



EGU26-4107, updated on 13 Jun 2026

<https://doi.org/10.5194/egusphere-egu26-4107>

EGU General Assembly 2026

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Relaunching the Skeptical Science website to include prebunking tools

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Skeptical Science is a highly-visited website featuring 250 rebuttals of misinformation about climate change and climate solutions. Many of the rebuttals are written at multiple levels—basic, intermediate, and advanced—in order to reach as wide an audience as possible. Results from a survey we've been running on our website since November 2021 indicate that there is some room for improvements in order to make the rebuttals more robust. It is therefore rather good timing that we've been working on a complete overhaul of our website which should increase the effectiveness of rebuttals in reducing acceptance in climate myths and increasing acceptance of climate facts. A key goal of misinformation interventions is to increase reader discernment, the difference between belief in facts and belief in myths. While there was overall an increase in discernment, with the decrease in agreement with myths greater than the decrease in agreement with facts, the result that belief in climate facts decreased for at least some rebuttals is unwelcome and counter to the goal of Skeptical Science. In this presentation, we'll give a sneak peek at how the new website will look like. One important new feature will be the inclusion - where applicable - of the fallacies employed by a climate myth, so that a rebuttal on the new website will then include all three elements of a successful debunking: fact, myth and fallacy. In my presentation, I'll also highlight some of the other updated or new features this website relaunch will include.