The system that creates
Climate Misinformation in the United States

+ possible intervention points to bring us hope
Climate denial isn’t created by people who ignore climate change evidence. Climate denial and false information are intentional products of a sponsored system.
## System Analysis Summary

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The Heroes

Preventers / restorers
Climate misinformation

Climate Science

Scientific Journals
NGOS

More followers = more money

Social Media for Reliable AND Interesting Content

Emotion, Visual and Arts
Affirming Science
Providing Information

Educated Influencers
Culture Sensitive

Scientific Consensus
Questioning through scientific foundation
The Accomplices

Gray Area

- Tech Corporations
  - Facebook
  - Google

- Companies advertising on fake news websites

- Mass Media
  - Broadcast Networks
  - News Channels

- Political Inaction
  - Rejection of Mitigation policies
The Villains

Accelerators of Climate misinformation skepticism

- Paid disinformation
- Oil and Gas Industries
- Natural Gas Industry

- Fossil Fuel Companies
- Rivals
- Fossil Fuel Companies Allies

- Russian State
- More followers = more money
- Paid Advertising
- Youtube videos

Social Media Toxic influencers

- Toxic influencers promoting climate skepticism
- More followers = more money
- More followers = more money
- More followers = more money
- More followers = more money

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The Drama
The Victims

US General Public
(No advanced knowledge in ESG)

Preventers / restorers
Climate misinformation

Scientific Journals
NGOs
Emotion, Visual and Arts
Scientific Concerns

Educated Influencers

Usability

More followers = more money

Promote "Greener" products

Gray Area

Oil and Gas Industries
Natural Gas Industry

Fossil Fuel Companies 
Allies

Media Toxic Influencers

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LET’S DIVE IN

- Power Dynamics & Red Flags
- Intervention Points & Possible Solutions
Power Dynamics and Key \textit{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.

Intervention Methods:
#CreatingNewInfrastructure
#CreateNewRules
#HijackExistingInfrastructure

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

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:
#LaunchDiruptivePrototypes
#CreateExemplarProjects
#HijackExistingInfrastructure
Intervention Point #2

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

Possible Solutions

a) Influencer-Advocacy 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
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