



Is It Real Science?

CFIC asks that you critically evaluate information before you share it

Quick signs you are dealing with pseudoscience

- ⇒ The author is working in isolation (true science is a collaboration)
- ⇒ The author has no real qualifications (celebrity endorsement or opinion)
- ⇒ The product is “all natural” (very little is these days)
- ⇒ The article promotes paranoia towards established organizations (medical doctors, pharmacists, dieticians)
- ⇒ The authors use specially invented terms (often related to special ‘energy’)
- ⇒ The author attempts to appeal to emotion or religion
- ⇒ Claims are based on ancient knowledge, or paranormal phenomena (chi/aura/psi are keywords to watch for)
- ⇒ Claims that information is otherwise being suppressed by the scientific or medical community or big pharma

This is likely **Real Science**

Reported in a **reputable** journal (see “[Research before you Research](#)”, Critical Links, March 2018)

Data is gathered through a scientific method

Data and interpretation are peer-reviewed

Authors do not have financial or other conflicts of interest in the outcome

Authors invite critiques

Results are reevaluated and changed as new information becomes available

Authors/ researchers prove the theory

Beware this might be **Pseudo-science**

Self-published; social media; popular press

Data is based on popular opinion or testimony

Claim is made independently

Authors have a vested interest in the claim

Criticism is identified as a conspiracy

The result is absolute and new evidence is viewed with suspicion

Critics are required to disprove the theory

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