

How to concoct a conspiracy theory about vaccines, GMOs, climate science and other controversial issues

A case study.

1. Find something online that is related to your subject.
2. Cherry-pick partial quotes that seem to support your position (here, that vaccines cause harm) and assert conclusions that support your claims.
3. Ignore the full context that specifically presents the reverse conclusion from the one you want to claim.
4. Use quotable sound bites so that the misleading information spreads to those eager to take it up and use it in similar ways.
5. Periodically resurrect dead debates that you lost.

The case study provided here relates to vaccines, but these steps can be effective for anyone alleging a conspiracy or scientific antagonism, whether that be GMO, climate science, evolution, or other area in which scientific consensus is profoundly on one side of the issue.

Read the full original article: [Hyping Your Conspiracy Theory In 5 Easy Steps](#)