

Tips on countering conspiracy theories and misinformation

Assess how willing they are to listen



Ask questions



Go private



Do not Attack

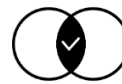
Pick your battles



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

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