

Disinformation pandemic

Argumentation

my mom read an article about
apocalypse and stock up on food



Me watching this scene fourth time

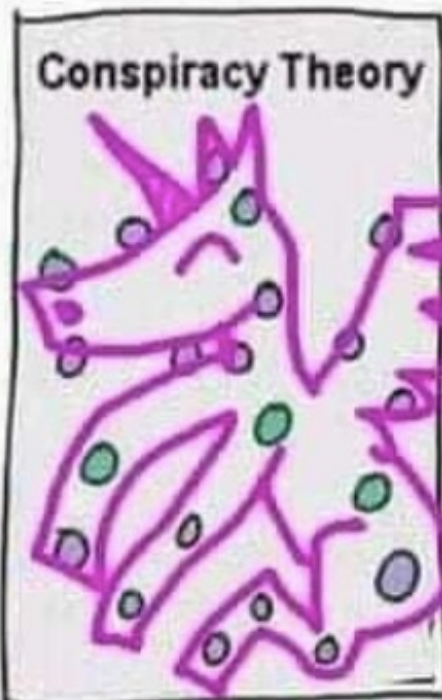
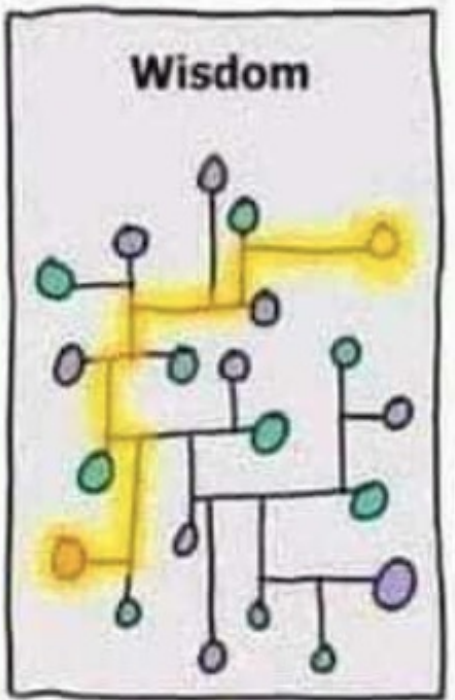
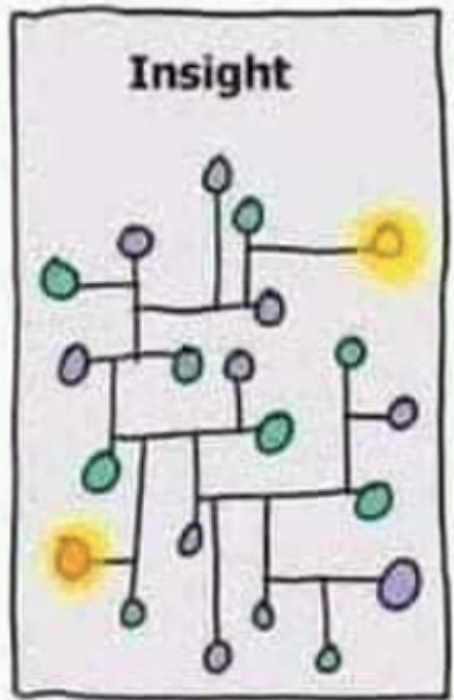
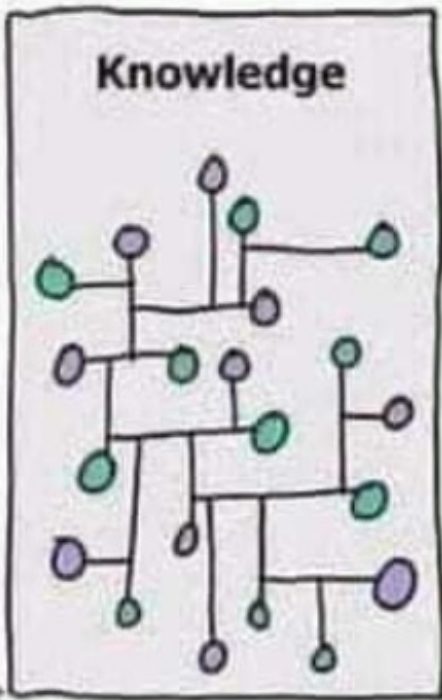
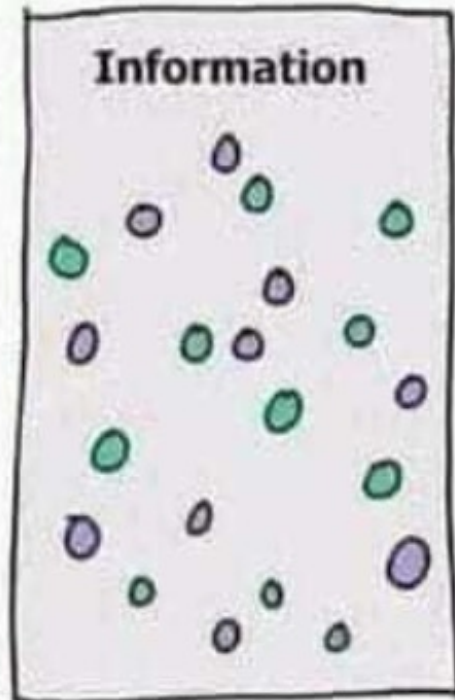
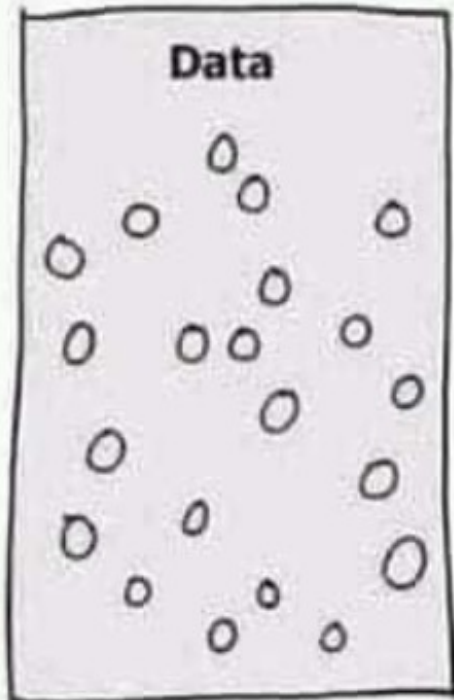


What are the elements of the
rational discussion?

Earth is flat



Rational arguments:
Why don't they work?





I'm a resurcerer.



**WHAT CONFIRMS
THEIR BELIEFS**

PEOPLE

**ALL
OBJECTIVE
FACTS**



What problems
do we face?

- Science as a religion
- Cognitive dissonance
- Motivated reasoning
- Confirmation bias + other biases
- Back-fire effect
- Emotions
- Argumentation faults

A red speech bubble graphic with a white outline, containing the text 'Some approaches'.

Some approaches

- Street epistemology
- IKEA effect
- Debunking handbook
- Non-violent communication

FACT

- Lead with the fact if it's clear, pithy, and sticky—make it simple, concrete, and plausible. It must “fit” with the story

***WARN
ABOUT
THE MYTH***

- Warn beforehand that a myth is coming... mention it once only.

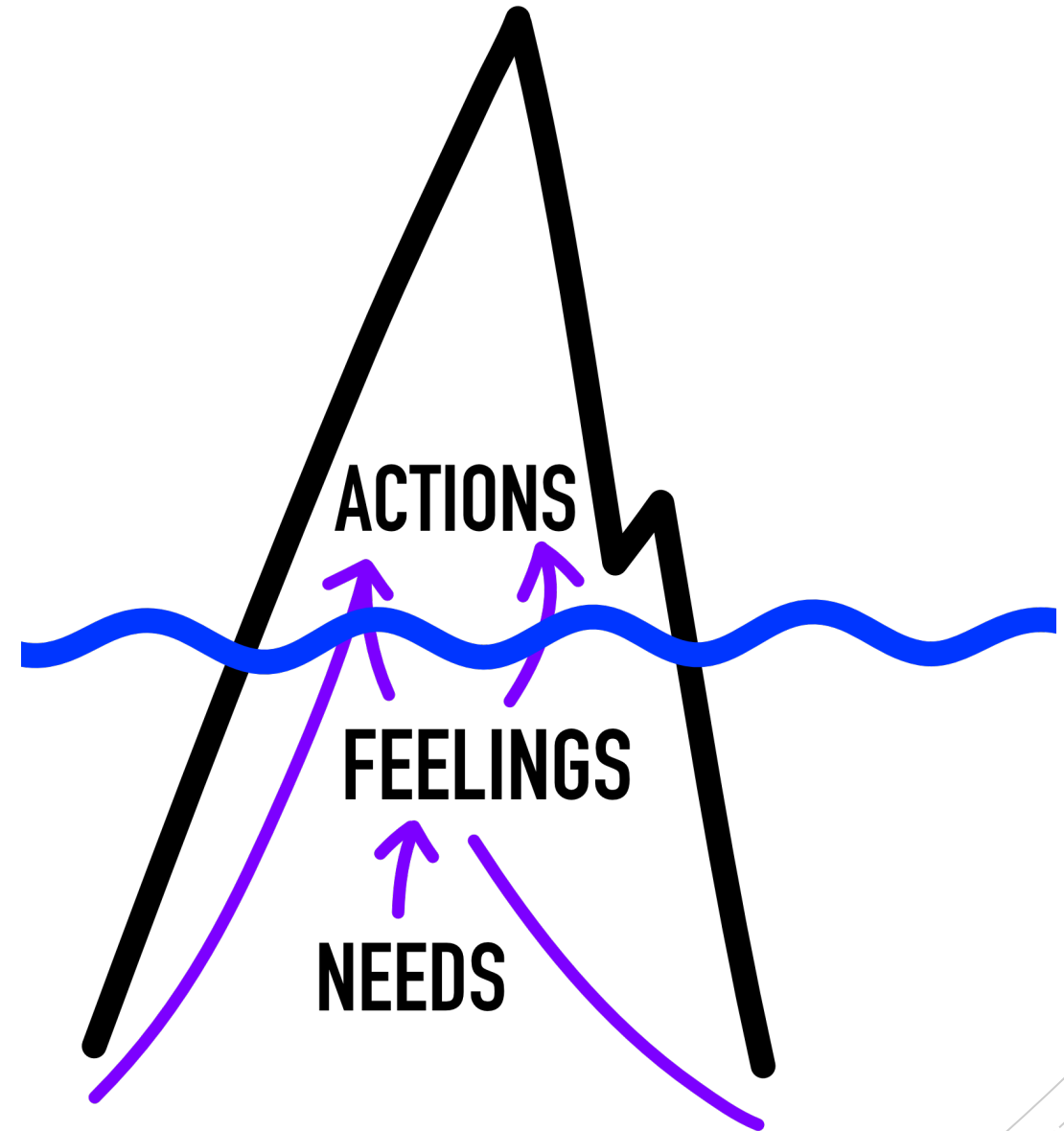
***EXPLAIN
FALLACY***

- Explain how the myth misleads.

FACT

- Finish by reinforcing the fact—multiple times if possible. Make sure it provides an alternative causal explanation.

Nonviolent
communication



A red speech bubble graphic with a white outline, containing the word 'Tips' in white text. The bubble has a tail pointing downwards and to the right.

Tips

- **Strategy**
- **Relationship**
- **Make them find the mistake**
- **Active listening**
- **Find common ground**
- **Golden bridge**
- **Don't push**



Let's try it again