

# Facebook steps up fight against climate misinformation – but critics say effort falls short | The Guardian

By Kari Paul

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Facebook has announced new efforts to combat climate crisis misinformation on its platform, including by expanding its climate science center to provide more reliable information, investing in organizations that fight misinformation, and launching a video series to highlight young climate advocates on Facebook and Instagram.

But critics say the new push, announced on Thursday, falls short and will allow vast amounts of climate misinformation to slip through the cracks.

Facebook has long been criticized for allowing misinformation about the climate crisis to proliferate on its platform. Mark Zuckerberg, the CEO, admitted in a 2021 April congressional hearing that climate misinformation is “a big issue”. In the past, the company has said such misinformation accounts for “a very low percentage of total misinformation on the service” but declined to share figures.

Climate change and misinformation experts have said lies on the platform can spread quickly. The climate denial watchdog group InfluenceMap in October 2020 found dozens of climate denial ads had been viewed more than 8m times after slipping through the social network’s filters.

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