A logical fallacy is 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 sneakily used by politicians, the media, and others to fool people. Don’t be fooled! This poster has been designed to help you identify some of the more common fallacies. If you see someone committing a logical fallacy online, link them to the relevant fallacy to school them in their iniquities e.g. yourlogicalfallacies.com/strawman

- **Strawman**
  - Misrepresenting someone’s argument to make it easier to attack.
  - By misrepresenting, misrepresenting an argument’s key points, leading someone’s argument away from its key points, and then attacking the misrepresenting someone’s argument.

- **False Cause**
  - Presuming that a real or perceived relationship between two things means that one of the two things is the cause of the other.
  - Many people commit this logical error, thinking and arguing that events that are near each other in time are factually related.

- **Slippery Slope**
  - Assuming that if we allow A to happen, then B will necessarily happen.
  - The problem with this reasoning is that it is misleadingly applying an informal analogical structure.

- **Ad Hominem**
  - Attacking an opponent’s character or personal traits in an attempt to undermine their argument.
  - Ad hominem attacks are by no means always fallacious, but under closer scrutiny it becomes evident that many of them are.

- **Special pleading**
  - Moving the goalposts or making up exceptions when a claim is shown to be false.
  - Instead of actually evaluating the evidence or logic behind an argument, people will often try to avoid it by changing the rules.

- **Appeal to Authority**
  - Saying that because an authority or expert thinks something, it must therefore be true.
  - Authorities often have a vested interest in what they say, so their opinions should be treated with caution.

- **Bandwagon**
  - Asking for people to follow a certain trend by making it seem like everyone else is doing it.
  - This fallacy is often used by advertisers to convince people to buy something.

- **Personal Incredulity**
  - Saying that because one finds something difficult to understand, it’s therefore not true.
  - This fallacy is often used by attacks on ideas or concepts.

- **Burden of Proof**
  - Saying that the burden of proof lies with the person making the claim, but with everyone else to disprove.
  - This fallacy is often used in court cases to weaken evidence.

- **Argument from Ignorance**
  - Assuming that what’s true about one part of something must be true for all of it.
  - This fallacy is often used by religious beliefs.

- **Apostle to Authority**
  - Saying that because an authority or expert thinks something, it must therefore be true.
  - Authorities often have a vested interest in what they say, so their opinions should be treated with caution.

- **No True Scotsman**
  - Making what could be called an appeal to purity as a way to dismiss relevant criticisms or flaws of an argument.
  - This fallacy is often used by religious beliefs.

- **Cherry-Picking**
  - Cherry-picking data to support a conclusion, or finding a pattern to fit a preconception.
  - This fallacy is often used by religious beliefs.

- **Genetic**
  - Judging something good or bad on the basis of where it comes from, or from whom it comes.
  - This fallacy is often used by religious beliefs.

- **Middle Ground**
  - Saying that a compromise, on middle point, between two extremes must be the truth.
  - This fallacy is often used by religious beliefs.