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## Looks

professional appearance and confident style



## Identity

appeal to social bonds as a substitute for epistemic trust



## Acting

false credentials or irrelevant expertise; disguise



## Repetition

flooding the media with the same erroneous message



## Skepticism

exaggerating and leveraging doubt for its own sake

Adapted from: Allchin, D. (2012). Science con-artists. *American Biology Teacher* 74(Nov.-Dec.), 661-666.