Presenting unqualified individuals or institutions as sources of credible information.

Using arguments where the conclusion doesn’t logically follow from the premises. Also known as non sequitur.

Demanding unrealistic standards of certainty before acting on the science.

Skillfully selecting data that appear to confirm one position while ignoring other data that contradict that position.

Proposing that a secret plan exists to implement a nefarious scheme such as hiding a truth.

The reality of global warming, the effectiveness of vaccinations or the health risks of car exhausts have one thing in common: the scientific basics get regularly distorted in political discussions.

It happens on Facebook, Twitter & Co., as well as on internet blogs, in parliamentarian speeches or in personal discussions. For lay people the rhetorical tricks used to manipulate public opinion are often difficult to detect.

This graphic explains the often-used strategies employed by the fog machine of disinformation.