

## **The Science of Science Denial and How to Debunk Climate Myths**

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There are many instances where people have or are actively denying the facts on a variety of scientific issues: the link between smoking and cancer, the theory of evolution, and climate change are just the most recent occurrences of science denial, as shown in work from Naomi Oreskes. This presentation will identify some of the reasons why people deny science and how we are all susceptible to this. Much research on how and why people reject information has been done by Stephan Lewandowski and John Cook, and compiled into resources like the Debunking Handbook and other online tools. This talk also explores some of the recurring characteristics of science denial highlighted in these resources and how to identify them. Finally this presentation will identify some effective debunking strategies to combat science denial and provide strategies to avoid pitfalls in communicating controversial topics and share examples of putting these communication strategies into action for local issues.