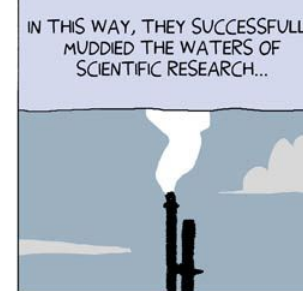
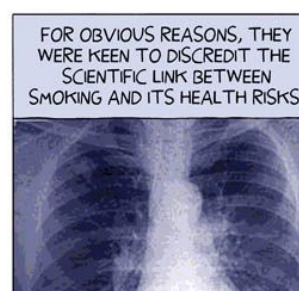
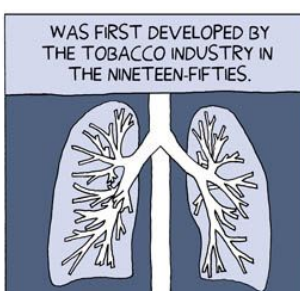
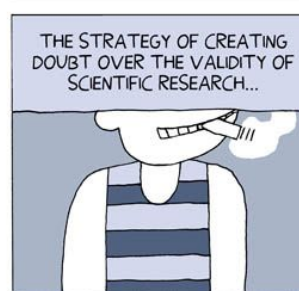
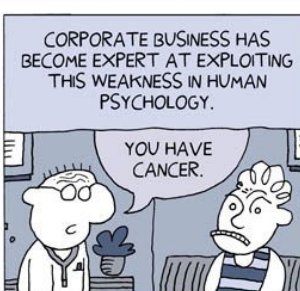
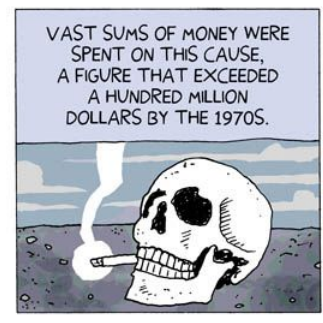
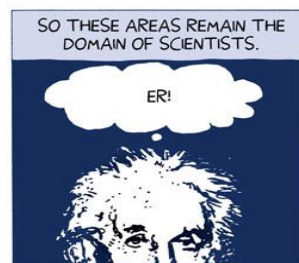
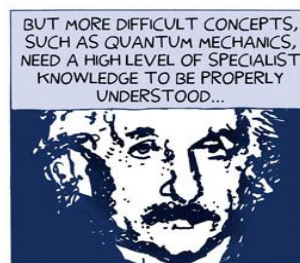
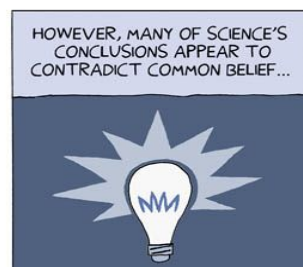
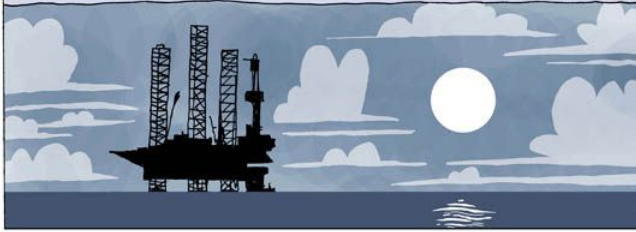


Science Denial



THESE TECHNIQUES HAVE BEEN ENTHUSIASTICALLY EMBRACED BY THE OIL AND GAS INDUSTRIES IN ORDER TO THROW DOUBT ON THE REALITY OF CLIMATE CHANGE.



THIS APPROACH HAS PROVED INCREDIBLY SUCCESSFUL.



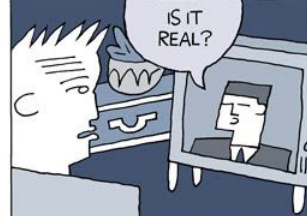
AND IT'S BEEN AIDED BY THE MEDIA'S INSISTENCE...



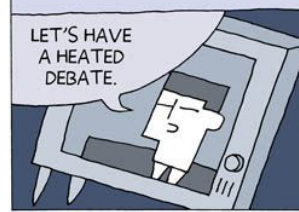
ON GIVING EACH SIDE OF ANY CONTROVERSIAL ISSUE EQUAL WEIGHT...



NO MATTER HOW FRINGE OR UNSCIENTIFIC THE ARGUMENT MIGHT BE.



THIS METHOD FAILS TO MAKE A DISTINCTION BETWEEN EVIDENCE AND OPINION.



AND GIVES FREE PUBLICITY TO MARGINAL BELIEFS...



SUCH AS ANTI-VACCINATIONISTS, HOMEOPATHY PROPONENTS...



AND CLIMATE CHANGE DENIERS.



MORE THAN NINETY-PERCENT OF CLIMATE SCIENTISTS CONSIDER MAN-MADE CLIMATE CHANGE TO BE A REALITY.



HOWEVER, YOU WOULDN'T KNOW THIS FROM THE WAY THE ISSUE HAS BEEN PORTRAYED IN THE MEDIA.



THE MEDIA'S ATTEMPTS AT BALANCE HAS FAR TOO OFTEN DISTORTED SCIENTIFIC DEBATE...



AND THIS HAS HAD THE EFFECT OF MISLEADING THE GENERAL PUBLIC...



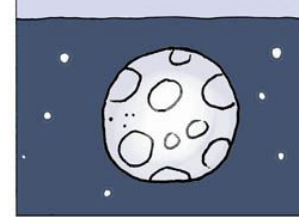
INTO THINKING THAT THERE ARE BASIC DIVISIONS AMONG SCIENTISTS WHEN THERE REALLY AREN'T.



JUST BECAUSE IT'S SNOWING NOW, DOESN'T MEAN THE EARTH ISN'T WARMING UP.



HUMANS ARE CHANGING THE CLIMATE. DENIERS DISAGREE, OF COURSE.



BUT THAT'S BECAUSE THEY INSIST ON HOLDING FIXED POSITIONS THAT HAVE NOTHING TO DO WITH SCIENCE.



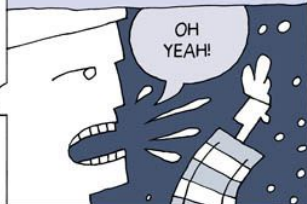
THE SCIENTIFIC METHOD IS SELF-CORRECTING.



THIS SELF-CORRECTION MAY TAKE TIME...



ADVERSARIAL DISPUTE MIGHT BE AN EFFECTIVE WAY TO COVER POLITICS...



BUT IT DOESN'T HELP AT ALL WHEN IT COMES TO EXPLAINING SCIENTIFIC ISSUES.



AND ANY RESULTS MAY BE MIREN IN CONTROVERSY UNTIL THE ISSUE IS SETTLED.



ONLY SCIENCE CAN REVEAL THE TRUE NATURE OF THE WORLD.

