

Climate Genie: Combating Climate Misinformation

Problem Statement

Climate change presents an urgent crisis demanding action across all societal sectors. However, the spread of climate change misinformation, especially online, impedes necessary measures. This misinformation reaches a broad audience rapidly, outpacing traditional fact-checking and expert countermeasures. As a result, misinformation can strongly influence public opinion.

Solution: The Climate Genie Web Extension

A proposed solution to this challenge is the **Climate Genie** web extension. This tool is designed to tackle misinformation by:

- Identifying climate change falsehoods online.
- Alerting users to these inaccuracies.
- Providing debunking information and external resources.

Target Audience

The extension aims to attract a wide user base, mainly those who consume online news and hold concerns regarding climate misinformation. The design prioritizes ease of use and minimal browsing disruption to encourage widespread adoption.

Current Features of Climate Genie:

- **Misinformation Detection:** Ability to recognize over 80 common arguments denning the need for action around climate change.
- **Debunking:** Offers users clear explanations and supporting evidence to debunk identified myths.
- **Data Aggregation:** Collects valuable data on misinformation spread and consumption patterns for future strategic interventions.

Future Development Pathways

Improving Our Modeling

Potential improvements for the AI model include:

- **Data Expansion:** Increase training data and computational resources for better performance.
- **Argument Spectrum:** Enrich the model's ability to identify a broader range of denialist arguments.
- **Language Support:** Adapt the model for various languages to achieve international impact.

Research and Publications

Academic Work Opportunities for academic exploration involve:

- **Claim Deconstruction:** Analyze and dismantle emerging misinformation.
- **Behavioral Studies:** Examine changes in user attitudes upon exposure to the extension.
- **Project Documentation:** Detail the creation and evolution of the extension in scholarly articles.

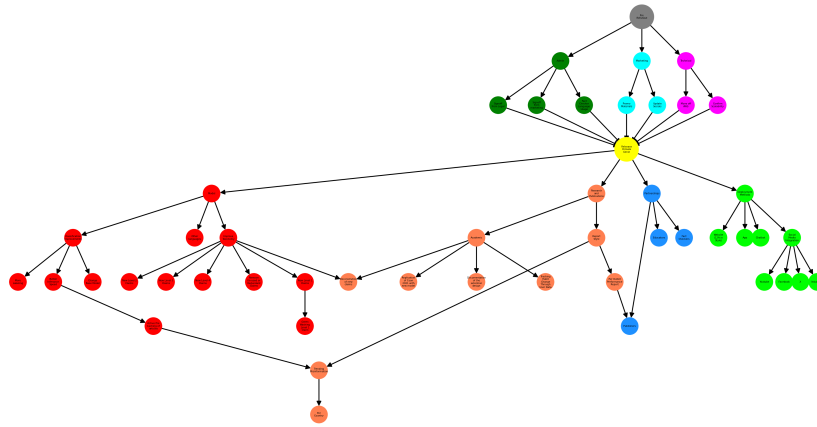


Figure 1: Future directions

Report Style Publications Non-academic content creation options include:

- **Trend Analysis:** Report on emerging misinformation trends.
- **News Outlet Breakdown:** Examine the proliferation of misinformation across different media platforms.
- **Topical Misinformation:** Analyze misinformation in relation to current events and heated topics.

Deployment Methods

Exploration of additional dissemination methods:

- **Conversational AI:** Deployment through chatbots to engage with users directly.
- **Social Media Integration:** Develop the extension to work within social-media sites directly.
- **Mobile and Web Platforms:** Development of dedicated apps and websites for easier access to people who can't use web extensions, e.g. Government workers and Mobile users

Future Partnerships

Educational Collaborations

- **Curriculum Integration:** Utilize the systematic debunking methodology as an educational resource. There is already some traction for this within the Monash School of Film, Media and Journalism.

Fact Checking Alliances

- **Misinformation Identification:** Assist organizations by providing early detection tools.

Content Producers

- **Preventive Measures:** Collaborate with writers and publishers to prevent the dissemination of misinformation from the source.

Conclusion

The **Climate Genie** sets the stage not just as a user-centric tool but also as a foundational element for data-driven research, academic collaboration, and strategic partnerships, all of which are vitally important for fostering a well-informed public ready to confront climate change misinformation.