

BOX 8.1 Five Hallmarks of Pseudoscience

Surgeon and public-health researcher Atul Gawande summarizes five typical moves of pseudoscientists. “They argue that the scientific consensus emerges from a conspiracy to suppress dissenting views. They produce fake experts, who have views contrary to established knowledge but do not actually have a credible scientific track record. They cherry-pick the data and papers that challenge the dominant view as a means of discrediting an entire field. They deploy false analogies and other logical fallacies. And they set impossible expectations of research: when scientists produce one level of certainty, the pseudoscientists insist they achieve another.”¹