A logical fallacy is often what has happened when someone is wrong about something. It's a flaw in reasoning. Strong arguments are void of logical fallacies, whilst arguments that are weak tend to use logical fallacies to appear stronger than they are. They're like tricks or illusions of thought, and they're often very sneaky used by politicians, the media, and others to make their points. Don't be fooled! This poster has been designed to help you identify and call out dodgy logic wherever it may raise its ugly, incorruptible head. If you see someone committing a logical fallacy online, link them to the relevant fallacy to school them in thorny awesomeness and win the intellectual attentions of those who happen across your comment by appealing clever and interesting e.g. yourlogicisbullshits.com/strawman

**strawman**

Misrepresenting someone's argument to make it easier to attack.

**false cause**

Presuming that a real or perceived relationship between things means that one is the cause of the other.

**slippery slope**

Assuming that if A allows B to happen, then C will consequently happen too, so A should not happen.

**ad hominem**

Attacking your opponent's character or personal traits instead of engaging with their argument.

**special pleading**

Moving the goalposts or making up exceptions when a claim is shown to be false.

**loaded question**

Asking a question that has an assumption built into it so that it can't be answered without appearing guilty.

**burden of proof**

Using the opinion or position of an authority figure, or appealing to popularity or the fact that many people do something, as if it makes an idea true.

**no true scotsmen**

Assuming that what's true about one part of something has to apply to all, or other, parts of it.

**appeal to nature**

A circular argument in which the conclusion is included in the premises.

**beginning the question**

Making the argument that because something is 'natural' it is therefore valid, justified, inevitable, or ideal.

**anecdotal**

Using personal experience or an isolated example instead of a valid argument, especially to dismiss statistics.

**tu quoque**

Saying that because one finds something difficult to understand it's therefore not true.

**appeal to emotion**

Manipulating an emotional response in place of a valid or competitors argument.

**the fallacy fallacy**

Presuming that because a claim has been poorly argued or a fallacy has been made, it is necessarily wrong.

**personal incredulity**

Saying that because one finds something difficult to understand it's therefore not true.

**ambiguity**

Using double meanings or ambiguities of language to mislead or impede the truth.

**genetic**

Judging something good or bad on the basis of where it 'comes from', or from whom it comes.

**middle ground**

Saying that a compromise, or middle point, between two extremes is the truth.

**the gambler's fallacy**

Believing that 'lucky' occurs to statistically independent phenomena such as roulette wheel spins.

**appeal to tradition**

Asking people to agree with an argument that has been used for a long period of time.

**black-or-white**

Where two alternative states are presented as the only possibilities, when in fact more possibilities exist.

**begging the question**

Making the argument that because something is 'natural' it is therefore valid, justified, inevitable, or ideal.

**appeal to authority**

Using the opinion or position of an authority figure, or appealing to popularity or the fact that many people do something, as if it makes an idea true.

**compositional fallacy**

Assuming that because two things are similar in some way, they are therefore similar in other ways.

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