When They Go Low, We Go Where? How To Win in 2018

During the Obama era, Michelle noted once that when “they” go lower, we go higher”. The Question is, will that work in 2018? What is listed below are the many ways to trick the mind. In my critical thinking classes, I teach students to be critical consumers of information. One can look at the list not only as a way to watch for bad arguments, but also as a way to create arguments that work on a public that does not think critically. Examining the list, we can see how winning in 2016 was accomplished. And how winning in 2018 might be accomplished. In order to win in 2018, it might be a race to the bottom!

21 Critical Thinking Rules to Abuse to Win in 2018

1. Infer causation from simple correlation. We might be able to show a correlation but to say it is the cause between two phenomena is tricky and often not accurate.

2. Band wagon effect …. Discuss how everyone else is doing something so it must be right

3. Ad homium….. attack the person in order to attack an issue or policy

4. Slippery slope … just because we advocate for some gun control does not mean we want to take away all guns. But some people will want you to believe it.

5. Ambiguity and vagueness…. Keep things vague or with possible double meanings so that you can always have an argument

6. False premise … build your arguments and conclusions on false premises or false assumptions, even though you present them as fact

7. False analogy … compare one thing to another more appealing thing to gain approval

8. In group … show how your idea is part of a group that others will want to join; be a part of the in-group

9. Proof or evidence … sources can often be questionable; consider a study you present as proof that might have been funded by a group that is on our side of the arguemtn.

10. Small sample size … poll or sample a small group in a biased fashion to get the results you want to present

11. Red herring … you have an argument and position and to gain acceptance you bring up other matters that are agreeable totally off the subject., yet still agreeable

12. Stick a name on it…. Call a situation with an inflammatory name in order to gain support for your side; in the debate about abortion, pro-life infers that the opposition is pro-death

13. False dilemma … create a false situation or emergency that distracts from the original arguments

14. Appeal to emotions… you can quickly gain from making the discussion overly emotional

15. Perfect solution fallacy… meaning that there is no perfect solution to a situation so we might as well leave it alone

16. Ad populi which means towards the people, or similar to the band wagon idea that an argument should be acceptable since everyone else is doing it

17. Questionable Authority Fallacy means we might have a spokesperson like Michael Jordan who we ask to support a family values issue (his family values have been questioned)

18. Questionable statistics or lying with statistics or the presentation of statistics which is very easy to do

19. Omission of important information when it is known to you and is material to the discussion

20. Do the reasons support the conclusion

21. Citing false data or making false claims

Want to win in 2018. Lead the masses the way 2016 was won.

SAD

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