



Photo by CDC on Unsplash.

2. Attack and intimidate scientists

- Create doubt by attacking the authenticity and integrity of the author.
- Attack the credibility of the messenger and allege ulterior motives.
- Have attack dogs intimidate opponents.
- Smear the enemy for example, by calling environmentalists watermelons (green on the outside and red on the inside), use hatred and fear of communism to transfer animosity to the environmental movement.
- Threaten to sue - or actually sue - scientists and advocates but avoid or delay hearings of the facts.
- Make accusations using the rhetoric of political suppression.
- Infiltrate scientific groups and monitor prominent scientists.
- Create enough doubt to forestall litigation and regulation.
- Constantly repeat the doubt, using surrogates or message force multipliers .
- Use pejorative terms repeatedly such as excessive regulation, over regulation, unnecessary regulation, nanny state, and health Nazis to promote fear and disdain.
- Always demand more proof.
- Alternatively, aim for self-regulation instead of regulation; introduce corporate voluntary codes to forestall government regulation.

3. Create arms length front organisations

- Create front groups.
- Run projects through front groups (information laundering) especially law firms, because they can avoid scrutiny due to attorney client privilege.
- Create research institutes that can create their own scientific studies.
- Sponsor conferences and workshops.
- Create independent newsletters, magazines, and journals (not subject to peer review).
- Publish findings selectively.
- Manipulate research funding, design, and authorship.
- Distribute materials targeted pamphlets and booklets, social media.
- Use public opinion polling.