

Climate Misinformation on Social Media Is Undermining Climate Action | NRDC

By Jeff Turrentine

April 21, 2022

To hear some climate scientists and activists tell it, there are actually encouraging signs that climate skepticism is on the decline. The evidence for climate change that's all around us—temperatures in Antarctica were recently 70 degrees Fahrenheit warmer than they're supposed to be—has made it harder and harder for deniers to, well, deny.

But fossil fuel interests can't afford to let public opinion settle on the side of science. And so, with their profit margins very much on the line, these interests have replaced outright denial with spreading climate misinformation meant to undermine climate science and solutions. Their aim is to sow enough doubt to delay real climate action.

Unfortunately, our current social media ecosystem makes doing so all too easy.

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