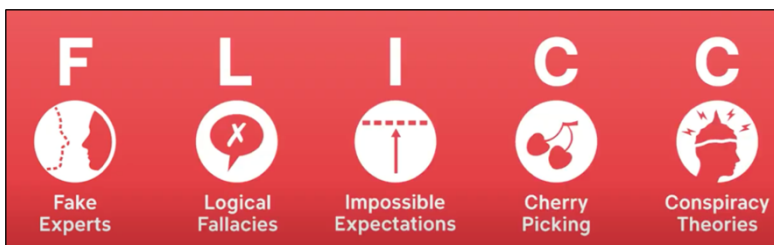


Misinformation, Past & Present

Activity Sheet 1



5 Science Denial Techniques

Technique	Description	My Example or Reminder
Fake Experts	People who appear to be experts but do not have <i>relevant</i> expertise.	
Logical Fallacies	Errors in reasoning that invalidate an argument.	
Impossible Expectations	Too much evidence or impossible evidence is required.	
Cherry Picking	Focuses on select pieces of information while ignoring others.	
Conspiracy Theories	Promoting the idea that an event or circumstance is the result of a secret plot by powerful people or groups.	

3 Ways to Debunk Misinformation

Technique	Description	My Example or Reminder
Fact based	Fact checking and cross-referencing.	
Source based	Discredit sources that are not reputable.	
Logic based	Explain fallacies and why they don't make sense.	



Cranky Uncle Cartoons

Image	Science Denial Technique(s)
1	
2	
3	



Misinformation, Past & Present

Activity Sheet 2

Tobacco/Smoking Advertisements				
Image	Evidence, Claim(s), or Source(s) to Question or Check	Science Denial or Misinformation Technique(s)	Debunking Strategy	
1 “How mild can a cigarette be?”			Strategy I would use:	
			Question I would ask:	
2 L&M Filter Cigarettes			Strategy I would use:	
			Question I would ask:	

Thinking Questions

1. Why would the tobacco industry be motivated to refer to “science” or “doctors” in their advertising?
2. Why would the tobacco industry ignore some science, discredit doctors, and knowingly provide inaccurate information about the impacts of smoking?
3. Why would a reader doubt, double-check or question “science” found in advertising?
4. How could a reader verify or research the “science” presented by the tobacco industry today?
5. In the mid-20th century, how could readers have verified or researched the “science” presented by the tobacco industry?



Misinformation, Past & Present

Activity Sheet 3

Climate Denial Campaigns				
Image	Evidence, Claim(s), or Source(s) to Question or Check	Science Denial or Misinformation Technique(s)	Debunking Strategy	
1 “Why is Kentucky getting colder?”			Strategy I would use:	
			Question I would ask:	
2 Chicken Little			Strategy I would use:	
			Question I would ask:	

Thinking Questions

1. Why would the oil industry be motivated to refer to “science” or “climatologists” in their campaigns?
2. Why would the oil industry ignore some science and knowingly provide inaccurate information about the impacts of global warming and climate change?
3. Why would a reader doubt, double-check or question “science” found in ads?
4. In the 1990s, how could readers have verified or researched the “science” presented by the oil industry?
5. How could a reader verify or research the “science” presented by the oil industry today?



Misinformation, Past & Present

Culminating Activity Sheet

"Changing Your Mind" Song				
	Evidence, Claim(s), or Source(s) to Question or Check	Science Denial or Misinformation Technique(s)	Debunking Strategy	
1			Strategy I would use:	
			Question I would ask:	
2			Strategy I would use:	
			Question I would ask:	
3			Strategy I would use:	
			Question I would ask:	



Thinking Questions

1. What is the main message of the song “Changing Your Mind”?
2. What techniques does the song use to portray its messages? Provide evidence from the lyrics and images.
3. How could someone listening to this song verify or research the “science” or messages presented in the song?

