

## Tactics of the Merchants of Doubt—a conglomeration

Media Fairness/Balance Strategy	--press media to give coverage to your side based upon fairness doctrine (even though your side is not equally valid)
False Information Strategy	--plant false claims and information
Red Herring Strategy (Refutation by Distraction)	--like false information, but this is distracting claims or information
Black Kettle Strategy—ad hominem	Attack scientists as bias and motivated by selfishness and money or ideology (while all the time you are bias and motivated by money or ideology)
Denial Strategy—argument by ignorance	Just deny the facts or consensus of science
Hired Guns with Hidden Strings Strategy	--use “experts” to deny facts and argue who appear “objective” but are really paid and controlled by opposing interests
Double-Speak Organization Strategy	--create an official sounding organization to lend credibility to your media campaign against science
Media Disinformation Campaign	--active efforts to spread misinformation about scientific findings and reports
Echo Chamber Strategy	--plant a falsehood and then quote and recite it as fact, creating a rhetorical circle (circular reasoning)
Science Fighting Science Strategy	--attempt to use science to fight science
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Argument from dubious authority	Pg.2 Government arguing about science that they didn’t understand in court.
Fairness in journalism	Pg.5 Creating controversy to distract form facts.
Creditability	Pg.6 Well known people came together to challenge scientific evidence
Sticking Together	Pg.15 Four main tobacco companies came together to defend their product and deceive the public.
Money=power	Pg.26 Tobacco companies funding Universities and research institution to focus on other causes of cancer etc.
Uncertainty of Scientific “Theory”	Pg.31 “In scientific research, there is always

No 100% Evidence	doubt,” and the tobacco industry used it against the scientific theory Pg.33 Able to prolong the doubt of tobacco because not everyone who smokes got cancer.
Slippery Slope	“tobacco research council sent materials to the liquor industries suggesting that it would be the next target  (page 23) That if they banned there advertisement that they would soon ban liquors advertisement “there is no scientific evidence that cigarette smoking causes lung cancer and other diseases
Argument from Dubious Authority	(page 23) Since there’s no evidence they can continue denying the argument and continue manufacturing
Argument from Ignorance	The industry said since there is “no proof” that tobacco is bad, that they have a right to prove their side. (page 16)
Fairness Act	The industry appealed to journalistic balance stating that both sides need to have equal weight in the media. (page 19)
Red Herring	Asking a lot of questions to avoid key issues. (page 18)
Distraction with science	The industry gave \$100,000,000 to scientist to fight other science observations (page 24)

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1. Red Herring: Funding distracting research, supplying other evidence for causes of degenerative disease. (p. 12)
  2. Argument from Dubious Authority: Use scientists as witnesses defending the product in lawsuits (p. 10)
  3. Campaigning: create campaigns to sway public opinion, distribute pamphlets claiming tobacco was safe. (p. 15)
  4. Argument from Ignorance: Manufacturing a debate, convince ignorant people there was doubt about the matter.
  5. Get media to “present both sides fairly” with the Fairness Doctrine (p. 19)
  6. Develop ties with medical professionals (p. 13)
  7. Red Herring: Foster anxiety in other companies with sensitive products