Tips on countering conspiracy theories and misinformation

- Assess how willing they are to listen
- Ask questions
- Go private
- Do not Attack
- Pick your battles
- Embark on a common journey to find truth
- Avoid scientific jargon
- Find common ground
- Acknowledge the emotional aspect
- Establish your legitimacy
- Tailor the message
- Ask for the sources of their information
- Refer to agreement among experts
- State what is true, don’t just reject their belief
- Help them understand how the internet works
- Take it step by step
- Help them understand statistical information
- Don’t overwhelm them with information

Prebunking / Inoculation

For the full flyer, click here: sks.to/countertips