

Our AI is exposing climate misinformation throughout COP26 | New Scientist

By Bill Posters

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There is a kind of climate pollution that we can't see clearly. It isn't in our rivers, lands or skies, it is in our minds. When climate disinformation goes unchecked, it spreads like wildfire, undermining the existence of climate change and the need for urgent action.

In the past year, thousands of articles denying the climate crisis were posted on Facebook, receiving hundreds of thousands of interactions online - and this is just the tip of the iceberg.

Like the biosphere that sustains us, the health of our information ecosystems is vital to our survival. As an artist, I feel a responsibility to create new ways of seeing the disinformation that has come to define the age of fake news.

Social media sites like Facebook, Instagram and Twitter are honed to grab our attention. Using sophisticated algorithms, the corporations behind them decide what billions of people see around the world. This is dictated by what keeps you hooked, but also by what the companies paying social media sites choose to put in front of you.

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