

Facebook's latest hollow effort to fight climate change denial | Ars Technica

By Kate Cox

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Facebook this week implemented yet another new initiative meant to combat rampant, dangerous disinformation on the platform—this time, relating to the climate crisis. Unfortunately this initiative, like countless others before it, seems likely to generate positive headlines for about a week before disappearing unremarked into obscurity, solving exactly zero of Facebook's deeper problems along the way.

"One of the biggest lessons we have learned from the COVID-19 pandemic is how powerful Facebook can be for connecting people to accurate, expert advice and information during a global crisis," Facebook wrote in a [corporate blog post](#). To that end, Facebook is launching a new "Climate Change Information Center" module and landing page that will, in theory, connect users to up-to-date, fact-based information grounded in reality.

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