

Climate Feedback: a model for scientists to tackle misinformation

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The increasing reach and influence of digital misinformation is becoming a pressing threat to democracy, as it leaves our fellow citizens—including top political leaders—with a flawed understanding of some important challenges we face.

When it comes to scientific topics, like the safety of vaccines or the causes and impacts of anthropogenic climate change, one thing scientists can do with their outreach time is help promote accurate information. An example of such an initiative is [ClimateFeedback.org](https://climatefeedback.org): a website where a worldwide network of scientists review influential media coverage of climate change and provide feedback to the public and journalists about the scientific credibility of articles.

In this presentation, we will present results on the impact this initiative had in encouraging more accurate reporting among editors and journalists. We will also discuss perspectives for scaling up and collaborating with the growing community of organizations providing indicators of credibility to search engines and social media platforms to help them detect and contain propaganda efforts while boosting credible information.

We invite scientists, journalists, and communicators to join a discussion on how to improve the credibility of online information.

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