



Are **you** influenced by **propaganda** and **disinformation**? Let's see!

1. Have you heard that carrots will help you see better in the dark?
1. What percent of people, globally, want more climate action from their leaders?
1. What percent of Canadians support expanding wind and solar?
1. What percent of people would give 1% of their monthly income to fight climate change?

What are propaganda, mis- and disinformation?

According to me, a simple practitioner:



What are propaganda, mis- and disinformation?

According to me, a simple practitioner:

Propaganda

= Any repeated
political message

Misinformation

= Wrong

Disinformation

= Wrong, On
Purpose, For Money

Climate Disinformation

= Wrong About
Climate Change,
On Purpose,
For Money

SPRINGER LINK

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 Search

 **Cart**

Climate denialism bullshit is harmful

Original Paper | Published: 11 March 2023

Volume 2, article number 7, (2023) Cite this article

Asian Journal of Philosophy

Aims and scope →

Submit manuscript →

Joshua Luczak

📄 2246 Accesses 📈 48 Altmetric 🗨️ 4 Mentions [Explore all metrics →](#)

Abstract

This paper suggests that some climate denialism is bullshit. Those who spread it do not display a proper concern for the truth. This paper also shows that this bullshit is harmful in some significant ways. It undermines the epistemic demands imposed

and consumers are ultimately responsible for taking actions to address climate change.

The 'free rider' excuse
Reducing emissions is going to weaken us. Others have no real intention of reducing theirs and will take advantage of that.

ne else should take
actions first:
act responsibly

Discourses of climate delay

size the downsides

Appeal to social justice
Climate actions will generate large costs. Vulnerable members of our society will be burdened; hard-working people cannot enjoy their holidays.

Technological optimism
We should focus our efforts on current and future technologies, which will unlock great possibilities for addressing climate change.

All talk, little action
We are world leaders in addressing climate change. We have approved an ambitious target and have declared a climate emergency.

Fossil fuel solutionism
Fossil fuels are part of the solution. Our fuels are becoming more efficient and are the bridge towards a low-carbon future.

No sticks, just carrots
Society will only respond to supportive and voluntary policies, restrictive measures will fail and should be abandoned.

Figure 1. Taxonomy of climate contrarian claims. This figure displays the three layers of claim-contrarian actors.

Dr. Travis Coan et al. (2021), Page 2

b et al. (2020), Page 2

Climate Action Against Disinformation coalition's definition



Universal definition

Climate disinformation and misinformation refers to deceptive or misleading content that:

Undermines the existence or impacts of climate change, the unequivocal human influence on climate change, and the need for corresponding urgent action according to the IPCC scientific consensus and in line with the goals of the Paris Climate Agreement;

Misrepresents scientific data, including by omission or cherry-picking, in order to erode trust in climate science, climate-focused institutions, experts, and solutions; or

Falsely publicises efforts as supportive of climate goals that in fact contribute to climate warming or contravene the scientific consensus on mitigation or adaptation.

The screenshot shows the official EU website interface. At the top, it says 'An official EU website' and 'How do you know?'. Below this is the EU flag and a navigation bar with 'Energy, Climate change, Environment'. The main header is 'Climate Action'. The breadcrumb trail is 'Home > EU Action > Climate disinformation'. The title of the page is 'Climate disinformation' by Sergey Khakimullin. The text defines climate disinformation as the intentional dissemination of false information related to climate change and climate action, noting it can take many forms from hard denial to softer, more insidious disinformation. It lists three threats: undermining trust in science, weakening public support for climate action, and hindering policy implementation and international cooperation. At the bottom, it mentions that in March 2024, the Commission adopted the 'Communication on Managing climate risks', which includes commitments to combat climate disinformation.

An official EU website How do you know? ▾

Energy, Climate change, Environment

Climate Action

Home > EU Action > Climate disinformation

Climate disinformation

Sergey Khakimullin

Climate disinformation

Climate disinformation is the intentional dissemination of false information related to climate change and climate action. It can take many forms, from hard denial and conspiracy theories to softer, more insidious disinformation that seeks to muddy the waters by claiming that climate change is not man-made or as bad as scientists are saying and therefore requires no urgent action.

Climate disinformation threatens to:

- Undermine trust in science
- Weaken public support for climate action
- Hinder policy implementation and international cooperation on climate change
- Undermine democracy

In March 2024, the Commission adopted the [Communication on Managing climate risks](#), in which we commit to combat climate disinformation.

The 89 Percent Project

Between 80 and 89% of the world's people want their governments to be doing more to address climate change. Let's tell their stories. Coverage starts April 21.

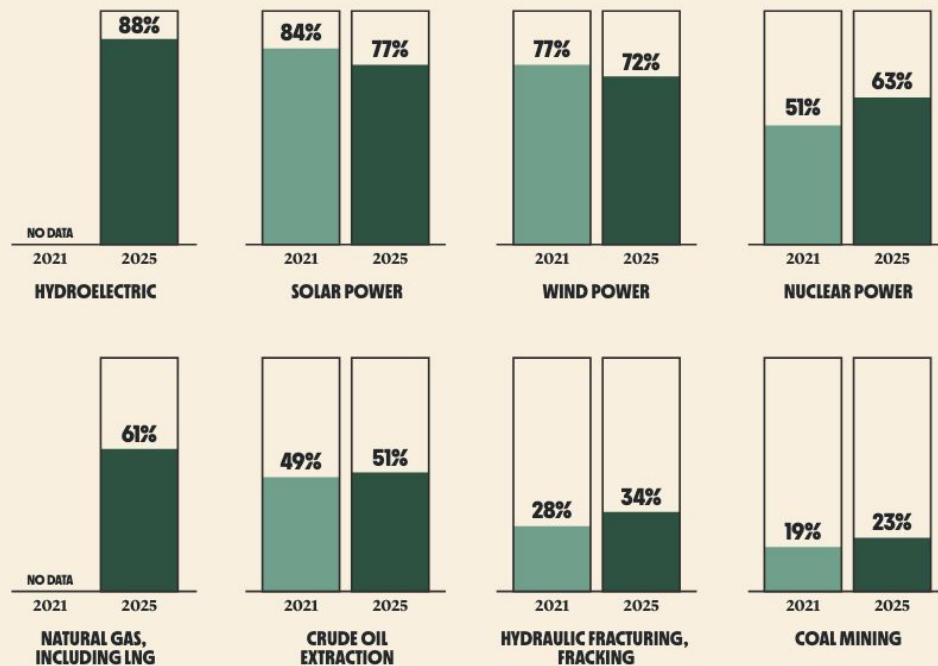
Here's the reality: According to multiple studies, between 80-89% of people want to take stronger action against climate change. The people who want action don't realize that because not enough people are talking about it in the media.

One new study, published April 17 in *PLoS*, found that this lack of media coverage contributes to that perpetuates "climate silence."

Fact: climate policy is popular

What kind of energy?

Support expanding efforts to draw energy from the following sources:



Source: Angus Reid Institute, 2025b

The original term “Potemkin Village” derives from a story dating back to 18th-century Russia, suggesting that an artificial place can be built to disguise or conceal the true – and often less desirable – identity of the original.

During a visit by Empress Catherine II to Crimea in 1787, Russian governor Grigory Aleksandrovich Potemkin supposedly constructed fake settlements to conceal the dilapidated conditions of the town.



"Russia, Ufa & Suzdal" by Gregor Sailer Courtesy Gregor Sailer/Kehrer Galerie

Sailer first became aware of the contemporary version of this phenomenon when he traveled to Russia and realized that in Suzdal, northeast of Moscow, there were deteriorated buildings covered up with printed canvases of idealized, polished buildings used to impress Vladimir Putin during his visit. The unusual, colorful coverings on the buildings resemble whimsical dollhouses rather than solid structures.

Arrest made after threat to FEMA in North Carolina as hurricane relief operations continue

Cyber Operating Domain

The intersection of cyber defence and climate change represents a complex and increasingly critical area of concern. As the world becomes more interconnected and reliant on digital technologies, the potential for malicious cyber activity to exacerbate climate change issues grows. From cyberattacks on environmental monitoring systems to data manipulation and climate-related disinformation campaigns, the ways in which cyber risk and climate change intersect are vast and varied.

Accurate data is crucial for climate forecasting, modelling and informed policy-making. Cyber attacks involving the manipulation or theft of environmental data can hinder efforts to monitor climate change accurately and implement effective policies. Hack-and-leak attacks⁹⁰, where data is stolen or leaked and potentially doctored, should be a concern when it comes to environmental data and policies.

Kremlin-backed actors have been found to be pushing climate change denialism across the Alliance, all while actively attempting to derail climate change mitigation policies and renewable energy investments.⁹⁰ Russian state media routinely amplify uncertainty around climate change and downplay the phenomenon as exaggerated or even positive. They frame global warming as a “hoax” and emission-reduction plans as a form of “Western imperialism” engineered to undermine the development of emerging economies.⁹¹ Denial of anthropogenic climate change persists in Russia largely due to the entangled ties between the fossil fuel industry and political power, and the country’s ongoing dependence on fossil fuels as a dominant source of government revenue. Individuals who challenge scientific consensus on climate change continue to hold political power.⁹²

A notable increase in Russian disinformation related to the European green energy transition has been observed since the beginning of Russia’s full-scale invasion of Ukraine. According to NATO’s Information Environment Assessment for the period May 2022 to May 2024, Russia was found to be the main driver of hostile communications in online conversations about the green energy transition on social media and web news media.⁹³ In 2023, efforts to spread mis- and disinformation were evident in the run-up to the COP28 UN Climate Change Conference in Dubai. According to a 2023 report by the Climate Action Against Disinformation (CAAD) – a coalition of over 50 leading climate and anti-disinformation organisations – Russia and the PRC were listed among the countries found to be spreading climate-related disinformation. Russian state-backed accounts weaponised climate debates, with influence campaigns targeting Western countries and emerging and developing

7 Years Before Russia Hacked the Election, Someone Did the Same Thing to Climate Scientists

"Why does this story sound so darned familiar?"

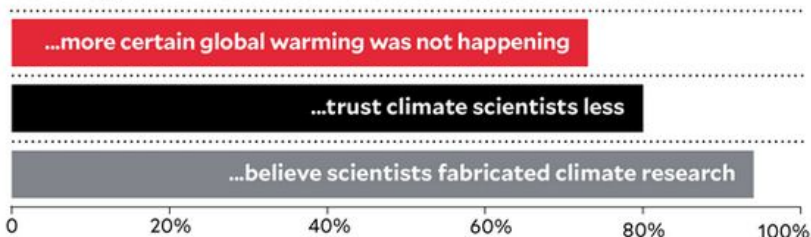
REBECCA LEBER and AJ VICENS



STOKING DENIAL

Climategate helped turn Donald Trump into a denier. He wasn't alone. In 2010, many who followed the story said it made them more likely to reject climate science.

Percentage of conservatives who said Climategate made them...



Source: Yale University and George Mason University poll

Mother Jones



**Polluters and Petrostates invest in
politics and propaganda to
prevent regulations on pollution
and harmful products, using
disinformation to obstruct climate
action**

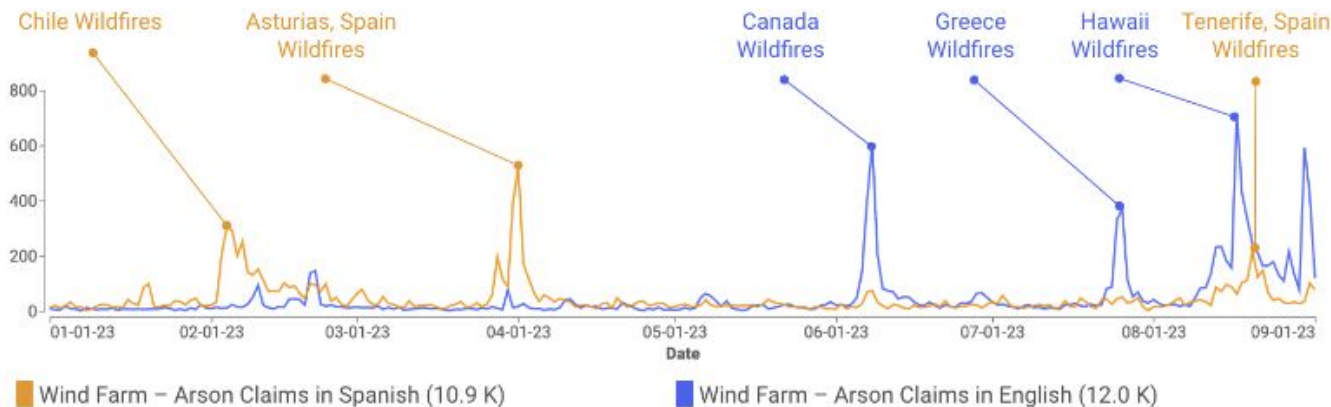


Wrong, on purpose, for **LOTS** of **money**



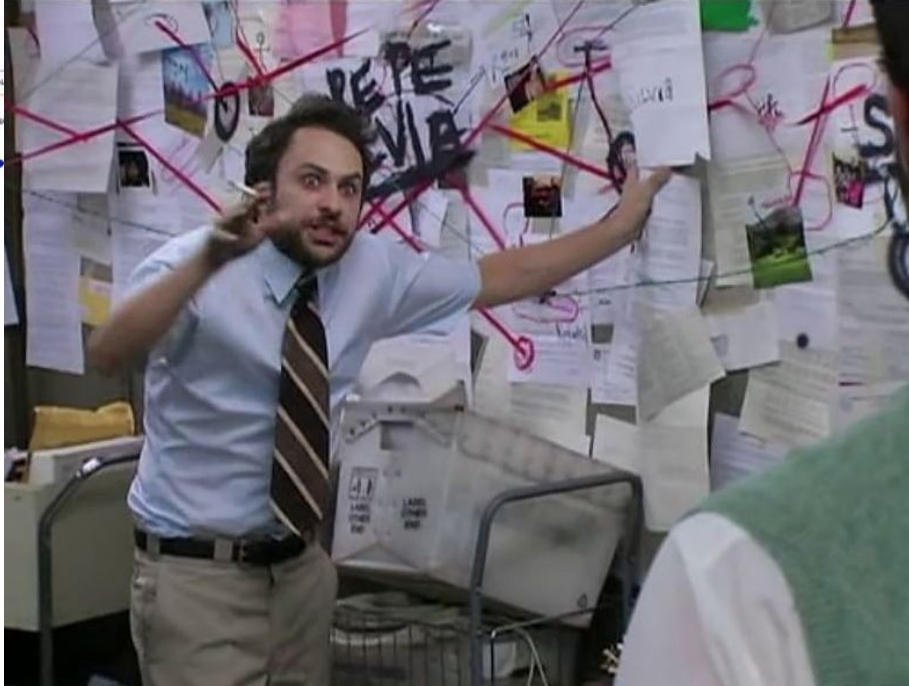
Climate Disinformation

Where does it come from?



A line graph comparing Spanish-language and English-language posts related to the wind farm-arson narrative, demonstrating the recurring nature of the claim as it applies to different geographical and language contexts.

Individual
University
Banks and Diversified Financials



Disinformation

~~Where~~ Who
does it come from?

Disinformation Subsidy:

Monied interest create and spread disinfo as fertilizer to grow “grassroots” (online) groups into political opposition– but it’s not organic grassroots, its industrial astroturf.



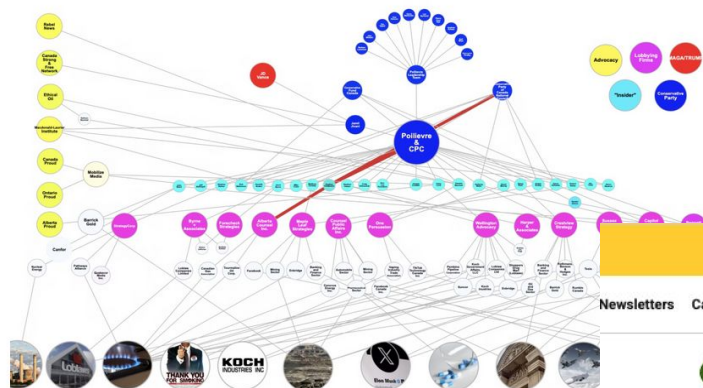
Polluters make campaign contributions to politicians who then block climate action

Poillievre Mapped: His Inner Circle of Lobbyists and Right-wing Activists

New DeSmog map shows how the leader of Canada's Conservative Party is linked to Koch Industries, Elon Musk, and former prime minister Stephen Harper.

By **Geoff Dembicki** on Mar 25, 2025 @ 13:23 PDT
3 min read

Series: **MAGA**



DeSmog's research documents the web of connections between the inner circle of Canadian politician F federal Conservatives to corporate lobbyists, political operatives, social media strategists, industrial poli

Conservative Party-Linked Facebook Page, Canada Proud, a Major Source of Climate Disinformation

New research shows Canada Proud has an online reach surpassing major media outlets.

By **Geoff Dembicki** on Mar 17, 2022 @ 13:22 PDT
5 min read



Canada Proud •
394K followers • 5 following
Follow View Shop

NATIONAL POST

Newsletters Canada World Financial Post NP Comment Longreads Puzzmo Life Shopping Epaper [Manage Print Subscription](#)

 **NP Comment**



Conrad Black: Time for the climate insanity to stop

We have been racing to destroy our standard of living to avert a crisis that never materialized

Get the latest from Conrad Black straight to your inbox

[Sign Up >](#)

Conrad Black

Published Aug 10, 2024 • Last updated Aug 10, 2024 • 4 minute read



Russia is responsible for most climate disinformation on the Polish internet

24 ENERGETYKA24
13.08.2025 10:12

Russia-Backed Media Group's Climate Lies on Social Media

Twitter, YouTube put millions of eyes on Tenet Media's climate disinformation

ETC

Dagens ETC

Nyheter Ledare Ekonomi Klimat Kultur Debatt

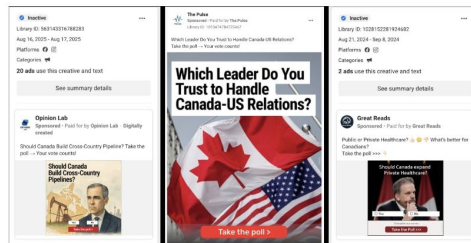
**Kremlis nya propaganda:
Desinformation om klimat**

Publicerad 18/8 04:00

PROPOSED
NATIONAL
OBSERVER

Meta banned the Epoch Times from advertising. Then it accepted \$300k in new ads targeting Canadians

By Rory White | Investigations | August 2nd 2025



The ads from all three pages created by The Epoch Times were strikingly similar in content and style. Images from Meta's ad library illustration by Rory White / Canada's National Observer.



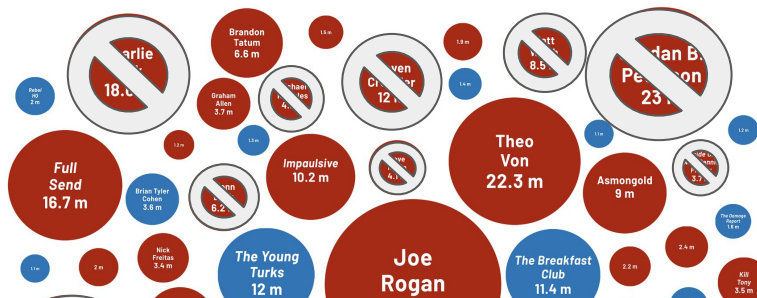
Disinformation subsidies masking propaganda as podcasts



Fracking and/or dark money built up:

1. [Jordan Peterson](#)
2. [Ben Shapiro](#)
3. [Michael Knowles](#)
4. [Matt Walsh](#)
5. [Dennis Prager](#)
6. [Charlie Kirk](#)
7. [Candace Owens](#)
8. [Tom Fitton](#)
9. [Dan Bongino](#)
10. [Dinesh D'Souza](#)
11. [Steven Crowder](#)

Total following of top right-leaning and left-leaning online shows



Expanding on this past research, CAAD conducted a year-over-year analysis with the the peer-reviewed CARDS LLM from our friends at C3DS of Exeter Uni, comparing the content of the episodes published by these top 10 podcasts from January – November 12, 2024 to the content during the same time period 2025, just after COP30 kicked off.

We found a steady rise in what's been called the "new climate denial," disinformation about solutions, scientists, and praise for fossil fuels.<> **As the public largely recognizes the scientific consensus on fossil fuels causing climate change, narratives attacking solutions are becoming more useful to gain public traction for climate inaction.**

With nearly a third, **461, of the total 1,564 false claims, the most "new climate denial" claims so far in 2025 came from Ben Shapiro, whose Daily Wire was launched with at least \$4.7 million in fossil fuel funds.**

Murdoch media built:

1. Tucker Carlson
2. Piers Morgan
3. Megyn Kelly
4. Glenn Beck

\$10 million in Russian funding built up:

1. Tim Pool
2. Benny Johnson
3. Dave Rubin

Social Media is not real – but it shapes reality

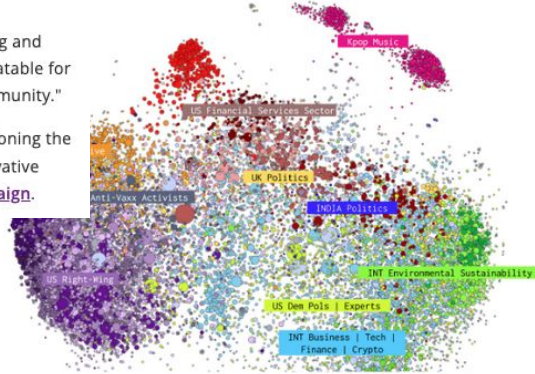
ESG Has Merged Climate Disinfo and General Rightwing Networks

While their advanced network mapping of followers and content consumption used to show that the climate disinformation group [was a distinct sub-set of conservative accounts](#), now "computationally speaking, climate denialists in our analysis are no longer defined as distinct from right-wing culture wars influencers."

Graphika found that "influencers in this group do the work of framing and amplifying climate topics as a culture wars issue, making it more palatable for a broader right-wing audience, beyond the usual climate denial community."

The top-performing ESG post, out of 13,000 tweets in October mentioning the acronym, was from Consumers Research, a group funded by conservative activist Leonard A. Leo as part of his billion-dollar ["anti-woke" campaign](#).

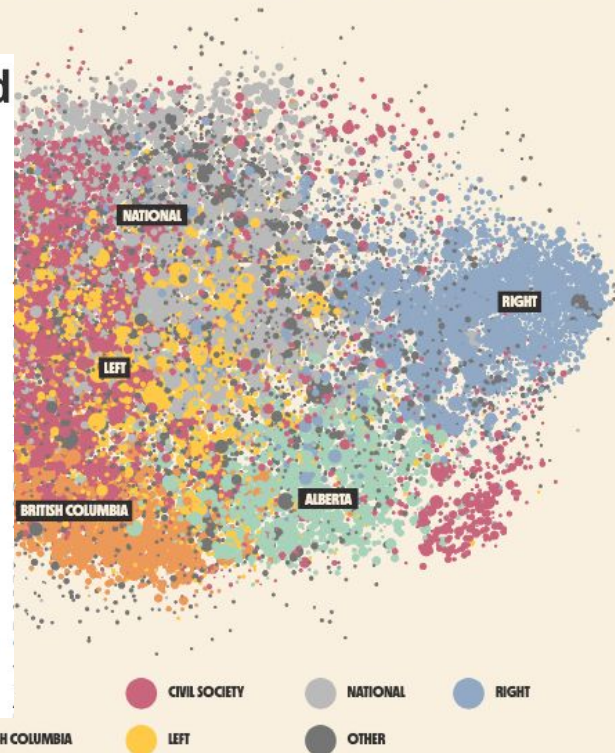
ierRoundup
content is not subject to review by Daily Kos staff prior to publication.)
2022 at 10:25:08a EST
★ Recommend Story 16
Share



Graphika's map of 13,000 accounts who tweeted about ESG in October.

Attribution: Graphika

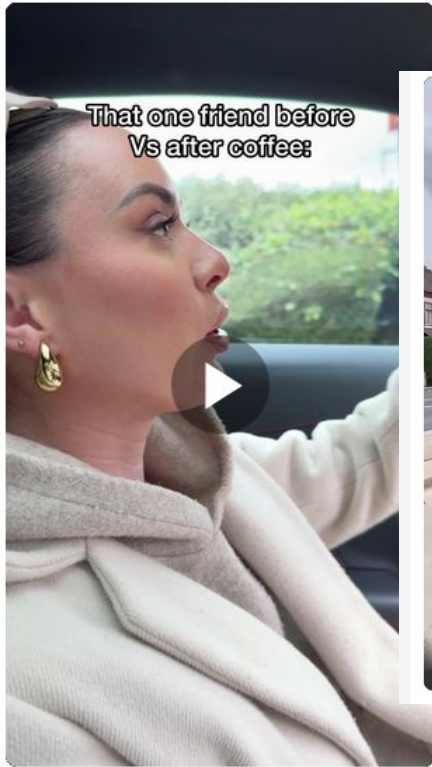
The Climate Conversation in Canada, in English, March–April 2024



A network map showing the groups engaged in the climate conversation on Twitter/X. It is a mostly centralized map, indicating that accounts are engaging with much of the same content, shaped significantly by political elites, but with a **RIGHT/ANTI-ESTABLISHMENT** group pulling away.



Social Media is a “funhouse mirror factory”



Inside the funhouse mirror factory: How social media distorts perceptions of norms

Jay J. Van Bavel² ⓘ

80% of major US anti-trans organisations have received fossil fuel funding.

For example, the anti-trans backlash may at first appear independent of the fight against climate action, but it turns out that some [80% of major US anti-trans organisations](#) have received fossil fuel funding. These organisations have used [the intersectional issues of the “culture war”](#) to recruit from the “manosphere” because, while climate disinformation is unpopular, scapegoating others with the help of Big Tech is apparently a viable way to further solidify support among (mostly conservative, white) men especially when factoring in legal costs for defending against a frivolous lawsuit.



Social Media is not real– but it shapes how users interpret reality



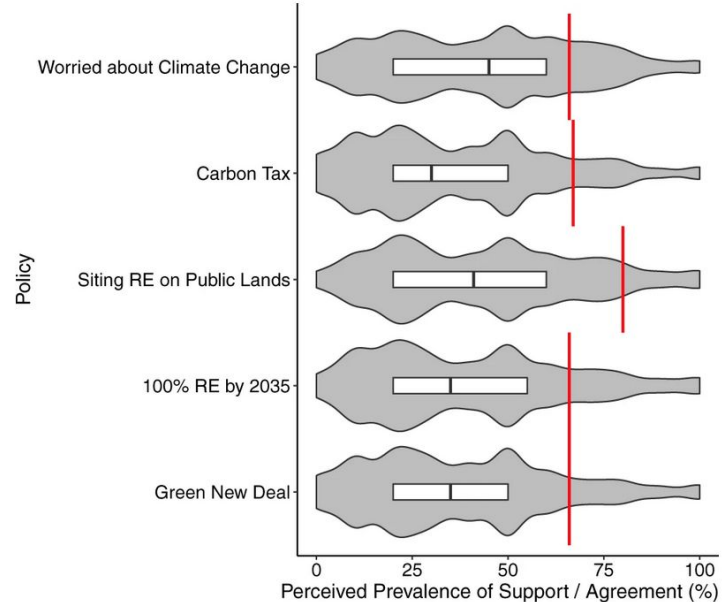
The “**false social reality**” warps how we think of those around us.

Disinfo normalizes a false perception, inflating the popularity of a desired position.

It’s used to make popular (climate) policy feel unpopular, and make unpopular rhetoric (denial) seem common and popular.

Fig. 1: Perceived climate change worry and support for climate policies compared to actual levels.

From: [Americans experience a false social reality by underestimating popular climate policy support by nearly half](#)



Boxes inside the violin plot represent the middle 50% of the sample, with a line at the median, while the minima and maxima illustrated represent the full range of responses (from 0–100%). The red line represents the true prevalence, as indicated by contemporaneous national polling^{42,43}. RE refers to renewable energy. *N* = 6119 survey participants.

Disinformation and Propaganda shape how we think about others



Fig. 3: Beliefs and perception gaps.

From: [Globally representative evidence on the actual and perceived support for climate action](#)

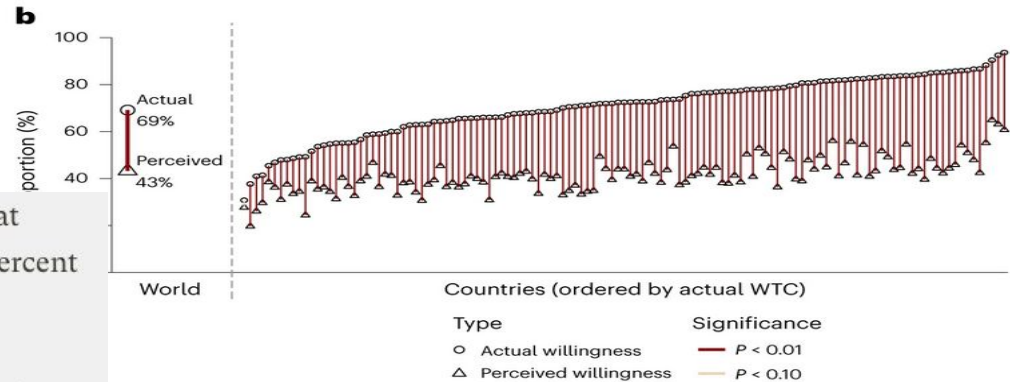
Why the US government is trying to revive the climate change ‘debate’

The Department of Energy is calling for “honest dialogue.” It looks a lot like a playbook from the past.

은은 |

Polling the audience, NPR found that 57 percent thought that global warming was a crisis before the debate, but only 42 percent did afterward. The results seemed to confirm the fears that participant Gavin Schmidt, a NASA climate scientist, had outlined about on his blog ahead of the event. “Is this kind of rhetorical jousting useful for clarifying issues of science ... Or does it just validate the least serious opposition?” he wrote.

average perceived proportion. we use population-adjusted weights to derive the global averages and the standard sampling weights otherwise. We derive the averages based on all available data, that is, we exclude missing responses separately for each question. See Supplementary Figure 4 for additional descriptive statistics for the perceived WTC (median, 25–75% quartile range).




individuals willing to contribute 1% of their income and the average perceived proportions of use sampling weights to derive the country-level WTC and perceived WTC. Number of bins, 20; vs the linear regression. **b.** Gap between the global and country proportions of respondents who : global and country average perceived proportions of others willing to contribute (triangles). ts testing whether the proportion of individuals who are willing to contribute is equal to the

Disinformation and Propaganda shape how we think about others



Overconfidently Conspiratorial: Conspiracy Believers are Dispositionally Overconfident and Massively Overestimate How Much Others Agree With Them

[Gordon Pennycook](#) , [Jabin Binnendyk](#), and [David G. Rand](#) [View all authors and affiliations](#)
[OnlineFirst](#) | <https://doi.org/10.1177/01461672251338358>

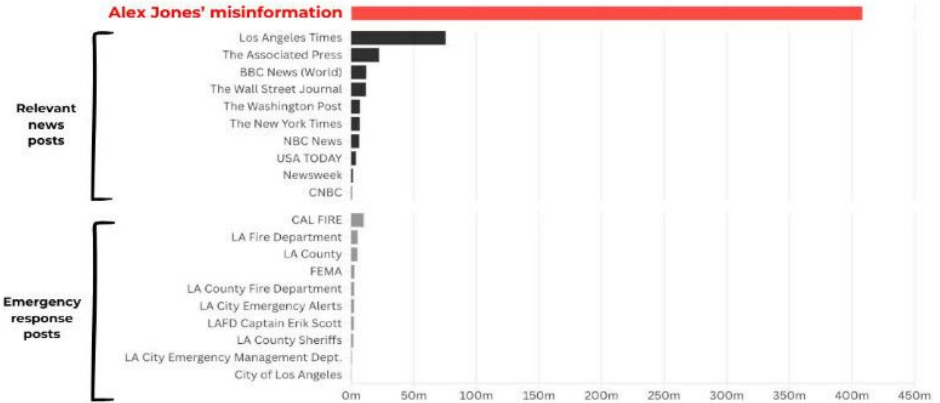
Contents

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... More

Researchers identified 44 of Jones' X posts spreading false or misleading information about LA wildfires, totaling 408,207,230 views. These were identified as part of the core data collection for this study as well as an additional review of his posts during the fires.

Comparing views on Alex Jones' X posts to reliable sources



A 2,900% Increase in

Greenwash: Big Oil Targeted

Brazil With Google Ads To

Undermine COP30

It's not persuasion, it's *peer pressure*!



The opponents of climate action use disinfo to inflate their perceived popularity to sabotage efforts to pass policies protecting the public from their profit-generating pollution.

What can we *actually* **do** about climate disinformation?

Create consequences

Rapid response to **generate outrage** as a means to build political power to stop them.

Discredit disinflencers

Opposition research to **marginalize, ostracise, and discredit** professional liars.

Ostracize industry enablers

Divestment: Don't do business with Public Relations firms, financial institutions, technology providers and others whose business is disinformation.

A warning on fact-checking



Fact checks, FAQs, explainers, and everything else, *only work for people who want to be correct!*

Typhoid Mary was a cook who made at least 7 families sick and likely caused the 3,000 cases of Salmonella in NYC in 1907.

She tested positive in 120 of 163 tests over 2 years and was then released on the condition that she wash her hands after pooping and stop cooking for people.

But instead she got another job as a cook, and killed 2 *more* people. She had to be permanently quarantined to stop spreading disease.

NOT EVERYONE WANTS TO BE HEALTHY (correct).
SOME PEOPLE JUST WANT TO COOK (lie).

**Debunkings are not enough because it's not just words.
It's actions. Power. Lawsuits, harassment, and worse.**

**More than 2,100 land and
environmental defenders killed
globally between 2012 and 2023**

Published: 10 September 2024



MILA FIORALISI

BUSINESS AUG 31, 2025 6:00 AM

The FTC Warns Big Tech Companies Not to Apply the Digital Services Act

FTC chairman Andrew Ferguson wrote a scathing letter to companies including Google, Meta, and Apple, telling them not to apply the DSA if it jeopardizes the freedom of Americans.



'Self-regulation has proven a failure': Brazilian leaders defend the need for social media regulation

European Union tells Trump to step off in spat over social media rules

The E.U. pushed back on threats over the regulation of Big Tech, which some of the president's allies in the industry oppose.



Aug. 27, 2025, 4:42 PM EDT

By **Ja'han Jones**

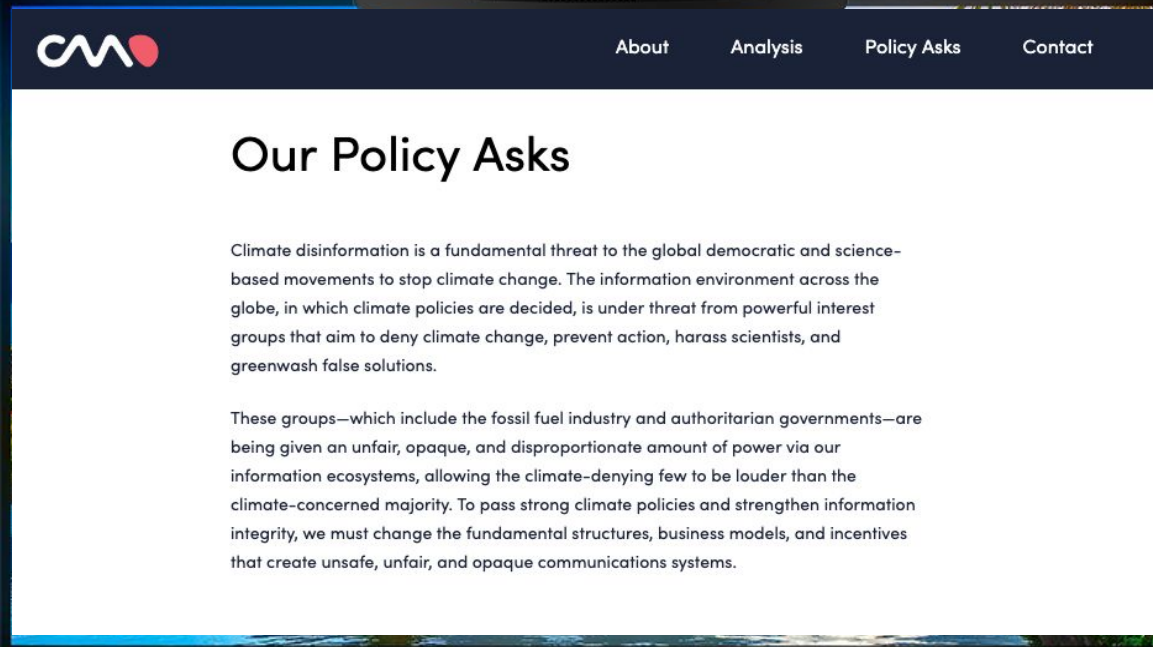




What can policymakers do about climate disinfo?

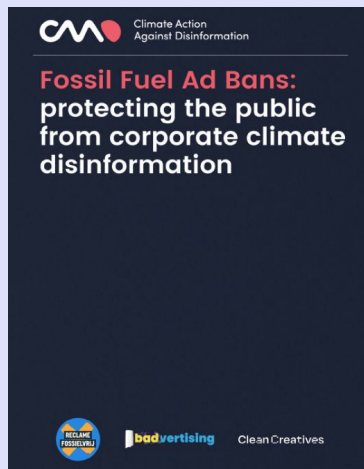
The same thing they do with every other bad product: use regulations to protect the public.

(commercial speech can be regulated!)



The Hague becomes world's first city to pass law banning fossil fuel-related ads

Legislation makes it illegal to advertise fossil fuel products and services with a high carbon footprint



Strong Support Among Europeans for Banning Fossil Fuel Ads, Study Finds

Survey data shows almost double the number of people would back restrictions than those who oppose them.

NL#TIMES

Nijmegen the next Dutch municipality to green light ban on fossil fuel advertisements

The municipality of Nijmegen will ban fossil fuel advertisements, following the example of The Hague, Utrecht, and Delft. A majority of 20 city council members voted in favor of a ban, proposed by the PvdD,



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Misleading representations and practices

It is against the law for businesses to mislead Canadians in a variety of ways, including:

- harm consumers
- harm businesses
- negatively impact the environment

One of the objectives of the Competition Act is to protect consumers from misleading representations and practices.

How the laws apply

The Bureau investigates environmental claims under the *Consumer Packaging and Labeling Regulations*.

The [Competition Act](#) prohibits businesses from making false or misleading claims about their service, product or business interests. This includes "general impression" conveyed by the overall appearance of the product or service.

The *Competition Act* also prohibits businesses from making false or misleading claims about the efficacy or length of life of a product or service.

The *Competition Act* contains provisions that prohibit claims about the environmental benefits of a business or business activity that are not based on adequate and proper substantiation in accordance with an internationally recognized methodology.

Carney scraps anti-greenwashing law despite public call for climate truth

By [Marc Fawcett-Atkinson](#) | [News](#) | November 4th 2025

"Canada told the fossil fuel industry greenwashing was illegal, and its response was that having to be honest and transparent would make it too hard to do business. Apparently the threat worked, so now Canadians will be subjected to more false claims and have fewer ways to protect themselves against industrial disinformation, despite [polling showing over 80% of Canadians](#) want the country to do *more* on disinformation, not less," said Phil Newell, co-chair of Climate Action Against Disinformation.

New EU law to hold social media companies accountable, US must increase transparency of Big Tech and reduce disinformation

The **Global Initiative for Information Integrity on Climate Change** is a joint partnership between the Brazilian Government, the [UN Secretariat](#) and UNESCO.

Bringing together countries, international organizations, and stakeholders worldwide, it aims to promote and defend information integrity on climate change, address disinformation, and enhance climate change awareness and action. It includes a global fund which will finance research into disinformation on climate change and initiatives to promote information integrity.



Hauí Roa



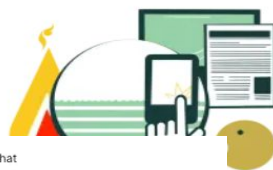
unesco

6. In endorsing this Declaration, we reaffirm our shared responsibility to ensure that societies around the world are empowered with the knowled in the face of the climate crisis.

COP 30, Belém, 12 November 2025

Signed by:

Austria
Belgium
Brazil
Canada
Chile
Czechia
Denmark
Estonia
Finland
France
Germany
Iceland
Luxembourg
Netherlands
Norway
Poland
Portugal
Slovenia
Spain
Sweden
Uruguay



Global Initiative
for Information Integrity on Climate Change



Countries that have joined the Initiative





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nature > communications earth & environment > articles > article

Article | [Open access](#) | Published: 04 August 2025

United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action

Ximeng Fang, Joshua Ettinger & Stefania Innocenti

[Communic](#)

39 Altmet

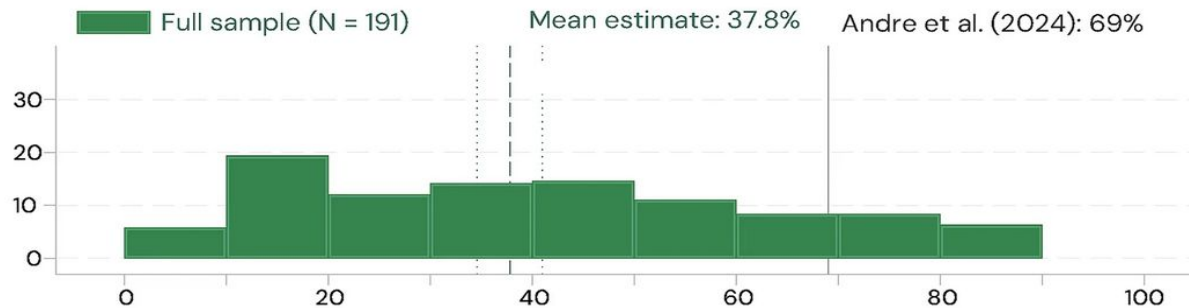
Abstra

Research
However,
level envi
attendees
climate ac
who are c
public ma
and highl
the factor



Fig. 1: Distributions of responses to perceived willingness to contribute income to fight climate change.

From: [United Nations Environment Assembly attendees underestimate public willingness to contribute to climate action](#)



**Propaganda and disinformation are
used to sever and supplant the
connection between public opinion, and
political action.**

We must **stop them, and **rebuild** it.**



