



# Cooling Up: The interconnected public sphere and the "science" of climate denial

*Mr Renato Guimaraes*

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This book examines how a set of communication techniques employed by skeptics and deniers of global warming, and of the scientific method in general, find a fertile field in which to propagate in the context of a society interconnected by different digital communication tools. It shows how this phenomenon happens, its consequences, and how the scientific community must adjust its practices in regard to dissemination of scientific discourse in order to prevail in this new environment.

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