

# The rise of climate denialism and use of social media

A presentation by Geoff Dembicki, global managing editor of DeSmog

**Media is  
rapidly  
shifting**

broadcast	platform	identity
		young and progressive
		high-quality and legacy
		conservative and traditional
		edgy and rebellious
		agenda-setting and pop

# Digital News Report Canada 2023

“News websites and apps (52%)...are cited more than traditional media (48%) as the main source of news.”

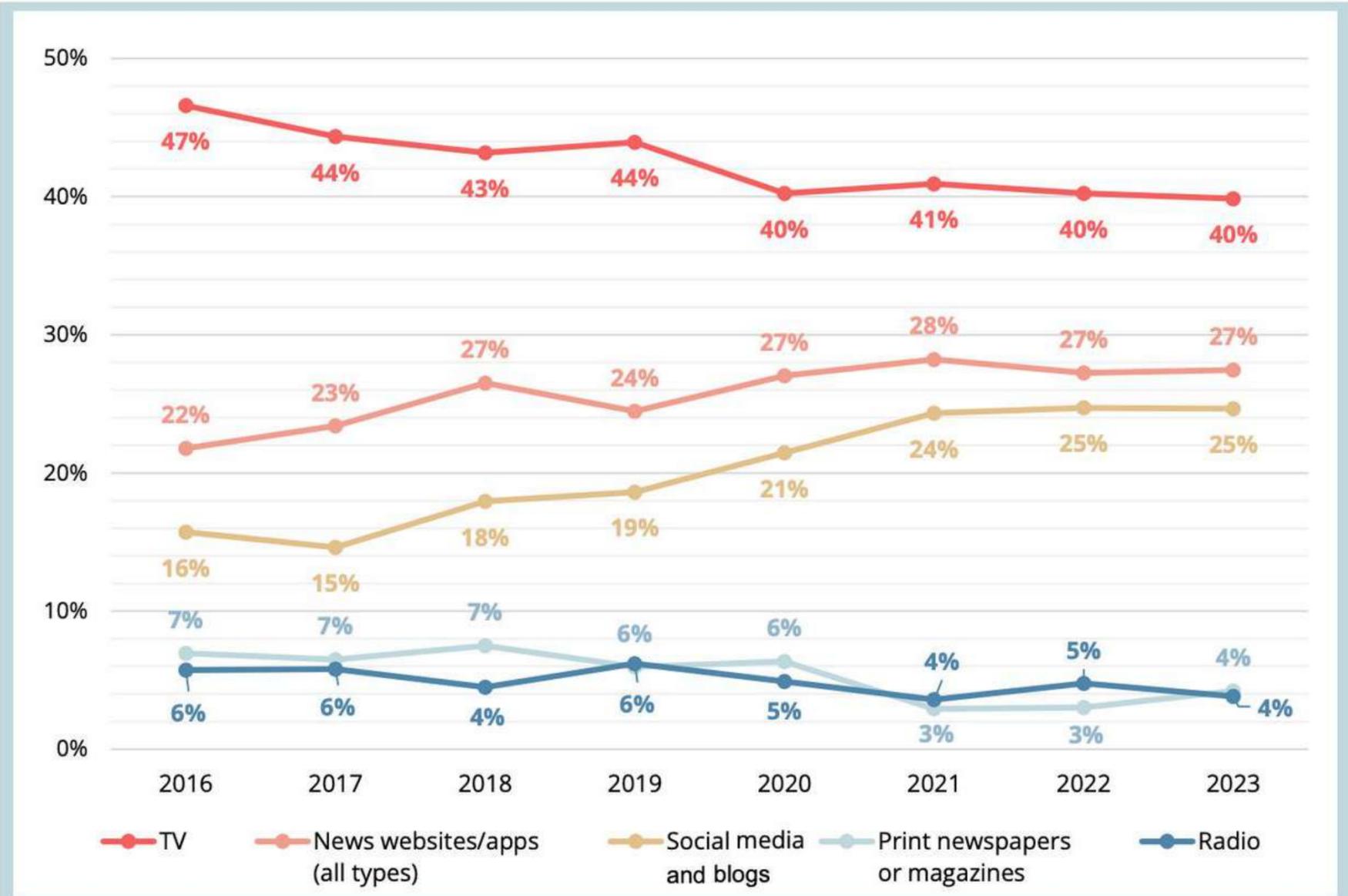


Figure 18. Breakdown of Canadian respondents as a function of their main source of news in the week preceding the survey, from 2016 to 2023. Base: those who used news sources in the week preceding the survey. In 2023, n=1,937.

# In this new era, anti-climate content is thriving

Canada Proud  · Follow  
August 28 at 9:36 AM · 🌐

Why are they all hypocrites?

 **Canada Proud**   
@WeAreCanProud

**#REPORT:** Trudeau-appointed senator Charles Adler, who has previously declared that Conservatives are "cold-blooded" about climate change, was found to be jetting from Ottawa to his home in Winnipeg every weekend.



SOURCE: Blacklock's Reporter, August 28, 2025

👍👎🗨️ 5.1K      1.9K comments   1.8K shares

👍 Like      💬 Comment      ➦ Share



Canada's Green Agenda Is Ridiculous | Premier Danielle Smith  
104K views · 1 year ago

 Jordan B Peterson 

This is a clip from tomorrow's podcast release with Premier Danielle Smith. In it, she and Dr. Peterson discuss Trudeau's stance ...

 **Ezra Levant**       
@ezrlevant

Trudeau said it was climate change.

 **CTV News**  @CTVNews · Jan 15, 2024

Quebec man pleads guilty to setting 14 forest fires, forcing hundreds from homes  
[montreal.ctvnews.ca/quebec-man-ple...](https://montreal.ctvnews.ca/quebec-man-ple...)

5:22 PM · Jan 15, 2024 · 207.3K Views

💬 163      ↻ 2.8K      ❤️ 8.8K      📌 166      ⬆️

# Canada Proud dominates Facebook



**Canada Proud** ✓

708K followers • 20 following

Message

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## *News Is Blocked on Meta's Feeds in Canada. Here's What Fills the Void.*

Hyperpartisan and misleading content from popular right-wing pages such as Canada Proud is thriving on Facebook as the election nears.

▶ Listen to this article · 7:29 min [Learn more](#)

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💬 237

**“Canada Proud has averaged nearly 200,000 engagements a day... Since January, Canada Proud has had more than nine million engagements on its posts and its videos have been viewed nearly 60 million times, the analysis found.”**

**—New York Times**

# Canada Proud is an anti-climate megaphone

Canada Proud 22h · 🌐

Despite promises to get started on important national infrastructure projects, sources from the federal government are now saying that new pipelines are "not on the table."

**CANADA NEEDS NEW PIPELINES**



Debunk SOURCE: Radio-Canada, September 10, 2025

Debunk Inc 22h · 🌐

Pipelines are some of the most important infrastructure of all. Why aren't they on the table?

👍👎 286 229 comments 58 shares

Canada Proud September 7 at 10:05 AM · 🌐

Are they going to bring back the consumer carbon tax?

Canada Proud @WeAreCanProud

#REPORT: A group of Liberal MPs are forming an "environmental caucus" to pressure Mark Carney to implement more anti-energy policies and other "climate" measures.



SOURCE: CBC News, September 6, 2025

👍👎 1.7K 1.3K comments 297 shares

Canada Proud · Follow October 4, 2024 · 🌐

EVERY premier needs to be standing strong against the carbon tax. 🇺🇸

**New Brunswick premier Blaine Higgs announces renewed efforts to fight Trudeau's carbon tax:**

"We're launching a new legal challenge against the federal carbon tax after the Liberals violated the court's ruling by applying it unequally with politically-motivated carve-outs."



SOURCE: True North, October 2, 2024

👍 2.7K 359 comments 426 shares

## 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



*Screenshot of Canada Proud's Facebook page.*

**“Facebook posts from Canada Proud (along with a related page called Ontario Proud) were shared on average 750 times each in 2020, a level of engagement ten times higher than climate posts from the David Suzuki Foundation and Greenpeace Canada.”**

Politics

# Carney kills consumer carbon tax in first move as prime minister

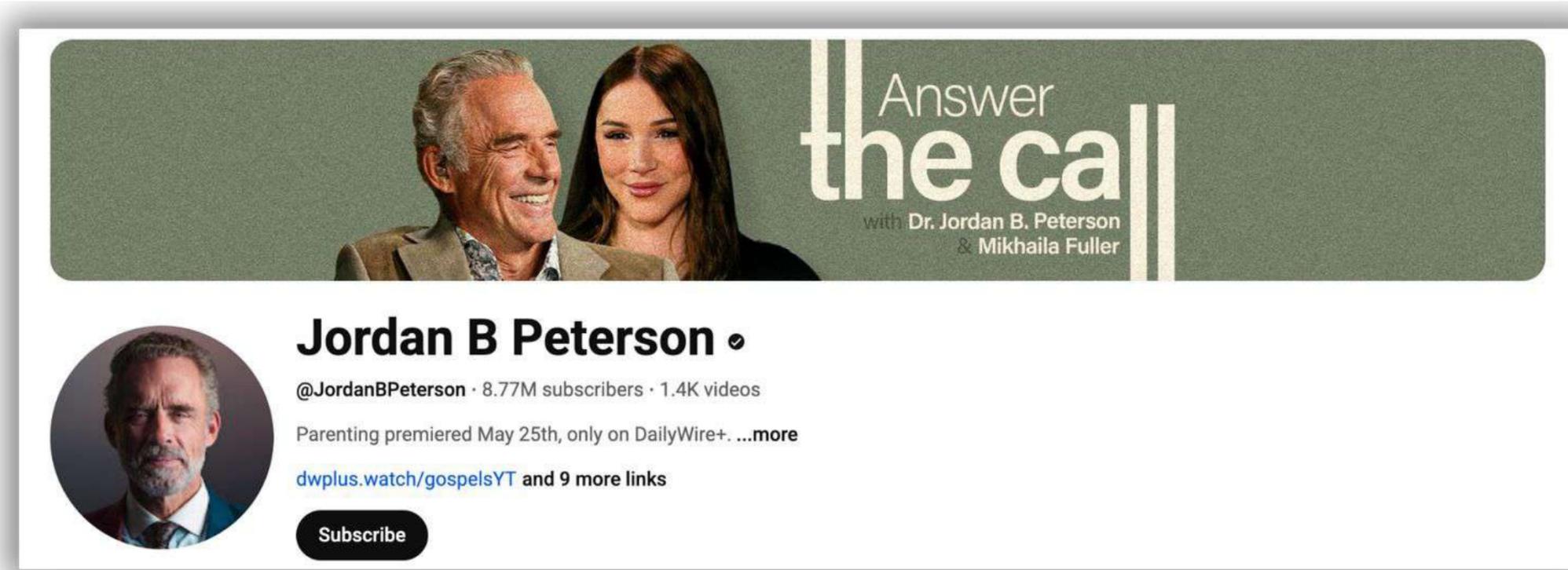
Canadians will still receive a final rebate in April, Carney says



[Darren Major](#) · CBC News · Posted: Mar 14, 2025 4:37 PM EDT | Last Updated: March 14



# Jordan Peterson IS mainstream media



**Peterson's  
YouTube channel  
has 8.77 million  
subscribers.**

**The New York Times'  
YouTube channel  
has 4.84 million  
subscribers.**



## The Predictions Are Wrong | Dr. Judith Curry | EP 329

1.1M views • 2 years ago



Ep. 329 Dr Jordan B Peterson and Dr. Judith Curry discuss climate change, the major error in ...



26 chapters Coming up | Intro | The case for credibility | Recognizing...



## Climate Lies | Dr. Patrick Moore | EP 439

283K views • 1 year ago



Dr. Jordan B. Peterson sits down with industry consultant, science activist, and past president...



32 chapters Tour Update: Konstantin Kisin | Coming up | Intro | The...



## Jordan Peterson Generates Millions of YouTube Hits for Climate Crisis Deniers

The conservative influencer has 'become a central cog in the denial machine,' says climate scientist Michael Mann.



By **Geoff Dembicki** on Sep 5, 2023 @ 09:46 PDT

6 min read



*'Climate change is the idiot socialist get-out-of-jail-free card,' Peterson recently tweeted. Credit: Gage Skidmore/WC*

**“Climate deniers  
have garnered  
nearly five million  
views after being  
interviewed on  
Peterson’s  
channel...”**

# How Jordan Peterson Became a Global Anti-Net Zero Power Broker

The Canadian psychologist is leading a Trump administration-linked network opposed to eliminating greenhouse gas pollution by 2050.



By **Geoff Dembicki** on Mar 24, 2025 @ 02:59 PDT

9 min read

Series: **MAGA, ALLIANCE FOR RESPONSIBLE CITIZENSHIP**

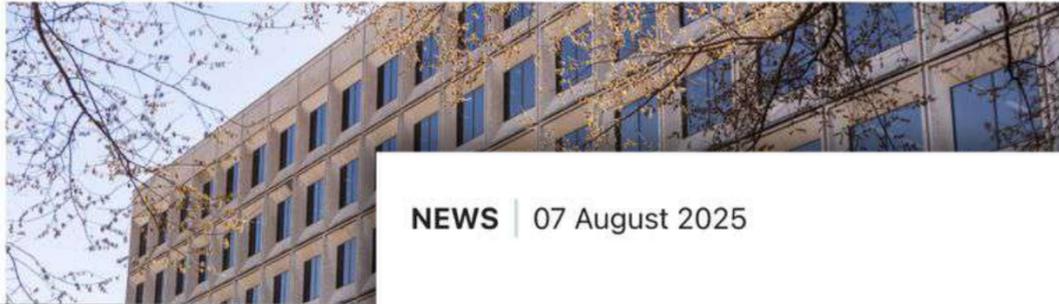


## Energy Dept. Attacks Climate Science in Contentious Report

The agency asked five climate skeptics to write a report criticizing the consensus on global warming. Scientists are pointing out its errors.

▶ Listen to this article • 9:10 min [Learn more](#)

📄 Share full article [↗](#) [🔖](#)



NEWS | 07 August 2025

## Outrage over Trump team's climate report spurs researchers to fight back

The authors welcome 'serious' scientific rebuttals to report that some say misrepresents decades of climate science.

By [Jeff Tollefson](#)



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# THE TYEE

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## Meet the Canadian Aiding Trump's 'Insane' War on Climate Science

Ross McKittrick claims his views were 'overlooked.' Now his work is boosting the MAGA assault on climate regulations.



Jen St. Denis / 2 Sep 2025 / The Tyee  
Jen St. Denis is a reporter for The Tyee.



Climate denial statement	% of US 13-17 year olds who agree
Climate policies cause more harm than good	32.63%
Transitioning to renewable energy is too costly to be worth it	31.58%
Climate science is not conducted properly and can't be trusted	30.72%
The climate movement is unreliable, alarmist or corrupt	30.91%
Global warming is not happening	24.76%
Global warming and climate change is not real	24.08%

"Climate deniers now have access to vast global audiences through digital platforms. Allowing them to steadily chip away at public support for climate action – especially among younger viewers – could have devastating consequences for the future of our planet," said **Charlie Cray, Senior Strategist at Greenpeace USA.**



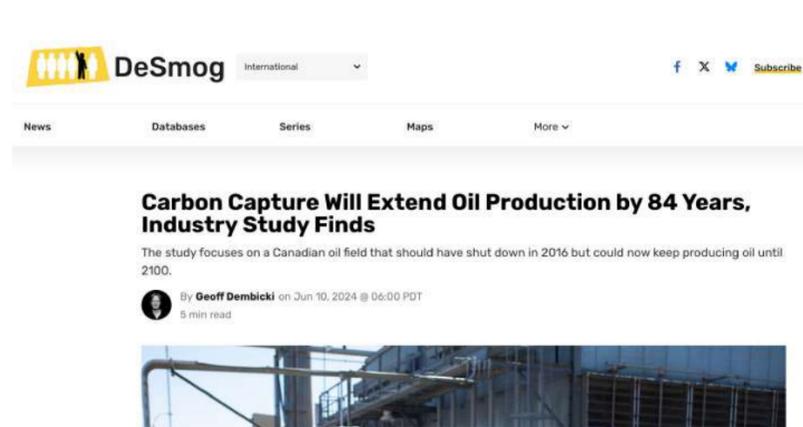
# Key Insights

- 1** Social media IS mainstream media and anti-climate content is thriving on it
- 2** Digital megaphones and influencers are making the entire anti-climate network louder
- 3** This torrent of anti-climate content is spilling into the real world and affecting climate policy

**How to counter this?**

**The climate movement has spent too long trying to craft the perfect message instead of building the digital infrastructure to ensure its messages are heard**

# The foundation of a thriving pro-climate media ecosystem is a steady supply of high-quality news and analysis



**DeSmog** International

News Databases Series Maps More

### Carbon Capture Will Extend Oil Production by 84 Years, Industry Study Finds

The study focuses on a Canadian oil field that should have shut down in 2016 but could now keep producing oil until 2100.

By **Geoff Dembicki** on Jun 10, 2024 @ 06:00 PDT  
5 min read



**nature**

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NEWS | 25 January 2024

### Canada's oil sands spew massive amounts of unmonitored polluting gases

Innovative aircraft-based technique records carbon emissions not tracked before from the industrial region.



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ANALYSIS Politics Environment

### Meet the Canadian Aiding Trump's 'Insane' War on Climate Science

Ross McKittrick claims his views were 'overlooked.' Now his work is boosting the MAGA assault on climate regulations.

Jen St. Denis / 2 Sep 2025 / The Tyee  
Jen St. Denis is a reporter for The Tyee.



Buildings, Carbon Removal, Electricity, Equitable Transition, Oil & Gas, Remote Communities, Transportation



October 31, 2025  
Op-ed

### For Canada to be 'climate competitive' we need to stay the course on key industrial policies

Pembina Institute testimony to the House Environment and Sustainable Development Committee



# Megaphones amplify the reach of pro-climate news and analysis

 **David Suzuki Foundation**   
October 20, 2016 ·  

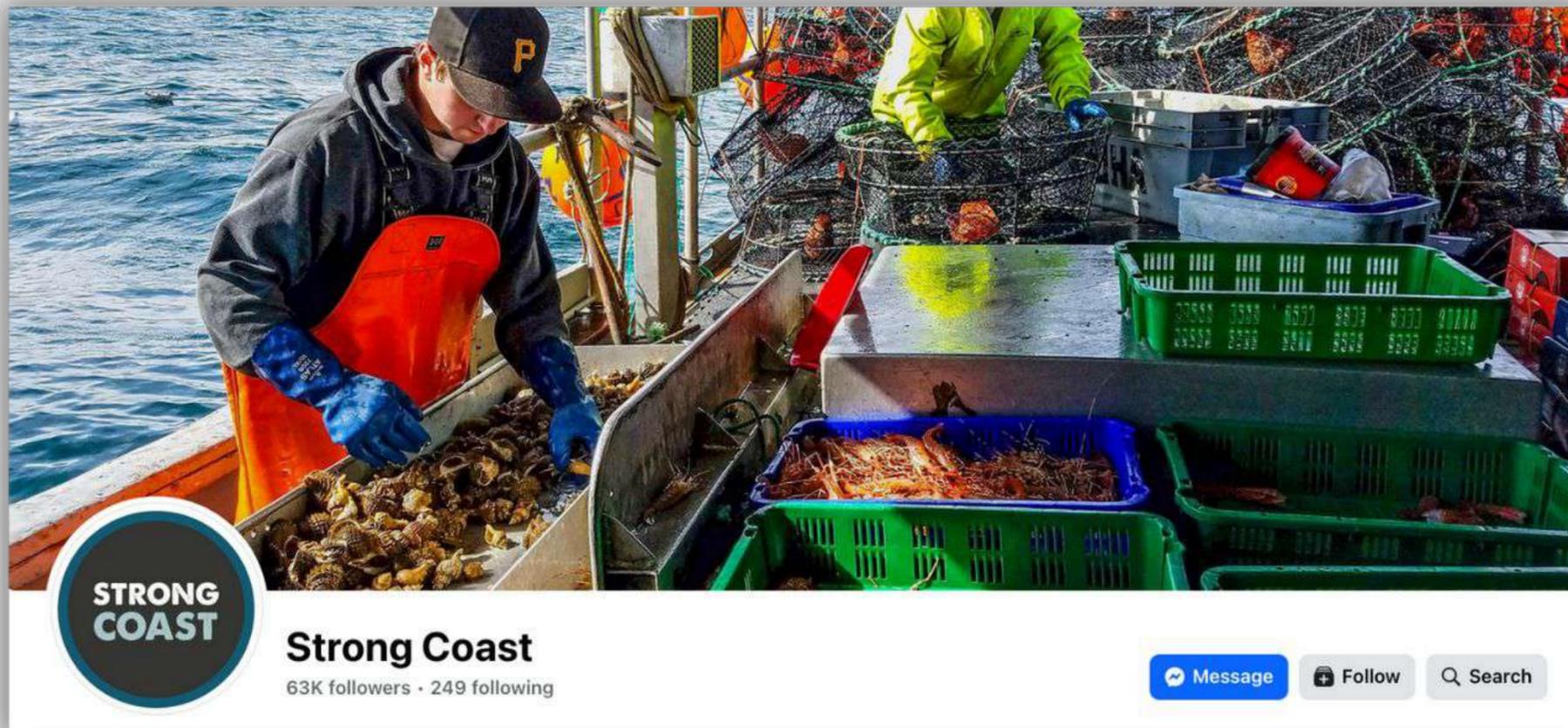
Construction of the controversial Site C dam is well underway despite pending First Nations court challenges. So [DeSmog Canada](#) readers paid to send a photographer to the Peace Valley to see what's actually happening on the ground.  
As per usual, we say that you can't build a relationship with First Nations and allow Site C dam to proceed: <https://goo.gl/SgrH3z>

DESMOG.CA 

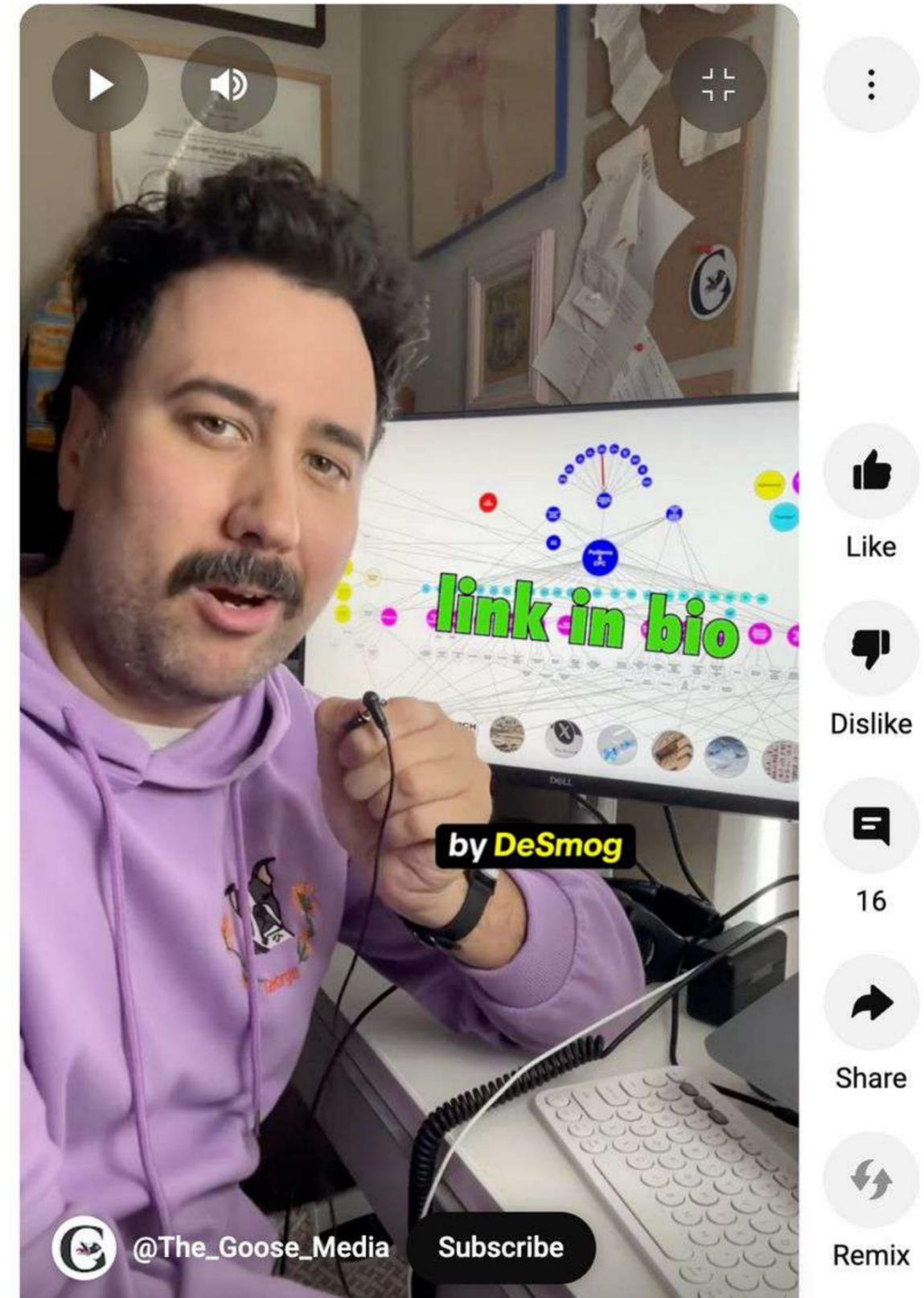
**Photo Exclusive: The B.C. Government's Push to Get Site C Dam Past 'Point of No Return'**

 1K 146 comments 855 shares

# Pro-climate megaphones shape public opinion vs. reacting to it



# News influencers translate pro-climate messages for new audiences

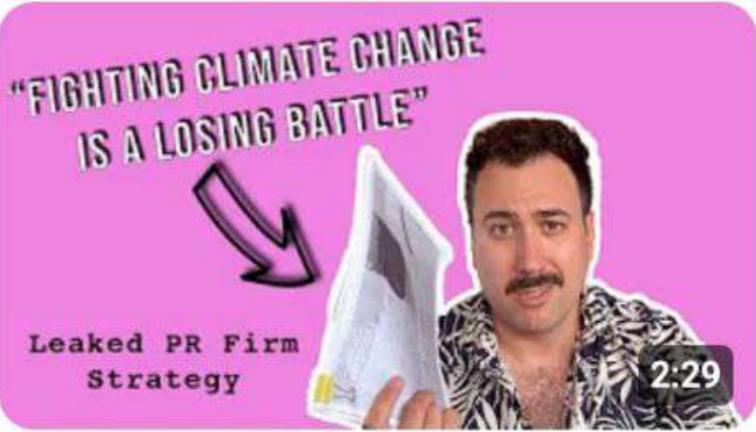


# There need to be way more pro-climate influencers and steady long-term funding is key



**CLIMATE TOWN**

**Climate Town** •  
@ClimateTown · 661K subscribers · 70 videos  
Rollie Williams and a ragtag team of climate communicators, creatives and comedians at...more  
[patreon.com/ClimateTown](https://patreon.com/ClimateTown) and 10 more links  
Subscribe



"FIGHTING CLIMATE CHANGE IS A LOSING BATTLE"

Leaked PR Firm Strategy 2:29

This PR firm wants you to give up fighting climate change  
1.8K views · 2 years ago



**NATIONAL OBSERVER**

A Canadian researcher was 'indispensible' to helping Trump dismantle climate action  
By Marc Fawcett-Atkinson | News | August 1st 2025

**CANADA'S NATIONAL OBSERVER**

**A CANADIAN HELPED WITH THIS?**

0:00 / 4:25

Meet the Canadian who just helped Trump dismantle climate action (with National Observer)

Rachel Gilmore  
39.3K subscribers

653 likes · Share · Thanks

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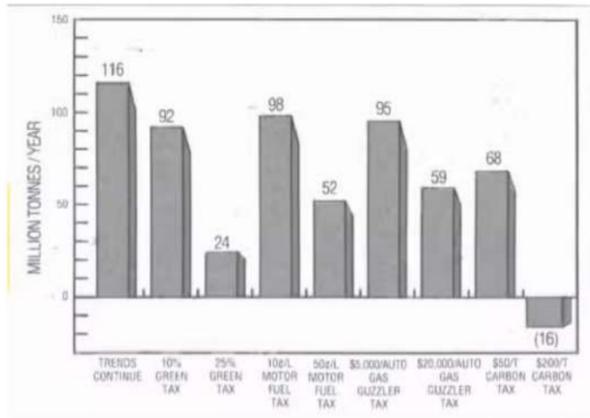
**Climate  
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Introduction to the Imperial Oil Archival Document Collection



Geoff Dembicki on the Petroleum Papers

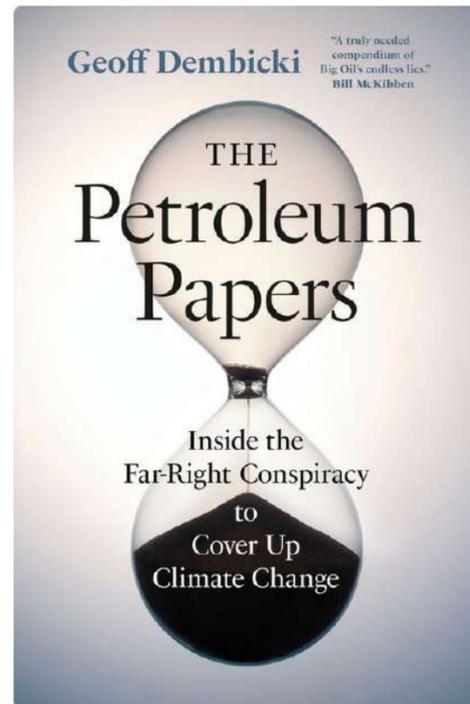
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# Book review: Linking the political far right to big oil and climate-change denial

Investigative journalist Geoff Dembicki on who's paying the bills for those who sow doubt about the cause of our global environmental crisis

By Tom Sandborn  
 Published Jan 06, 2023 Last updated Jan 06, 2023 2 minute read [Join the conversation](#)



VIDEO How the Far-Right Covered Up Climate Change w/Geoff Dembicki | Lever Time Pod FULL INTERVIEW

## Industry 'Sabotaged' Climate Solutions, 'Petroleum Papers' Author Told Canadian Senate

DeSmog contributor Geoff Dembicki urged politicians to learn Imperial Oil's history of spreading misinfo spanning back to the 1970s.

By Geoff Dembicki on Mar 30, 2023 @ 10:47 PDT  
 3 min read



SENATE COMMITTEE ON ENERGY, THE ENVIRONMENT AND NATURAL RESOURCES #ENEV  
 COMITÉ SÉNATORIAL DE L'ÉNERGIE, DE L'ENVIRONNEMENT ET DES RESSOURCES NATURELLES

Author Geoff Dembicki testified before a senate committee in Ottawa on Thursday.