

Tactic Library

Appeal to
Hope/Belonging
(Solution Framing)

Appeal to
Anger/Grievance

Appeal to Fear

Argument by Assertion

Tribal Framing / In-
group Out-group

Straw Man

Scapegoating

Loaded Language

Omission of Key
Information

Framing by Association

Gaslighting

Sealioning

Moral Superiority
Framing

Cherry Picking

False Dilemma

Bandwagon Effect

Ad Hominem

Appeal to Authority

Red Herring

Appeal to Tradition

Affirmation

Simulation Hub

Tactic Detail Viewer

Currently viewing tactic: 1