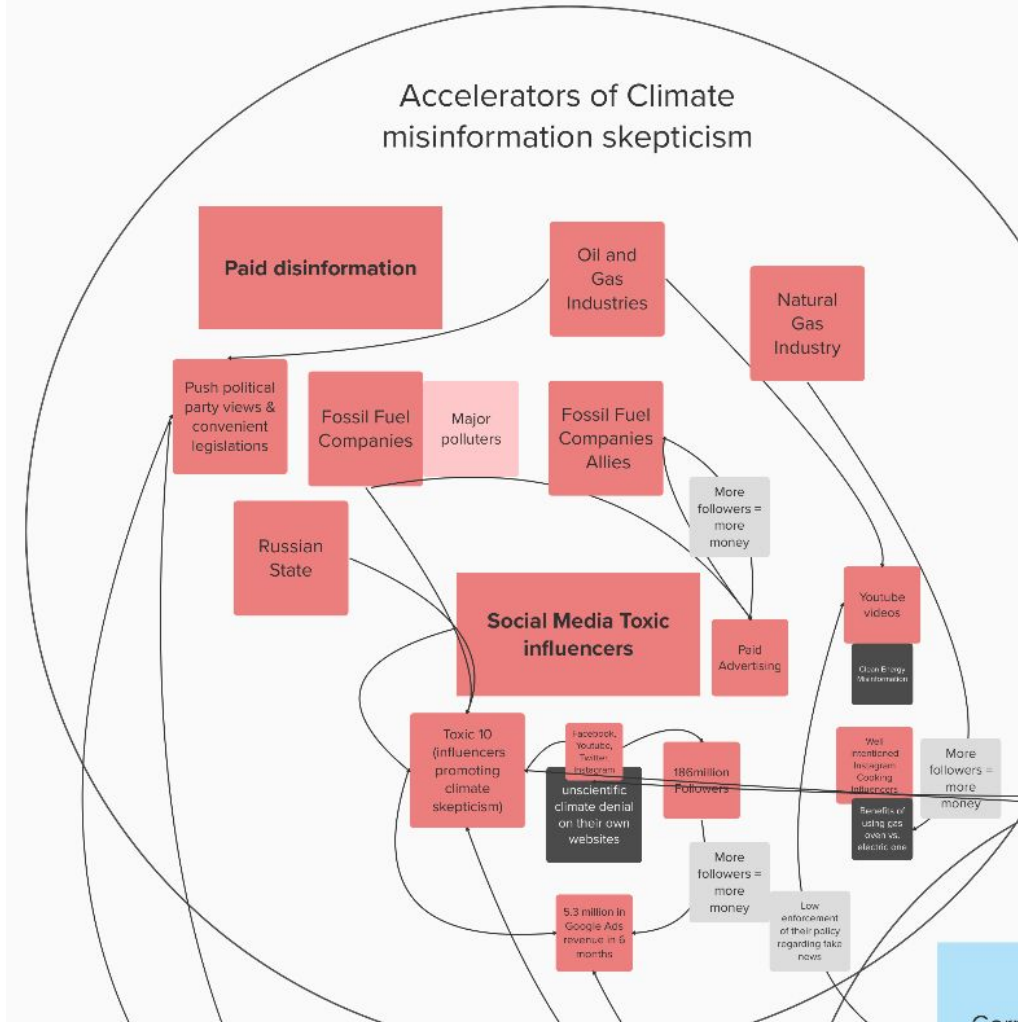
The Heroes



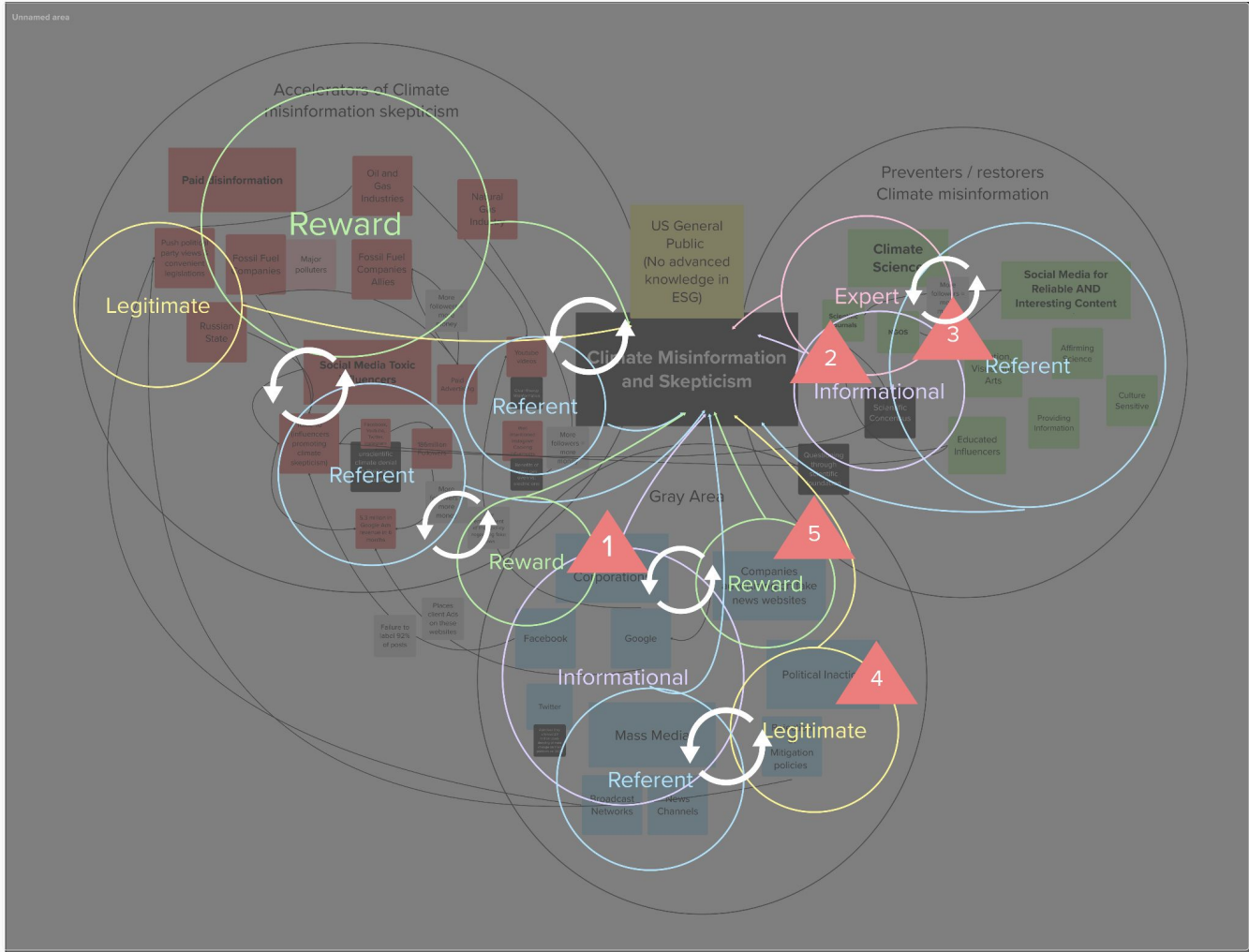
The Accomplices



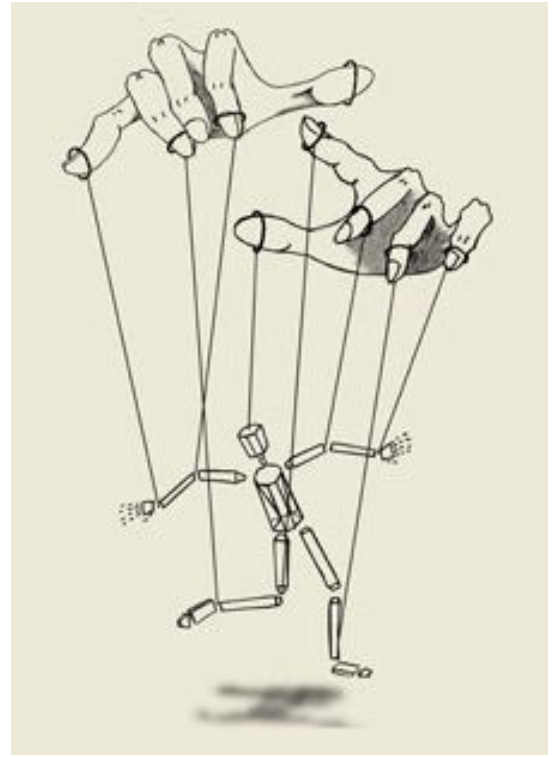
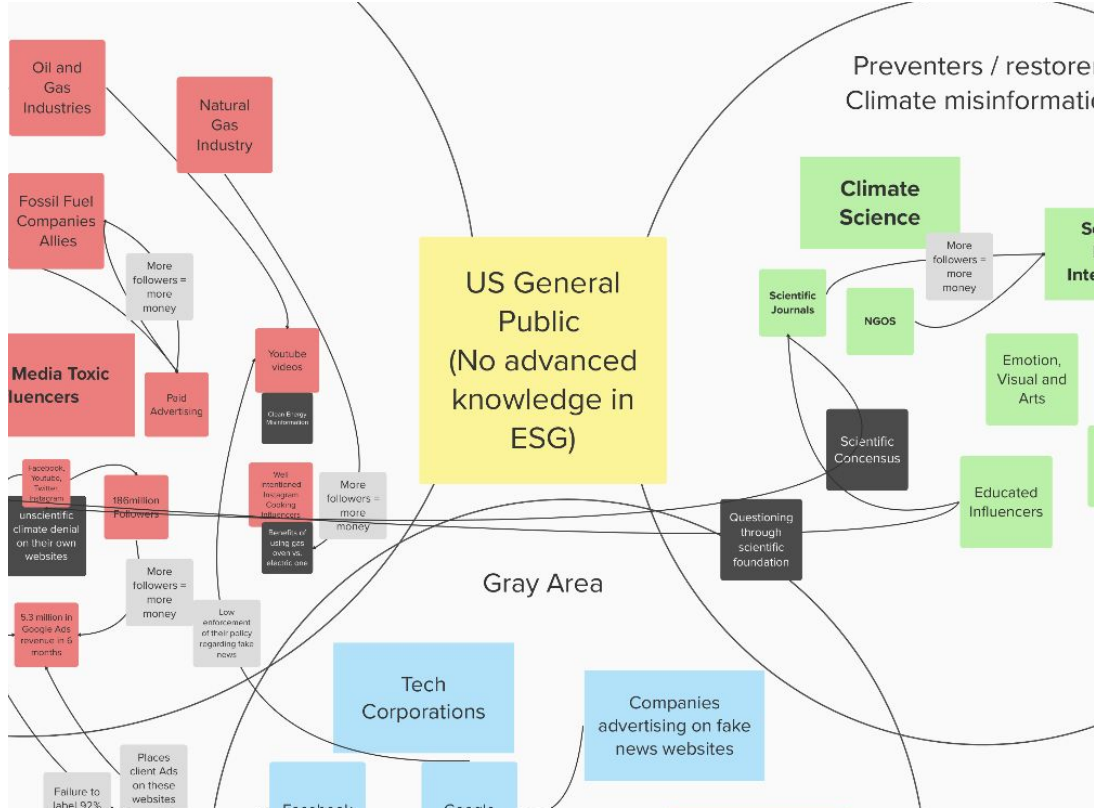
The Villains



The Drama



The Victims



The System That Creates Climate
Misinformation and Skepticism: United States



Power Dynamics and Key *RED FLAGS* in The System of Climate Misinformation





Red Flag 1: The rich and the popular become partners in crime.

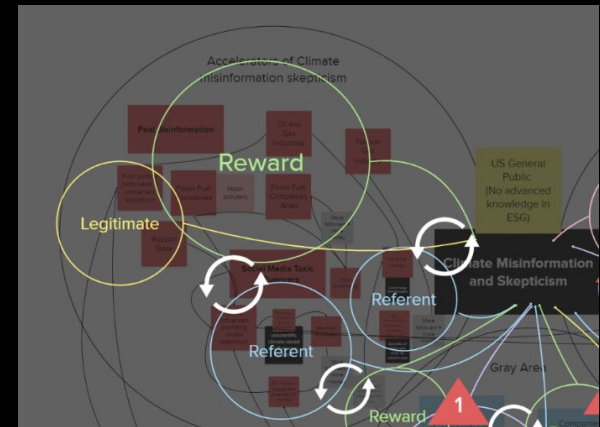
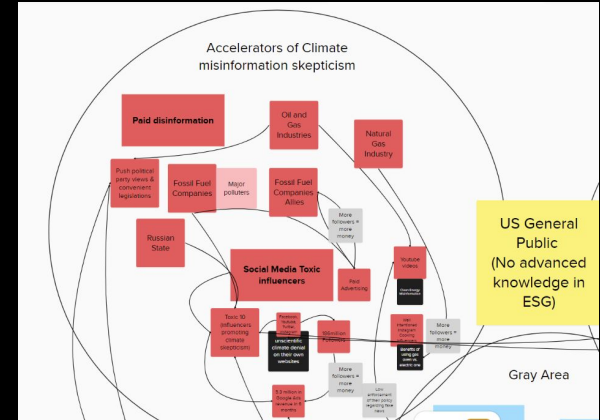
Oil and Gas Industry Giants and 'Toxic 10' Publishers Partner in Climate Denial Initiation Through Their Power of Reward and Reference.

REWARDERS

Oil and Gas Industry giants pay for the creation and spread of climate misinformation to cover for climate atrocities to publishers with huge amount of followers.

REFERRERS

The **Toxic 10** online websites, who together own more than 186 million followers, spread climate denial and misinformation in a 'catchy' way to their audience.





Red Flag 2: I didn't know I was (or don't take responsibility for) participating in climate denial.

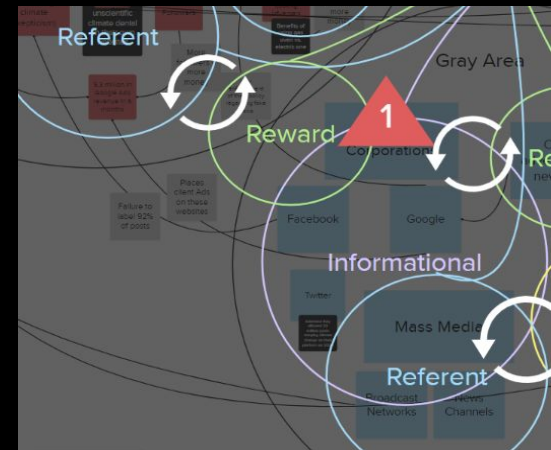
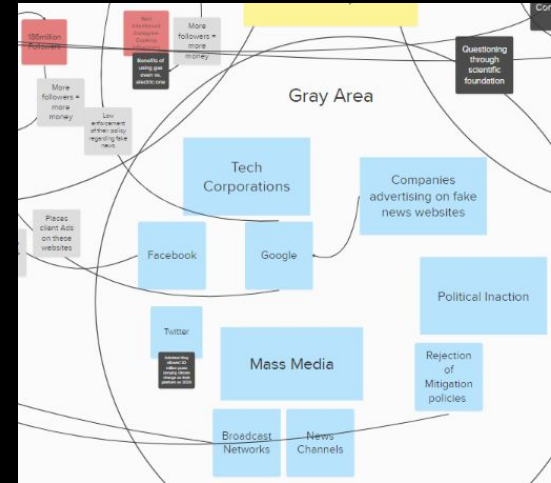
Tech Giants, Mass Media, and Social Media Influencers Own Informational, Referent, and Reward Powers That Are Not Serving Climate Action.

INFORMATIONAL

Tech companies and mass media have significant **control over the infrastructure** enabling the spread of climate misinformation, but they often **fail to take decisive action against toxic publishers**, claiming it is not their primary responsibility.

REFERRERS

Social media influencers, with good intentions, may unthinkingly endorse false information and climate-damaging products due to their **limited awareness of their influence on climate-related matters** and lack of education on the subject, making them **vulnerable to companies with questionable intentions**.





Red Flag 3: As long as I get clicks and customers I don't care where the ad is placed.

Government and Companies Take Little Legitimate Action or Concern in the Fight Against Climate Misinformation.

REWARDERS

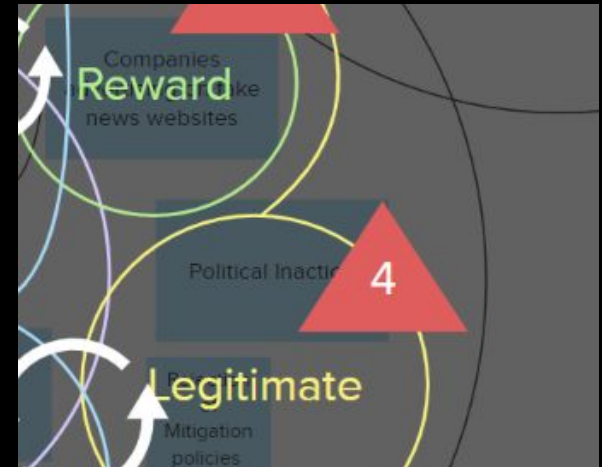
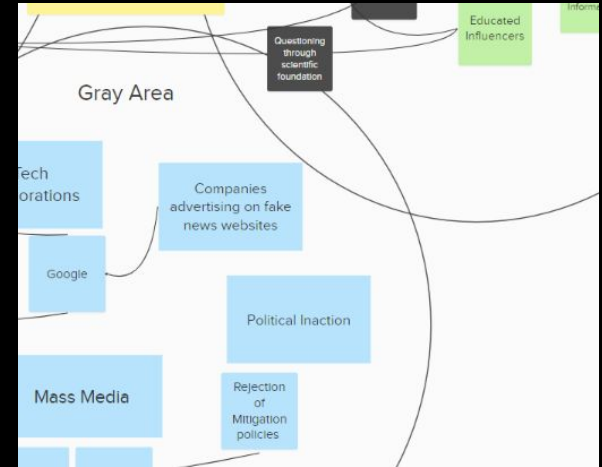
Companies ads are placed by tech giants in high traffic websites including the Toxic 10 sites reinforcing the money making machine loop behind climate denial.

LEGITIMATE

A lack of government intervention (legitimate power encourages the ongoing cycle of monetization in climate denial.

REFERRERS

A significant aspect of the misinformation cycle is the **financial incentive generated by high traffic on false information**, which benefits from corporate advertising.



Intervention Points + Possible Solutions

How Might We Affect
Positive Change in Climate
Misinformation



Intervention Point #1

Defining Tech, Social Media Platforms, Influencers, and AI's Role in Climate Information.

Possible Solutions

a) Independent Ethics Council for Tech and Climate Information

Create a multidisciplinary environmental ethics council with the ability to participate in shaping the rules governing information sharing related to climate action on social media platforms and web algorithms. This council can play a critical role in addressing climate misinformation and ensuring accurate information reaches the public.

How do we apply the principles of drug development and human trials into climate action ethics regulations?

Intervention Methods:

- #CreatingNewInfrastructure
- #CreateNewRules
- #HijackExistingInfrastructure

b) Fact-Checking AI Tool for Climate Information

Develop / Feed AI with experts' standards for fact-checking all over the internet. Integrating Artificial Intelligence as a climate hero that supports the screening of websites and verifies data through research banks can be a powerful tool to simplify Tech platforms involvement in pinpointing toxic sites and combat climate misinformation at a large scale.

Intervention Methods:

- #LaunchDisruptivePrototypes
- #CreateExemplarProjects
- #HijackExistingInfrastructure



Intervention Point #2

Socializing Scientific Research to the Masses / Climate Information That Sticks.

Possible Solutions

a) Influencer-Avocacy Network for Climate Information

Establish a coalition of influencers and advocacy groups dedicated to spread verified information for a sustainable planet. The coalition brings together experts in environmental science, technology, and government who can benefit from each other by leveraging their distinct types of power (informational, reward, reference and legitimate) to combat climate misinformation.

The coalition efforts should be directed towards educating and engaging influencers to become advocates of climate change, equipping them with tech tools, scientific data and communication best practices to strengthen their reference in the matter. The coalition can play a crucial role in scaling the dissemination of scientific research to audiences that have not been reached before.

Intervention Methods:

#CreateExemplarProjects #CreateNewNarratives #MakeAMovement



Intervention Point #3

Designing Government Mechanisms to Accelerate Climate Misinformation Fight.

Possible Solutions

a) Government Oversight on Corporate Advertising

By introducing regulations and penalties for corporate advertising on platforms promoting false climate information, governments can disrupt the financial incentives that fuel the spread of misinformation.

Intervention Methods:

- #CreateNewRules
- #HijackExistingInfrastructure

b) Tax Benefits for the Spread of Verified Climate Information

Tax benefits for corporate charitable giving towards organizations or projects dedicated to the spread of fact checked climate information. Considering climate information as a charitable/tax benefit cause, would incentivize the funding of scientific spread, increase the traffic on verified websites and aid the spread of misinformation.

Intervention Methods:

- #CreateNewRules
- #LaunchDisruptivePrototypes
- #CreateNewInfrastructure

