Maldita Ciencia

Fight against scientific misinformation

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What we are

- Part of Maldita.es, a journalist platform to fight misinformation.
- We promote media literacy to create a community that can defend itself from misinformation.
- Divided in niche projects with different themes and audiences: Maldita Hemeroteca, Maldito Bulo, Maldito Dato, Maldita Ciencia…
- Our claim: JOURNALISM NOT TO BE FOOLED

What we do in Maldita Ciencia

-We try to improve scientific education by addressing science in a easy and fresh lenguaje.

-We keep a close contact with our audience through social media and solve their doubts weekly.

-We use accessible and fun content: videos, comics, Instagram Q&A...

-We address scientific, health and environmental disinformation explaining false myths and fake news.

How disinformation spreads

-Before →only mass media and those with access could spread disinformation: mass media, big corporations, government, big lobbies and groups…

-Now →virtually EVERYONE can spread disinformation: mass media but also a Twitter account, a blog, a WhatsApp user

-Why? In science: economic reasons, moral reasons and, yes, good faith.

-It relies in our biases to spread: we trust easier in the things that strengthen our point of view and we almost never think ‘our side’ might be lying.

Examples of environmental disinformation

-Conspiracy, lack of knowledge, a problem (droughts) with no satisfactory explanation.

Cómo provocar o evitar la lluvia con avionetas

Examples of environmental disinformation

-Lack of knowledge, provoking readers lower instincts (climate negationists are out there):

SUR Sociedad | Dos científicos argumentan que el cambio climático es de origen natural

Dos científicos argumentan que el cambio climático es de origen natural

Examples of environmental disinformation

-”It is to blame” →“It might be to blame”. Scarier, more effective··· at first.Not true.

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Publicidad

PLUVIOMETRÍA

El cambio climático también tiene la culpa de que llueva tanto

- Las fases seca y húmeda de nuestro régimen pluviométrico podrían estar adaptándose a los efectos del calentamiento global

Examples of environmental disinformation

-Dramatic, visual example of climate change impact… but there is a narrative, a "PR exercise". Journalists should know and tell the whole story.

What we have learned

-Everyone can spread misinformation (sometimes without being aware of it).

Misinformation is not always equal to lies. It can be incomplete or out of context truth.

-Mass media needs specialized journalist capable to fact check information, not only in politics but in all information areas, including science and environment.

-Audience is the final target, and can also be the most powerful ally to detect misinformation and to spread good information.

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Journalism not to be fooled

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