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# How to Talk to Someone about Conspiracy Theories and Misinformation

*Go private*



Talk in a private space. If you confront them publicly, they're more likely to get defensive.

*Do not Attack*



Engage in a positive, respectful dialogue to avoid them feeling threatened.

*Ask questions*



Ask questions and try to understand their point of view. This will encourage them to be more open to listening to you.

*Find common ground*



Many conspiracy theories are inspired by a kernel of truth. Use this to find points of agreement and establish trust.

*Acknowledge their feelings*



Identify and acknowledge the feelings that have pushed them toward their beliefs, such as a need for certainty, control, belonging or meaning.

*Avoid scientific jargon*



Avoid using complicated terms that could alienate them.

*Repeatedly state what is true*



Clearly express the truth and repeat it regularly. Repetition creates familiarity, and familiarity makes something more likeable and convincing.

**For more tips go to [sks.to/countertips](http://sks.to/countertips)**