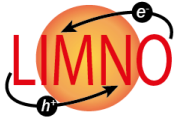


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29.09.2025

OVERVIEW



WILEY

Online misinformation about climate change

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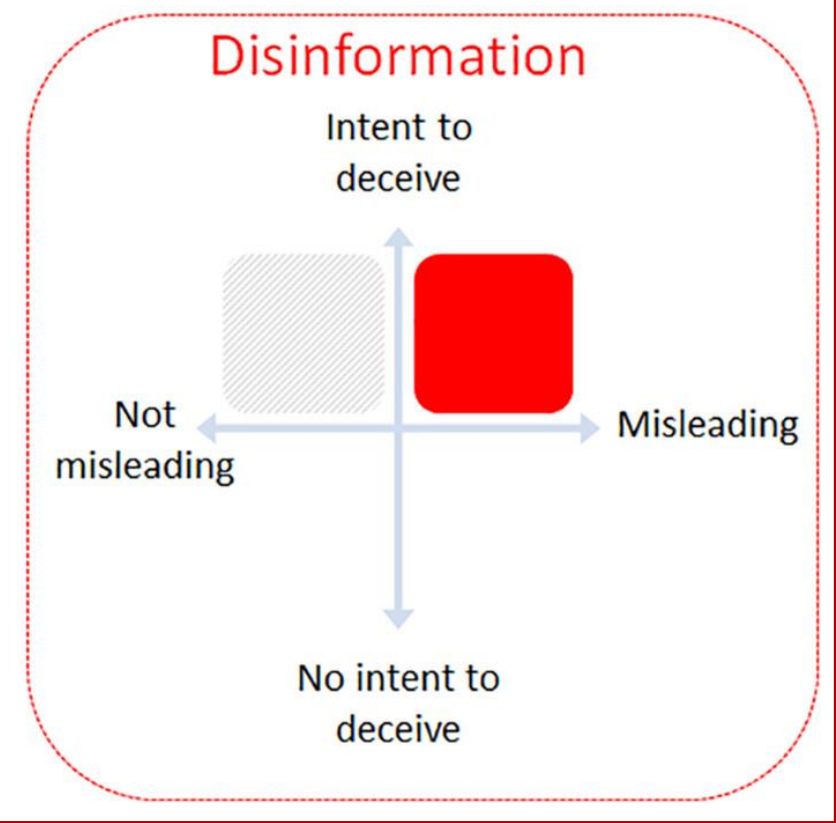
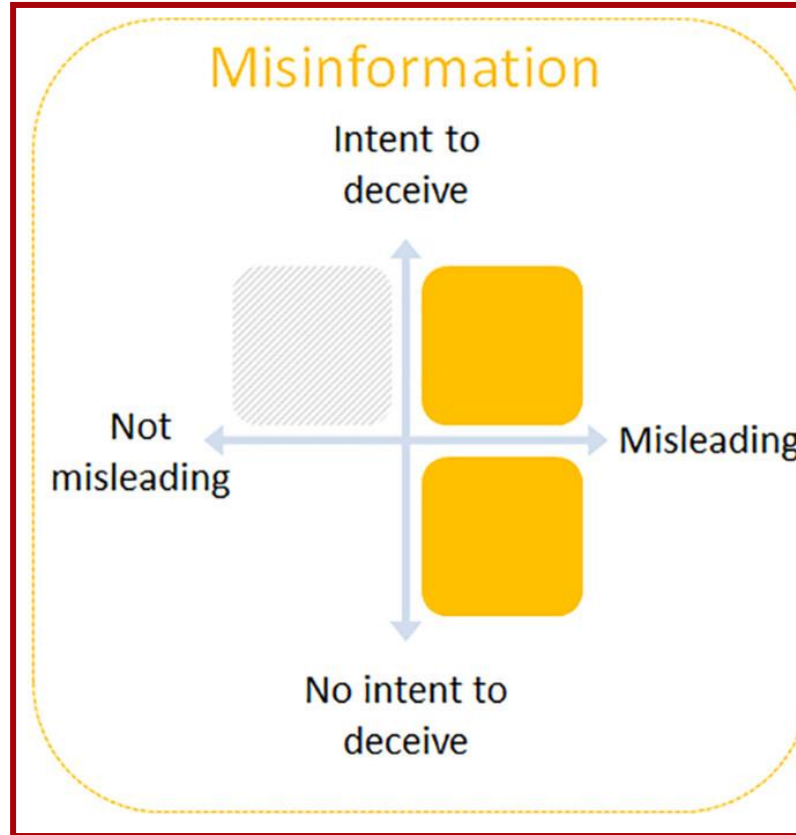
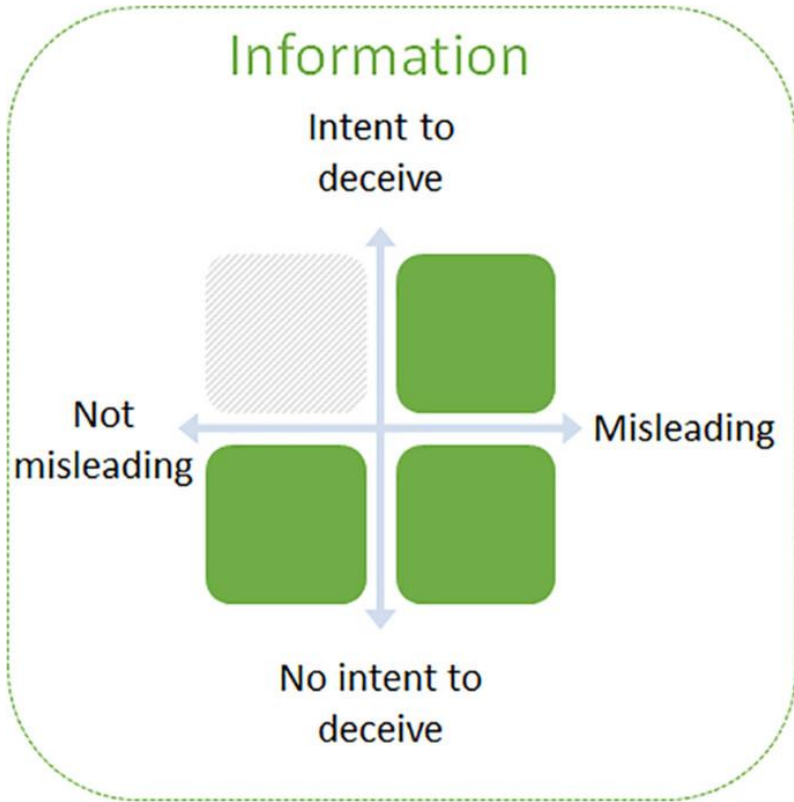
CONFLICT OF INTEREST

The authors have declared no conflicts of interest for this article.

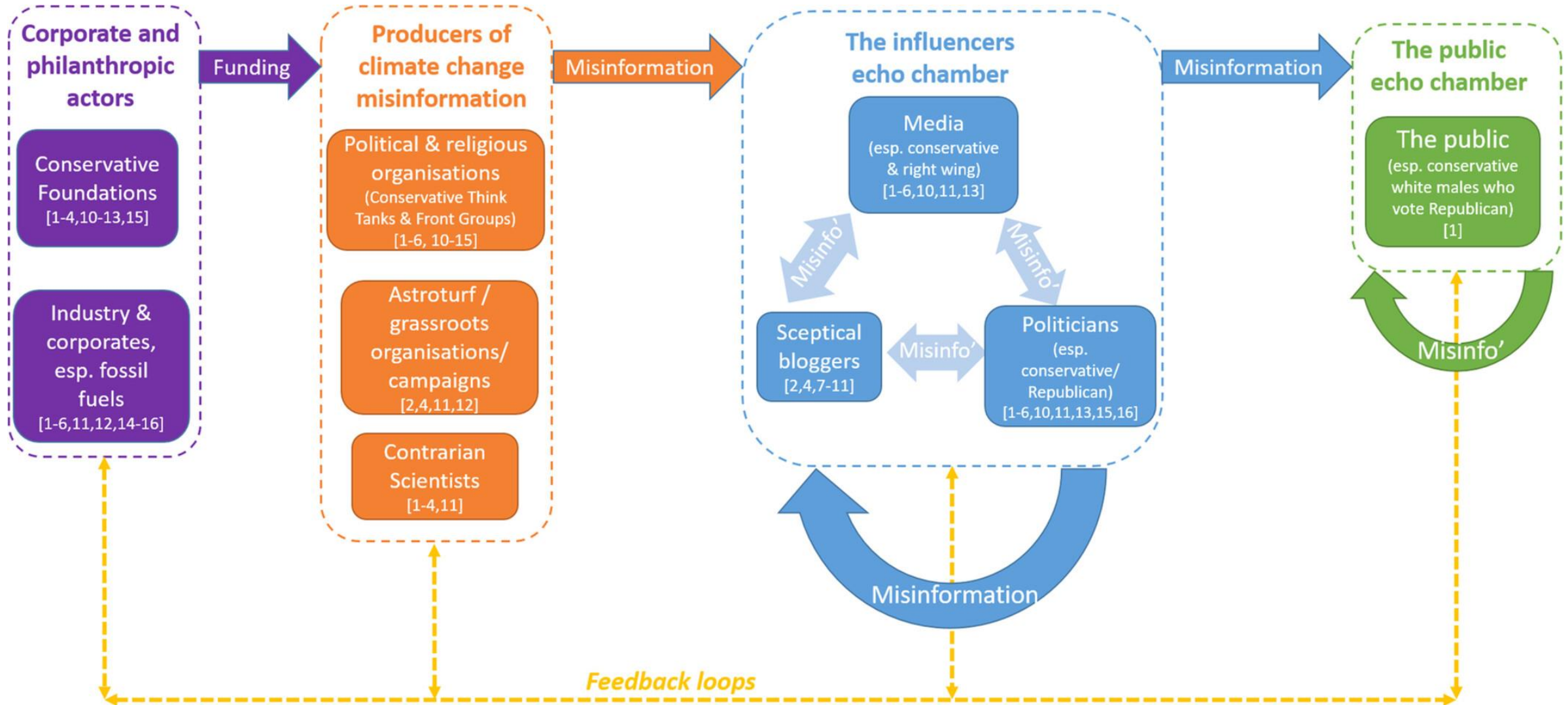
AUTHOR CONTRIBUTIONS

Kathie Treen: Conceptualization; writing-original draft. **Hywel Williams:** Conceptualization; funding acquisition; supervision; writing-review and editing. **Saffron O'Neill:** Conceptualization; supervision; writing-review and editing.

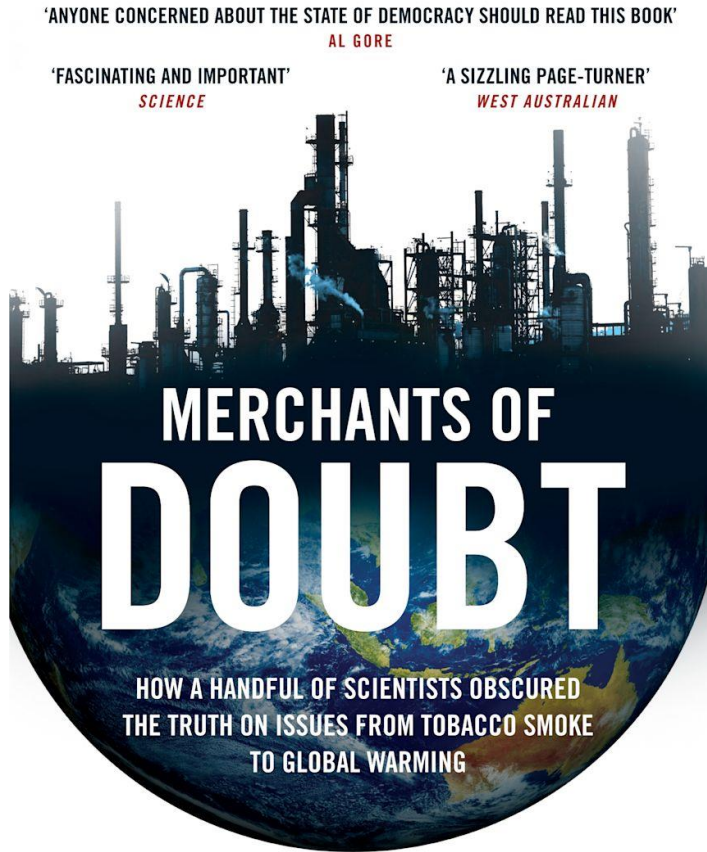
Categories of information



How misinformation spreads



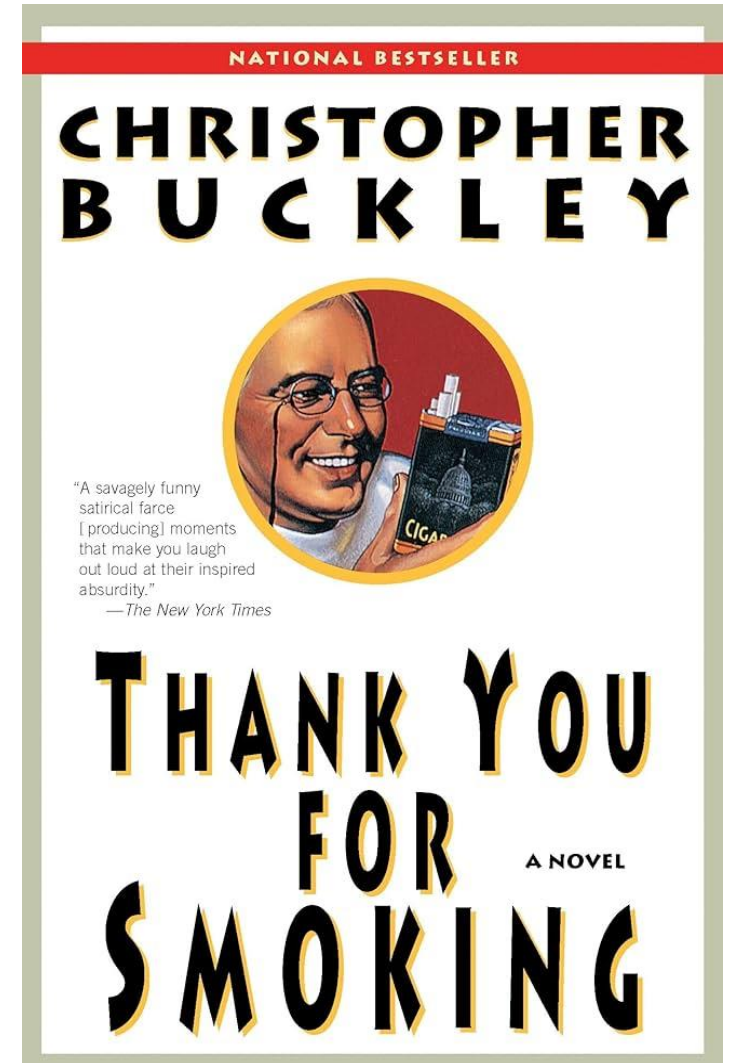
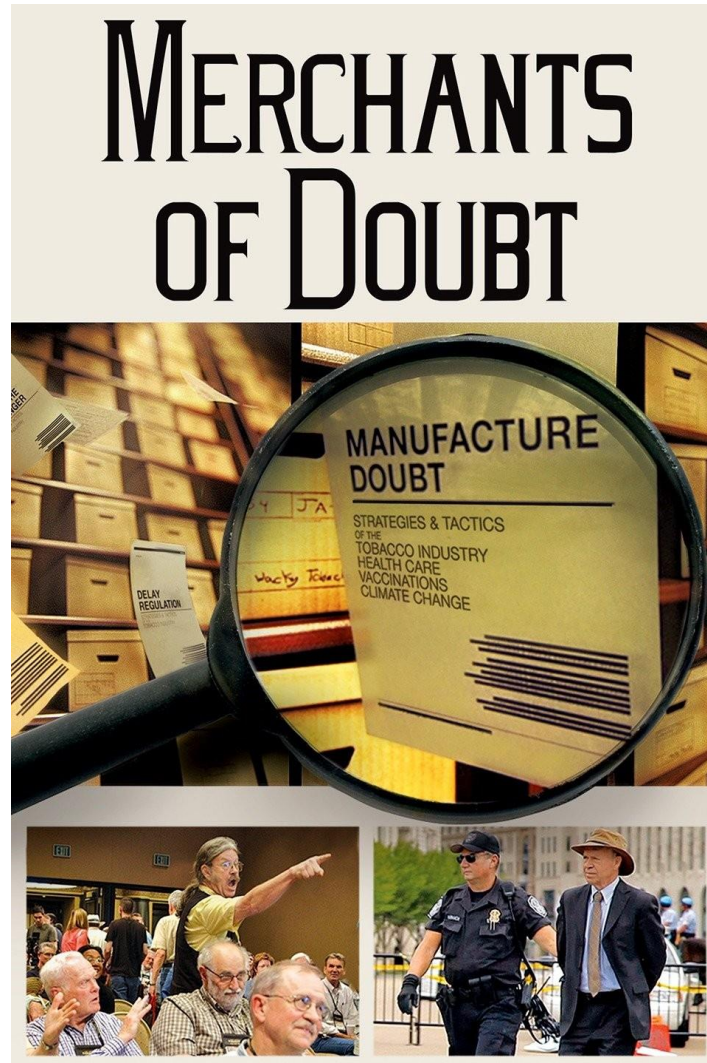
Example: the Merchants of doubts



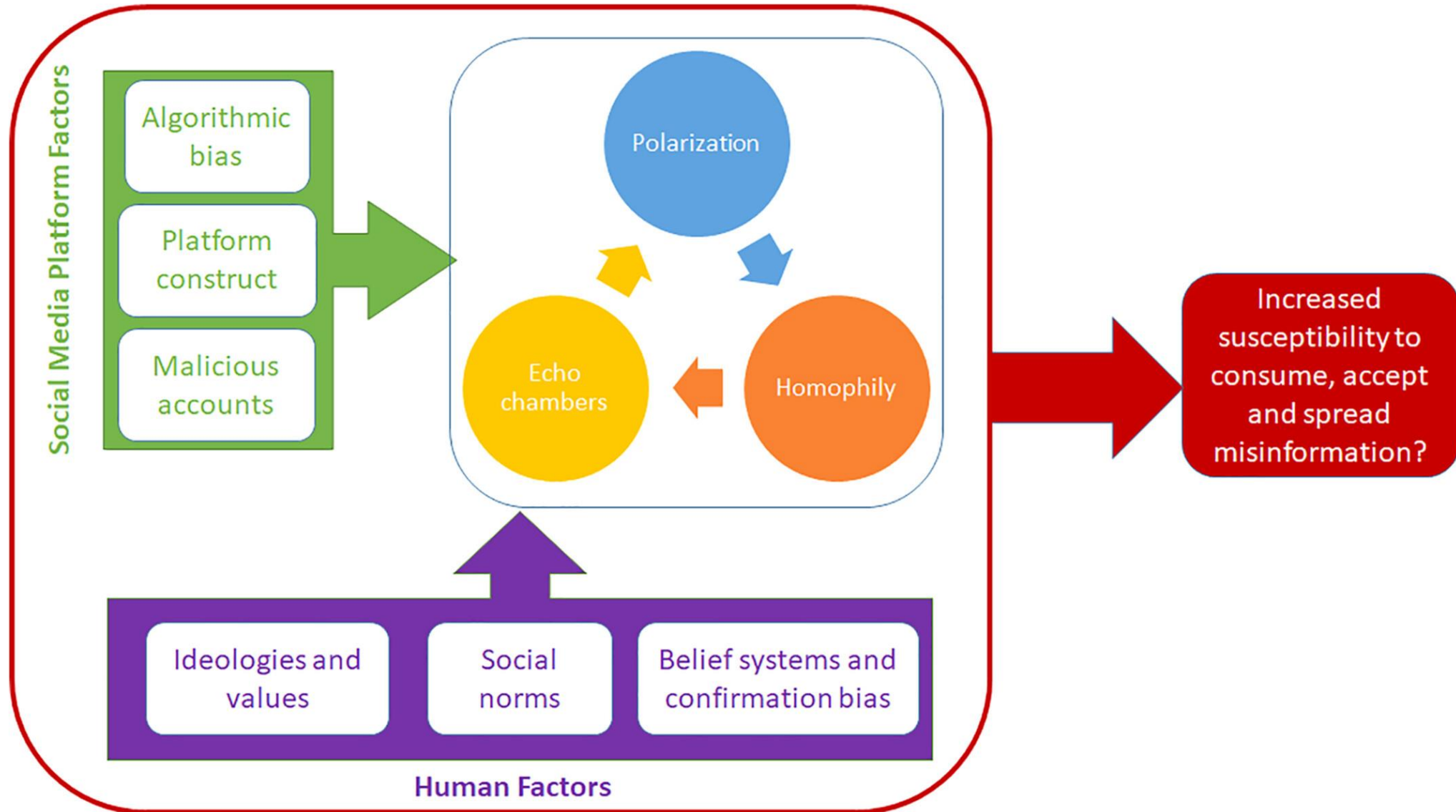
NAOMI ORESKES & ERIK M. CONWAY

Shortlisted for the 2010 *Los Angeles Times* Book Prize

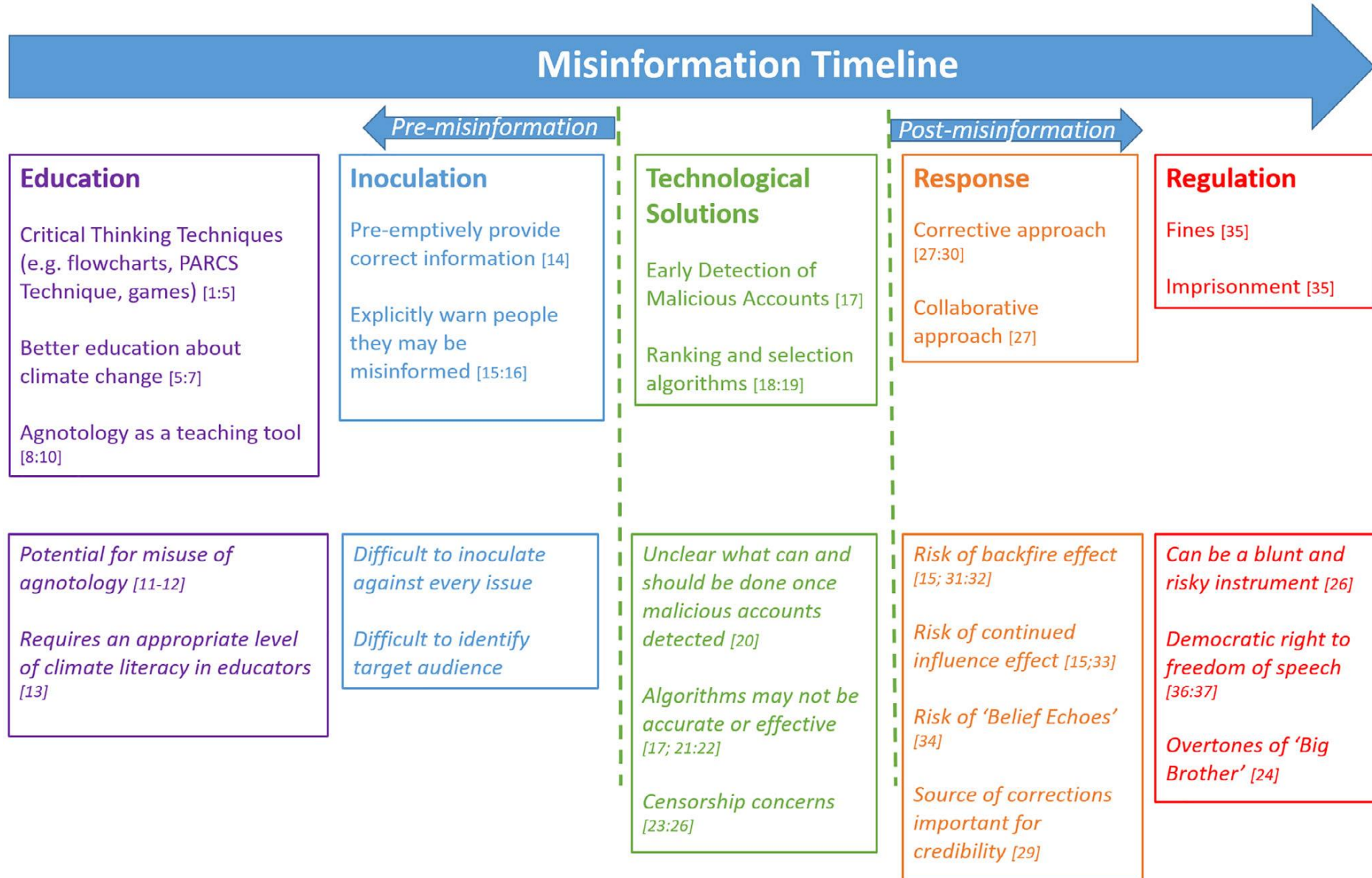
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Factors which promote spread of misinformation



What are currently proposed measures



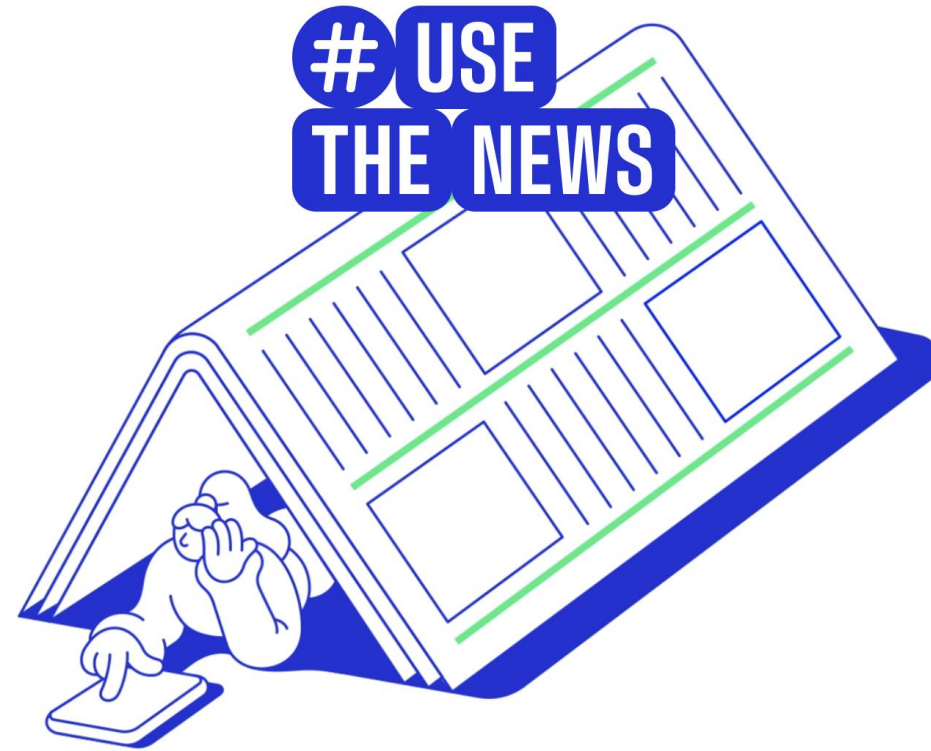
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Relative engagement with sources of climate misinformation is growing across social media platforms

[Saverio Storani](#), [Max Falkenberg](#), [Walter Quattrociochi](#) & [Matteo Cinelli](#) 

[Scientific Reports](#) **15**, Article number: 18629 (2025) | [Cite this article](#)

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Flooding in Asheville, N.C., caused by Hurricane Helene in September 2024 sparked climate misinformation. Melissa Sue Gerrits/Getty Images



The decision by Meta, the parent company of Facebook and Instagram, to [end its fact-checking](#) program and otherwise reduce content moderation raises the question of what content on those social media platforms will look like going forward.

One worrisome possibility is that the change could open the floodgates to more climate misinformation on Meta's apps, including [misleading or out-of-context claims](#) during disasters.

Author



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Disclosure statement

Jill Hopke does not work for, consult, own shares in or receive funding from any company or organisation that would benefit from this article, and has disclosed no

Please ask any questions regarding understanding or clarification now before we start the discussion!

Thank you for your attention!



What would be most effective measure to counteract or prevent the spread of misinformation in your opinion? Can you think of any additional measures?

Skepticism is used frequently in the article associated with the spread of misinformation, e.g., “skeptical bloggers”, “climate skeptical biosphere”, “those with a skeptical perspective on climate change” but also mentioned as misleading terminology used by sources of misinformation such as “skeptical discourse”.

In the same time, 'media literacy' implies being more skeptical about the news.

Is introducing more doubt/skepticism a relevant solution to fight climate change skepticism?

How do you assess information you see online on climate change?

Which factors affect your judgement?

Have you ever encountered online misinformation on climate change? What did you do?

What do you think would be the best way to react?