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How to Talk to Someone about Conspiracy Theories and Misinformation

Go private



Talk in a private space. If you confront them publicly, they're more likely to get defensive.

*Do not
Attack*



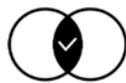
Engage in a positive, respectful dialogue to avoid them feeling threatened.

Ask questions



Ask questions and try to understand their point of view. This will encourage them to be more open to listening to you.

*Find common
ground*



Many conspiracy theories are inspired by a kernel of truth. Use this to find points of agreement and establish trust.

*Acknowledge
their feelings*



Identify and acknowledge the feelings that have pushed them toward their beliefs, such as a need for certainty, control, belonging or meaning.

*Avoid
scientific
jargon*



Avoid using complicated terms that could alienate them.

*Repeatedly
state what is
true*



Clearly express the truth and repeat it regularly. Repetition creates familiarity, and familiarity makes something more likeable and convincing.

For more tips go to sks.to/countertips