

PSYCHOLOGICAL, PHILOSOPHICAL & CRITICAL-THINKING TERMINOLOGY

A practical reference for identifying reasoning errors, communication tactics, cognitive biases, ethical concepts and conversational patterns

ABOUT THIS REFERENCE

Short definitions, plain-language recognition examples, and concise responses for real conversations—including discussions of veganism and animal ethics. These labels describe patterns, not automatic diagnoses or proof of intent. Evaluate the full context before applying a term.

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1. LOGICAL FALLACIES & FAULTY REASONING

- **Ad Hominem:** Attacking a person instead of their argument.
Example: “You’re vegan, so you’re too weak to understand nutrition.”
- **Straw Man:** Misrepresenting a position to make it easier to attack.
Example: “So you think everyone who eats meat is an evil person?” when the vegan only questioned animal exploitation.
- **Red Herring:** Introducing an irrelevant distraction from the issue.
Example: Asked about factory farming, someone replies, “But what about your smartphone’s environmental impact?”
- **False Dichotomy:** Presenting only two options when others exist.
Example: “Either eat meat or you’ll never get enough protein.”
- **Slippery Slope:** Predicting an extreme chain of outcomes without sufficient support.
Example: “If schools offer vegan meals, soon they’ll ban every traditional food.”
- **Circular Reasoning:** Using the conclusion to justify itself.
Example: “Eating animals is acceptable because it’s okay to eat them.”
- **Begging the Question:** Assuming the claim that needs to be established.



Example: *“Animal farming is humane because farmers raise animals humanely.”*

- **Appeal to Authority:** Treating authority as conclusive proof rather than examining evidence.
Example: *“A celebrity doctor said veganism is dangerous, so it must be true.”*
- **Appeal to Popularity:** Assuming a claim is right because many accept it.
Example: *“Most people eat meat, so eating meat must be ethical.”*
- **Appeal to Tradition:** Defending a practice solely because it is longstanding.
Example: *“Our ancestors ate animals, so we should continue doing it.”*
- **Appeal to Novelty:** Assuming newer means better.
Example: *“This new vegan supplement must be better because it just came out.”*
- **Appeal to Nature:** Assuming natural means morally right or good.
Example: *“Lions eat animals, so humans are morally justified in doing the same.”*
- **Appeal to Legality:** Assuming legally permitted means morally justified.
Example: *“Slaughter is legal, so there is nothing ethically wrong with it.”*
- **Appeal to Emotion:** Substituting emotional pressure for relevant reasons.
Example: *“Think how sad my grandmother would be if I refused her roast; therefore eating it is right.”*
- **Appeal to Fear:** Using fear in place of adequate justification.
Example: *“If you stop eating meat, you’ll definitely become dangerously malnourished.”*
- **Appeal to Pity:** Using sympathy as a substitute for evidence.
Example: *“The farmer works hard, so you must agree that raising animals for slaughter is ethical.”*
- **Appeal to Ignorance:** Treating lack of disproof as proof.
Example: *“Nobody has proved this vegan product is harmful, so it is completely safe.”*
- **Appeal to Consequences:** Judging truth by whether implications are desirable.
Example: *“If animal farming were unethical, I’d have to change my diet; therefore it cannot be unethical.”*
- **False Equivalence:** Treating importantly different cases as equal.
Example: *“Harvesting a carrot is exactly the same moral act as killing a cow.”*
- **False Analogy:** Drawing a conclusion from a comparison lacking relevant similarities.
Example: *“Plants need water just like animals do, so plants must suffer in the same way.”*
- **False Cause:** Assuming causation without adequate evidence.
Example: *“I went vegan and got tired, so veganism caused my fatigue.”*
- **Post Hoc Fallacy:** Assuming an earlier event caused a later one.
Example: *“My headache began after my first vegan lunch, so that lunch caused it.”*
- **Correlation-Causation Error:** Mistaking association for proof of cause.
Example: *“Vegans in this survey exercise more, so veganism alone caused their fitness.”*
- **Hasty Generalization:** Drawing a broad conclusion from too few cases.
Example: *“I met one unhealthy vegan, so every vegan diet is unhealthy.”*
- **Cherry-Picking:** Selecting supporting evidence while ignoring relevant counterevidence.
Example: *“One small study questioned a vegan diet, so I’ll ignore the larger body of evidence.”*
- **Moving the Goalposts:** Changing standards after the original standard was met.
Example: *After receiving protein data, someone demands unrelated proof that veganism is perfectly impact-free.*
- **No True Scotsman:** Redefining a group to exclude counterexamples.
Example: *“No real vegan would ever buy food from a supermarket.”*



- **Tu Quoque:** Using an opponent's inconsistency to dismiss their argument.
Example: *"You drive a car, so your argument against animal exploitation is invalid."*
- **Whataboutism:** Redirecting criticism to a different wrongdoing.
Example: *"Why discuss slaughterhouses when wild animals also kill?"*
- **Burden of Proof Shifting:** Improperly requiring others to disprove an unsupported claim.
Example: *"Prove that every single vegan meal is safe, or my claim that veganism is harmful stands."*
- **Special Pleading:** Making an unjustified exception.
Example: *"Hurting animals is wrong—except when I do it for my favorite meal."*
- **Equivocation:** Switching meanings of a word during an argument.
Example: *"A plant-based burger is 'processed'; all processing is harmful; therefore it must be harmful," shifting meanings of processing.*
- **Composition Fallacy:** Assuming what holds for parts holds for the whole.
Example: *"This vegan snack is low in protein, so all vegan diets are low in protein."*
- **Division Fallacy:** Assuming what holds for a whole holds for every part.
Example: *"A well-planned vegan diet can meet nutrient needs, so every vegan meal is nutritionally complete."*
- **Genetic Fallacy:** Judging a claim solely by its origin.
Example: *"That claim came from an animal-rights organization, so it must be false."*
- **Middle Ground Fallacy:** Assuming the truth must be midway between positions.
Example: *"One side says avoid animal products and the other says eat them daily; therefore eating them half the time must be morally correct."*
- **Nirvana Fallacy:** Rejecting improvements because they are imperfect.
Example: *"Crop farming also harms animals, so reducing animal exploitation is pointless."*
- **Sunk Cost Fallacy:** Continuing because of past investment, not future value.
Example: *"I bought an expensive grill, so I have to keep buying meat."*
- **Anecdotal Fallacy:** Treating isolated experience as sufficient general proof.
Example: *"My uncle ate meat his whole life and lived to 95, so meat cannot pose any health risks."*
- **Loaded Question:** Embedding an unsupported assumption in a question.
Example: *"When did you stop lying about vegan nutrition?"*
- **Gish Gallop:** Flooding discussion with claims faster than they can be evaluated.
Example: *In one reply, someone fires off 20 unrelated claims about protein, plants, pets, and farming before any can be examined.*
- **Texas Sharpshooter Fallacy:** Selecting a pattern after seeing data while ignoring the rest.
Example: *Someone searches hundreds of diet outcomes, selects only the few unfavorable to vegans, and presents them as the overall pattern.*
- **Fallacy Fallacy:** Assuming a conclusion is false because its defense is flawed.
Example: *"That vegan used a straw man, so the conclusion that animals deserve consideration is false."*

2. INTELLECTUAL DISHONESTY & CONVERSATIONAL TACTICS

- **Intellectual Dishonesty:** Knowingly distorting information or reasoning.
Example: *In a discussion about veganism and animal agriculture, someone displays intellectual dishonesty by knowingly distorting information or reasoning, rather than carefully examining the specific claim and its context.*
- **Bad-Faith Argumentation:** Arguing without sincere engagement with the issue.



Example: In a discussion about veganism and animal agriculture, someone displays bad-faith argumentation by arguing without sincere engagement with the issue, rather than carefully examining the specific claim and its context.

- **Deflection:** Redirecting attention away from a question or concern.

Example: In a discussion about veganism and animal agriculture, someone displays deflection by redirecting attention away from a question or concern, rather than carefully examining the specific claim and its context.

- **Evasion:** Avoiding a direct answer.

Example: In a discussion about veganism and animal agriculture, someone displays evasion by avoiding a direct answer, rather than carefully examining the specific claim and its context.

- **Obfuscation:** Making something unnecessarily difficult to understand.

Example: In a discussion about veganism and animal agriculture, someone displays obfuscation by making something unnecessarily difficult to understand, rather than carefully examining the specific claim and its context.

- **Misdirection:** Drawing attention away from relevant information.

Example: In a discussion about veganism and animal agriculture, someone displays misdirection by drawing attention away from relevant information, rather than carefully examining the specific claim and its context.

- **Sealioning:** Repeated, superficially polite demands used to harass or exhaust.

Example: In a discussion about veganism and animal agriculture, someone displays sealioning by repeated, superficially polite demands used to harass or exhaust, rather than carefully examining the specific claim and its context.

- **Thought-Terminating Cliché:** Using a stock phrase to discourage further thought.

Example: In a discussion about veganism and animal agriculture, someone displays thought-terminating cliché by using a stock phrase to discourage further thought, rather than carefully examining the specific claim and its context.

- **Motte-and-Bailey:** Retreating to a defensible claim, then returning to a stronger one.

Example: In a discussion about veganism and animal agriculture, someone displays motte-and-bailey by retreating to a defensible claim, then returning to a stronger one, rather than carefully examining the specific claim and its context.

- **Sophistry:** Persuasive but misleading reasoning.

Example: In a discussion about veganism and animal agriculture, someone displays sophistry by persuasive but misleading reasoning, rather than carefully examining the specific claim and its context.

- **Rationalization:** Offering self-serving explanations for actions or beliefs.

Example: In a discussion about veganism and animal agriculture, someone displays rationalization by offering self-serving explanations for actions or beliefs, rather than carefully examining the specific claim and its context.

- **Double Standard:** Applying inconsistent rules to comparable cases.

Example: In a discussion about veganism and animal agriculture, someone displays double standard by applying inconsistent rules to comparable cases, rather than carefully examining the specific claim and its context.

- **Selective Skepticism:** Scrutinizing opposing evidence more harshly than supporting evidence.

Example: In a discussion about veganism and animal agriculture, someone displays selective skepticism by scrutinizing opposing evidence more harshly than supporting evidence, rather than carefully examining the specific claim and its context.

- **Selective Outrage:** Responding inconsistently to similar wrongdoing.

Example: In a discussion about veganism and animal agriculture, someone displays selective outrage by responding inconsistently to similar wrongdoing, rather than carefully examining the specific claim and its context.

- **Quote Mining:** Selecting quotations that distort their original context.

Example: In a discussion about veganism and animal agriculture, someone displays quote mining by selecting quotations that distort their original context, rather than carefully examining the specific claim and its context.

- **Contextomy:** Creating a misleading impression through selective quotation.



Example: In a discussion about veganism and animal agriculture, someone displays contextomy by creating a misleading impression through selective quotation, rather than carefully examining the specific claim and its context.

- **Semantic Manipulation:** Exploiting ambiguity or shifts in word meanings.

Example: In a discussion about veganism and animal agriculture, someone displays semantic manipulation by exploiting ambiguity or shifts in word meanings, rather than carefully examining the specific claim and its context.

- **Poisoning the Well:** Discrediting a speaker before their case is heard.

Example: In a discussion about veganism and animal agriculture, someone displays poisoning the well by discrediting a speaker before their case is heard, rather than carefully examining the specific claim and its context.

- **Tone Policing:** Dismissing substance by focusing on emotional delivery.

Example: In a discussion about veganism and animal agriculture, someone displays tone policing by dismissing substance by focusing on emotional delivery, rather than carefully examining the specific claim and its context.

- **Concern Trolling:** Using insincere concern to undermine a person or cause.

Example: In a discussion about veganism and animal agriculture, someone displays concern trolling by using insincere concern to undermine a person or cause, rather than carefully examining the specific claim and its context.

- **Just Asking Questions:** Using insinuating questions to spread unsupported claims.

Example: In a discussion about veganism and animal agriculture, someone displays just asking questions by using insinuating questions to spread unsupported claims, rather than carefully examining the specific claim and its context.

- **Argument by Repetition:** Repeating a claim as if repetition establishes truth.

Example: In a discussion about veganism and animal agriculture, someone displays argument by repetition by repeating a claim as if repetition establishes truth, rather than carefully examining the specific claim and its context.

- **Proof by Assertion:** Presenting unsupported statements as established.

Example: In a discussion about veganism and animal agriculture, someone displays proof by assertion by presenting unsupported statements as established, rather than carefully examining the specific claim and its context.

- **Strategic Ambiguity:** Using deliberate vagueness to preserve interpretations.

Example: In a discussion about veganism and animal agriculture, someone displays strategic ambiguity by using deliberate vagueness to preserve interpretations, rather than carefully examining the specific claim and its context.

- **Manufactured Consensus:** Creating a false appearance of widespread agreement.

Example: In a discussion about veganism and animal agriculture, someone displays manufactured consensus by creating a false appearance of widespread agreement, rather than carefully examining the specific claim and its context.

- **False Balance:** Presenting unequally supported positions as equally credible.

Example: In a discussion about veganism and animal agriculture, someone displays false balance by presenting unequally supported positions as equally credible, rather than carefully examining the specific claim and its context.

- **Epistemic Trespassing:** Speaking authoritatively beyond one's expertise.

Example: In a discussion about veganism and animal agriculture, someone displays epistemic trespassing by speaking authoritatively beyond one's expertise, rather than carefully examining the specific claim and its context.

- **Competitive Framing:** Treating a discussion as a contest with a winner.

Example: In a discussion about veganism and animal agriculture, someone displays competitive framing by treating a discussion as a contest with a winner, rather than carefully examining the specific claim and its context.

- **Adversarial Communication:** Approaching an exchange as a confrontation.

Example: In a discussion about veganism and animal agriculture, someone displays adversarial communication by approaching an exchange as a confrontation, rather than carefully examining the specific claim and its context.

- **Performative Argumentation:** Prioritizing appearing victorious over understanding.



Example: In a discussion about veganism and animal agriculture, someone displays performative argumentation by prioritizing appearing victorious over understanding, rather than carefully examining the specific claim and its context.

- **Conversational Reframing:** Redefining the purpose or structure of a discussion.

Example: In a discussion about veganism and animal agriculture, someone displays conversational reframing by redefining the purpose or structure of a discussion, rather than carefully examining the specific claim and its context.

- **Dominance-Seeking Behavior:** Attempting to control or establish superiority in an exchange.

Example: In a discussion about veganism and animal agriculture, someone displays dominance-seeking behavior by attempting to control or establish superiority in an exchange, rather than carefully examining the specific claim and its context.

- **Unilateral Victory Declaration:** Announcing a win without demonstrating the case.

Example: In a discussion about veganism and animal agriculture, someone displays unilateral victory declaration by announcing a win without demonstrating the case, rather than carefully examining the specific claim and its context.

- **Conversational Derailment:** Pulling a discussion away from its central issue.

Example: In a discussion about veganism and animal agriculture, someone displays conversational derailment by pulling a discussion away from its central issue, rather than carefully examining the specific claim and its context.

- **Conversational Monopolization:** Crowding out meaningful participation by others.

Example: In a discussion about veganism and animal agriculture, someone displays conversational monopolization by crowding out meaningful participation by others, rather than carefully examining the specific claim and its context.

- **Argumentative Filibustering:** Consuming time through prolonged, repetitive argument.

Example: In a discussion about veganism and animal agriculture, someone displays argumentative filibustering by consuming time through prolonged, repetitive argument, rather than carefully examining the specific claim and its context.

- **Rhetorical Questioning:** Asking a question primarily for persuasive effect.

Example: In a discussion about veganism and animal agriculture, someone displays rhetorical questioning by asking a question primarily for persuasive effect, rather than carefully examining the specific claim and its context.

- **Loaded Language:** Using emotionally charged wording to shape perception.

Example: In a discussion about veganism and animal agriculture, someone displays loaded language by using emotionally charged wording to shape perception, rather than carefully examining the specific claim and its context.

- **Semantic Quibbling:** Focusing on minor wording rather than substantive issues.

Example: In a discussion about veganism and animal agriculture, someone displays semantic quibbling by focusing on minor wording rather than substantive issues, rather than carefully examining the specific claim and its context.

3. PSYCHOLOGICAL MANIPULATION & EMOTIONAL ABUSE

- **Gaslighting:** A pattern of manipulation undermining trust in one's perceptions.

Example: Over many conversations, a partner repeatedly denies having mocked someone's vegan values and insists they imagined it, despite clear records.

- **DARVO:** Deny, Attack, and Reverse Victim and Offender.

Example: Confronted about secretly adding dairy to a vegan meal, a person denies it, attacks the vegan as unreasonable, and claims to be the real victim.

- **Projection:** Attributing one's own unwanted feelings to someone else.

Example: Someone privately worries their own food choices are inconsistent, then repeatedly accuses vegans of hypocrisy.

- **Blame-Shifting:** Redirecting responsibility for one's actions.

Example: "I only lied about the ingredients because you make veganism so difficult."



- **Guilt-Tripping:** Using guilt to pressure compliance.
Example: "If you loved your family, you would eat the meat I cooked."
- **Emotional Blackmail:** Using fear, obligation, or guilt to control decisions.
Example: "If you refuse to eat animal products at dinner, I won't invite you to family gatherings."
- **Love Bombing:** Intense affection or attention, sometimes used to gain control.
Example: Someone showers a new vegan partner with extravagant praise and attention, then uses that attachment to pressure them to abandon their boundaries.
- **Stonewalling:** Withdrawing from or refusing meaningful communication.
Example: Every time a couple discusses whether to buy animal products, one partner refuses to respond or engage.
- **Silent Treatment:** Deliberately withholding communication, sometimes as punishment.
Example: A relative refuses to speak to someone for days after they decline a meat-based meal.
- **Triangulation:** Involving a third person to influence a conflict.
Example: Instead of discussing vegan household rules directly, a roommate recruits mutual friends to pressure the vegan roommate.
- **Hoovering:** Attempting to draw someone back into a harmful relationship.
Example: In a discussion about veganism and animal agriculture, someone displays hoovering by attempting to draw someone back into a harmful relationship, rather than carefully examining the specific claim and its context.
- **Future Faking:** Promising future changes without intent to follow through.
Example: In a discussion about veganism and animal agriculture, someone displays future faking by promising future changes without intent to follow through, rather than carefully examining the specific claim and its context.
- **Breadcrumbing:** Providing intermittent attention without meaningful commitment.
Example: In a discussion about veganism and animal agriculture, someone displays breadcrumbing by providing intermittent attention without meaningful commitment, rather than carefully examining the specific claim and its context.
- **Intermittent Reinforcement:** Unpredictable rewards that can maintain behavior.
Example: In a discussion about veganism and animal agriculture, someone displays intermittent reinforcement by unpredictable rewards that can maintain behavior, rather than carefully examining the specific claim and its context.
- **Trauma Bonding:** Attachment within cycles of abuse and intermittent reinforcement.
Example: In a discussion about veganism and animal agriculture, someone displays trauma bonding by attachment within cycles of abuse and intermittent reinforcement, rather than carefully examining the specific claim and its context.
- **Coercive Control:** Repeated behavior restricting another person's autonomy.
Example: A partner repeatedly controls shopping money and social contacts to prevent someone from maintaining a vegan diet.
- **Emotional Invalidiation:** Dismissing or minimizing someone's feelings.
Example: In a discussion about veganism and animal agriculture, someone displays emotional invalidation by dismissing or minimizing someone's feelings, rather than carefully examining the specific claim and its context.
- **Minimization:** Downplaying the seriousness of harm.
Example: "It's only a little suffering, so animal welfare concerns don't matter."
- **Trivialization:** Treating important concerns as insignificant.
Example: "It's just a sandwich; stop caring about the animal involved."
- **Infantilization:** Treating a capable adult as incapable of autonomy.
Example: In a discussion about veganism and animal agriculture, someone displays infantilization by treating a capable adult as incapable of autonomy, rather than carefully examining the specific claim and its context.
- **Weaponized Incompetence:** Using claimed or deliberate incompetence to evade duties.



Example: In a discussion about veganism and animal agriculture, someone displays weaponized incompetence by using claimed or deliberate incompetence to evade duties, rather than carefully examining the specific claim and its context.

- **Double Bind:** Conflicting demands that make each response problematic.
Example: In a discussion about veganism and animal agriculture, someone displays double bind by conflicting demands that make each response problematic, rather than carefully examining the specific claim and its context.
- **Scapegoating:** Unfairly assigning blame to one person or group.
Example: In a discussion about veganism and animal agriculture, someone displays scapegoating by unfairly assigning blame to one person or group, rather than carefully examining the specific claim and its context.
- **Smear Campaign:** Spreading damaging claims to undermine reputation.
Example: In a discussion about veganism and animal agriculture, someone displays smear campaign by spreading damaging claims to undermine reputation, rather than carefully examining the specific claim and its context.
- **Character Assassination:** Trying to destroy another person's credibility.
Example: In a discussion about veganism and animal agriculture, someone displays character assassination by trying to destroy another person's credibility, rather than carefully examining the specific claim and its context.
- **Playing the Victim:** Presenting oneself as wronged to gain sympathy or avoid responsibility.
Example: In a discussion about veganism and animal agriculture, someone displays playing the victim by presenting oneself as wronged to gain sympathy or avoid responsibility, rather than carefully examining the specific claim and its context.
- **Plausible Deniability:** Preserving ambiguity to deny responsibility.
Example: In a discussion about veganism and animal agriculture, someone displays plausible deniability by preserving ambiguity to deny responsibility, rather than carefully examining the specific claim and its context.
- **Baiting:** Provoking a desired reaction.
Example: In a discussion about veganism and animal agriculture, someone displays baiting by provoking a desired reaction, rather than carefully examining the specific claim and its context.
- **Negging:** Using subtle insults to undermine confidence.
Example: In a discussion about veganism and animal agriculture, someone displays negging by using subtle insults to undermine confidence, rather than carefully examining the specific claim and its context.
- **Boundary Testing:** Pushing limits to gauge what is tolerated.
Example: In a discussion about veganism and animal agriculture, someone displays boundary testing by pushing limits to gauge what is tolerated, rather than carefully examining the specific claim and its context.
- **Isolation:** Restricting contact with outside support.
Example: In a discussion about veganism and animal agriculture, someone displays isolation by restricting contact with outside support, rather than carefully examining the specific claim and its context.
- **Financial Abuse:** Controlling or exploiting another's financial resources.
Example: In a discussion about veganism and animal agriculture, someone displays financial abuse by controlling or exploiting another's financial resources, rather than carefully examining the specific claim and its context.
- **Moral Manipulation:** Exploiting ethical commitments to pressure behavior.
Example: In a discussion about veganism and animal agriculture, someone displays moral manipulation by exploiting ethical commitments to pressure behavior, rather than carefully examining the specific claim and its context.

4. COGNITIVE BIASES

- **Confirmation Bias:** Favoring information that supports existing beliefs.



Example: Someone shares every alarming story about vegan diets while ignoring evidence that contradicts their beliefs.

- **Dunning–Kruger Effect:** A pattern in which low performers may overestimate ability.

Example: In a discussion about veganism and animal agriculture, someone displays dunning–kruger effect by a pattern in which low performers may overestimate ability, rather than carefully examining the specific claim and its context.

- **Anchoring Bias:** Overweighting the first information encountered.

Example: In a discussion about veganism and animal agriculture, someone displays anchoring bias by overweighting the first information encountered, rather than carefully examining the specific claim and its context.

- **Availability Heuristic:** Judging likelihood by how easily examples come to mind.

Example: In a discussion about veganism and animal agriculture, someone displays availability heuristic by judging likelihood by how easily examples come to mind, rather than carefully examining the specific claim and its context.

- **Hindsight Bias:** Seeing past events as more predictable than they were.

Example: In a discussion about veganism and animal agriculture, someone displays hindsight bias by seeing past events as more predictable than they were, rather than carefully examining the specific claim and its context.

- **Self-Serving Bias:** Crediting oneself for successes and external factors for failures.

Example: In a discussion about veganism and animal agriculture, someone displays self-serving bias by crediting oneself for successes and external factors for failures, rather than carefully examining the specific claim and its context.

- **Fundamental Attribution Error:** Overemphasizing character over circumstances in others.

Example: In a discussion about veganism and animal agriculture, someone displays fundamental attribution error by overemphasizing character over circumstances in others, rather than carefully examining the specific claim and its context.

- **Actor–Observer Bias:** Explaining one's own actions situationally and others' dispositionally.

Example: In a discussion about veganism and animal agriculture, someone displays actor–observer bias by explaining one's own actions situationally and others' dispositionally, rather than carefully examining the specific claim and its context.

- **Halo Effect:** Letting one positive trait color overall judgment.

Example: In a discussion about veganism and animal agriculture, someone displays halo effect by letting one positive trait color overall judgment, rather than carefully examining the specific claim and its context.

- **Horn Effect:** Letting one negative trait color overall judgment.

Example: In a discussion about veganism and animal agriculture, someone displays horn effect by letting one negative trait color overall judgment, rather than carefully examining the specific claim and its context.

- **Negativity Bias:** Giving negative information greater weight.

Example: In a discussion about veganism and animal agriculture, someone displays negativity bias by giving negative information greater weight, rather than carefully examining the specific claim and its context.

- **Optimism Bias:** Underestimating risk and overestimating favorable outcomes.

Example: In a discussion about veganism and animal agriculture, someone displays optimism bias by underestimating risk and overestimating favorable outcomes, rather than carefully examining the specific claim and its context.

- **Pessimism Bias:** Expecting negative outcomes more than evidence warrants.

Example: In a discussion about veganism and animal agriculture, someone displays pessimism bias by expecting negative outcomes more than evidence warrants, rather than carefully examining the specific claim and its context.

- **Status Quo Bias:** Favoring existing arrangements.

Example: In a discussion about veganism and animal agriculture, someone displays status quo bias by favoring existing arrangements, rather than carefully examining the specific claim and its context.



- **In-Group Bias:** Favoring people perceived as part of one's group.
Example: In a discussion about veganism and animal agriculture, someone displays in-group bias by favoring people perceived as part of one's group, rather than carefully examining the specific claim and its context.
- **Out-Group Homogeneity Bias:** Seeing outsiders as more alike than they are.
Example: In a discussion about veganism and animal agriculture, someone displays out-group homogeneity bias by seeing outsiders as more alike than they are, rather than carefully examining the specific claim and its context.
- **Authority Bias:** Giving excessive weight to authority figures.
Example: In a discussion about veganism and animal agriculture, someone displays authority bias by giving excessive weight to authority figures, rather than carefully examining the specific claim and its context.
- **Bandwagon Effect:** Adopting beliefs because others do.
Example: "Everyone in my friend group orders meat, so I should too."
- **Framing Effect:** Changing judgments based on presentation.
Example: In a discussion about veganism and animal agriculture, someone displays framing effect by changing judgments based on presentation, rather than carefully examining the specific claim and its context.
- **Loss Aversion:** Weighting losses more heavily than comparable gains.
Example: In a discussion about veganism and animal agriculture, someone displays loss aversion by weighting losses more heavily than comparable gains, rather than carefully examining the specific claim and its context.
- **Endowment Effect:** Valuing possessions more because one owns them.
Example: In a discussion about veganism and animal agriculture, someone displays endowment effect by valuing possessions more because one owns them, rather than carefully examining the specific claim and its context.
- **Planning Fallacy:** Underestimating time and resources needed.
Example: In a discussion about veganism and animal agriculture, someone displays planning fallacy by underestimating time and resources needed, rather than carefully examining the specific claim and its context.
- **Survivorship Bias:** Overlooking failures while focusing on successes.
Example: In a discussion about veganism and animal agriculture, someone displays survivorship bias by overlooking failures while focusing on successes, rather than carefully examining the specific claim and its context.
- **Selection Bias:** Using an unrepresentative sample.
Example: In a discussion about veganism and animal agriculture, someone displays selection bias by using an unrepresentative sample, rather than carefully examining the specific claim and its context.
- **Recency Bias:** Overweighting recent information.
Example: In a discussion about veganism and animal agriculture, someone displays recency bias by overweighting recent information, rather than carefully examining the specific claim and its context.
- **Primacy Effect:** Giving early information greater influence.
Example: In a discussion about veganism and animal agriculture, someone displays primacy effect by giving early information greater influence, rather than carefully examining the specific claim and its context.
- **Mere Exposure Effect:** Liking something more through familiarity.
Example: In a discussion about veganism and animal agriculture, someone displays mere exposure effect by liking something more through familiarity, rather than carefully examining the specific claim and its context.
- **Illusory Truth Effect:** Repeated claims seeming more credible.
Example: In a discussion about veganism and animal agriculture, someone displays illusory truth effect by repeated claims seeming more credible, rather than carefully examining the specific claim and its context.
- **Belief Perseverance:** Holding beliefs despite contradictory evidence.
Example: In a discussion about veganism and animal agriculture, someone displays belief perseverance by holding beliefs despite contradictory evidence, rather than carefully examining the specific claim and its context.



- **Backfire Effect:** A proposed belief-strengthening response to correction; not universal.
Example: In a discussion about veganism and animal agriculture, someone displays backfire effect by a proposed belief-strengthening response to correction; not universal, rather than carefully examining the specific claim and its context.
- **Just-World Hypothesis:** Assuming people generally get what they deserve.
Example: In a discussion about veganism and animal agriculture, someone displays just-world hypothesis by assuming people generally get what they deserve, rather than carefully examining the specific claim and its context.
- **False Consensus Effect:** Overestimating how many share one's beliefs.
Example: In a discussion about veganism and animal agriculture, someone displays false consensus effect by overestimating how many share one's beliefs, rather than carefully examining the specific claim and its context.
- **Spotlight Effect:** Overestimating how much others notice oneself.
Example: In a discussion about veganism and animal agriculture, someone displays spotlight effect by overestimating how much others notice oneself, rather than carefully examining the specific claim and its context.
- **Curse of Knowledge:** Struggling to imagine not knowing what one knows.
Example: In a discussion about veganism and animal agriculture, someone displays curse of knowledge by struggling to imagine not knowing what one knows, rather than carefully examining the specific claim and its context.
- **Bias Blind Spot:** Noticing bias in others more readily than oneself.
Example: In a discussion about veganism and animal agriculture, someone displays bias blind spot by noticing bias in others more readily than oneself, rather than carefully examining the specific claim and its context.
- **Overconfidence Bias:** Confidence exceeding actual accuracy.
Example: In a discussion about veganism and animal agriculture, someone displays overconfidence bias by confidence exceeding actual accuracy, rather than carefully examining the specific claim and its context.
- **Normalcy Bias:** Underestimating threats because the situation seems familiar.
Example: In a discussion about veganism and animal agriculture, someone displays normalcy bias by underestimating threats because the situation seems familiar, rather than carefully examining the specific claim and its context.

5. DEFENSE MECHANISMS & EMOTIONAL RESPONSES

- **Denial:** Refusing or struggling to acknowledge distressing reality.
Example: In a discussion about veganism and animal agriculture, someone displays denial by refusing or struggling to acknowledge distressing reality, rather than carefully examining the specific claim and its context.
- **Repression:** Unconsciously keeping distressing material out of awareness.
Example: In a discussion about veganism and animal agriculture, someone displays repression by unconsciously keeping distressing material out of awareness, rather than carefully examining the specific claim and its context.
- **Suppression:** Consciously setting aside unwanted thoughts.
Example: In a discussion about veganism and animal agriculture, someone displays suppression by consciously setting aside unwanted thoughts, rather than carefully examining the specific claim and its context.
- **Displacement:** Redirecting feelings to another target.
Example: In a discussion about veganism and animal agriculture, someone displays displacement by redirecting feelings to another target, rather than carefully examining the specific claim and its context.
- **Projection:** Attributing unwanted feelings or impulses to others.
Example: Someone privately worries their own food choices are inconsistent, then repeatedly accuses vegans of hypocrisy.
- **Reaction Formation:** Expressing the opposite of an unacceptable impulse.



Example: In a discussion about veganism and animal agriculture, someone displays reaction formation by expressing the opposite of an unacceptable impulse, rather than carefully examining the specific claim and its context.

- **Sublimation:** Redirecting difficult impulses into constructive activities.

Example: In a discussion about veganism and animal agriculture, someone displays sublimation by redirecting difficult impulses into constructive activities, rather than carefully examining the specific claim and its context.

- **Intellectualization:** Using abstract analysis to distance oneself from emotion.

Example: In a discussion about veganism and animal agriculture, someone displays intellectualization by using abstract analysis to distance oneself from emotion, rather than carefully examining the specific claim and its context.

- **Rationalization:** Inventing acceptable explanations for uncomfortable motives.

Example: In a discussion about veganism and animal agriculture, someone displays rationalization by inventing acceptable explanations for uncomfortable motives, rather than carefully examining the specific claim and its context.

- **Regression:** Returning to earlier coping patterns under stress.

Example: In a discussion about veganism and animal agriculture, someone displays regression by returning to earlier coping patterns under stress, rather than carefully examining the specific claim and its context.

- **Dissociation:** Feeling disconnected from memories, emotions, or surroundings.

Example: In a discussion about veganism and animal agriculture, someone displays dissociation by feeling disconnected from memories, emotions, or surroundings, rather than carefully examining the specific claim and its context.

- **Compartmentalization:** Mentally separating conflicting aspects of experience.

Example: In a discussion about veganism and animal agriculture, someone displays compartmentalization by mentally separating conflicting aspects of experience, rather than carefully examining the specific claim and its context.

- **Avoidance:** Escaping situations or thoughts that cause discomfort.

Example: In a discussion about veganism and animal agriculture, someone displays avoidance by escaping situations or thoughts that cause discomfort, rather than carefully examining the specific claim and its context.

- **Emotional Suppression:** Inhibiting emotional expression deliberately.

Example: In a discussion about veganism and animal agriculture, someone displays emotional suppression by inhibiting emotional expression deliberately, rather than carefully examining the specific claim and its context.

- **Externalization:** Locating internal problems in outside causes.

Example: In a discussion about veganism and animal agriculture, someone displays externalization by locating internal problems in outside causes, rather than carefully examining the specific claim and its context.

- **Internalization:** Directing distress or blame inward.

Example: In a discussion about veganism and animal agriculture, someone displays internalization by directing distress or blame inward, rather than carefully examining the specific claim and its context.

- **Passive Aggression:** Expressing hostility indirectly.

Example: In a discussion about veganism and animal agriculture, someone displays passive aggression by expressing hostility indirectly, rather than carefully examining the specific claim and its context.

- **Defensive Pessimism:** Anticipating setbacks as a way to prepare.

Example: In a discussion about veganism and animal agriculture, someone displays defensive pessimism by anticipating setbacks as a way to prepare, rather than carefully examining the specific claim and its context.

- **Overcompensation:** Exaggerating strengths to counter perceived weaknesses.

Example: In a discussion about veganism and animal agriculture, someone displays overcompensation by exaggerating strengths to counter perceived weaknesses, rather than carefully examining the specific claim and its context.



6. SOCIAL PSYCHOLOGY & GROUP BEHAVIOR

- **Groupthink:** Prioritizing agreement over critical evaluation.
Example: A club dismisses concerns about animal products because nobody wants to challenge the group's catering tradition.
- **Herd Mentality:** Following group behavior without independent assessment.
Example: People mock vegan meals simply because everyone else at the table is doing it.
- **Conformity:** Adjusting behavior to fit group expectations.
Example: A student hides their vegan lunch to avoid standing out among classmates.
- **Social Proof:** Using others' behavior as a guide.
Example: A shopper tries a vegan product after seeing many others choose it.
- **Obedience to Authority:** Following instructions from perceived authorities.
Example: In a discussion about veganism and animal agriculture, someone displays obedience to authority by following instructions from perceived authorities, rather than carefully examining the specific claim and its context.
- **Diffusion of Responsibility:** Feeling less responsible when others are involved.
Example: Each person at a large event assumes someone else will arrange an accessible vegan meal.
- **Bystander Effect:** Reduced helping in some situations with more bystanders.
Example: Several witnesses notice an animal in distress, but each waits for someone else to intervene.
- **Social Loafing:** Exerting less effort in group tasks.
Example: In a discussion about veganism and animal agriculture, someone displays social loafing by exerting less effort in group tasks, rather than carefully examining the specific claim and its context.
- **Deindividuation:** Reduced self-awareness or restraint in some group settings.
Example: In a discussion about veganism and animal agriculture, someone displays deindividuation by reduced self-awareness or restraint in some group settings, rather than carefully examining the specific claim and its context.
- **Group Polarization:** Group discussion strengthening initial tendencies.
Example: In a discussion about veganism and animal agriculture, someone displays group polarization by group discussion strengthening initial tendencies, rather than carefully examining the specific claim and its context.
- **Echo Chamber:** An environment reinforcing similar views.
Example: In a discussion about veganism and animal agriculture, someone displays echo chamber by an environment reinforcing similar views, rather than carefully examining the specific claim and its context.
- **Filter Bubble:** Personalization limiting exposure to differing views.
Example: In a discussion about veganism and animal agriculture, someone displays filter bubble by personalization limiting exposure to differing views, rather than carefully examining the specific claim and its context.
- **Pluralistic Ignorance:** Mistakenly believing others support a norm one rejects.
Example: In a discussion about veganism and animal agriculture, someone displays pluralistic ignorance by mistakenly believing others support a norm one rejects, rather than carefully examining the specific claim and its context.
- **Preference Falsification:** Concealing real views because of social pressure.
Example: In a discussion about veganism and animal agriculture, someone displays preference falsification by concealing real views because of social pressure, rather than carefully examining the specific claim and its context.
- **Spiral of Silence:** Withholding opinions out of fear of isolation.
Example: In a discussion about veganism and animal agriculture, someone displays spiral of silence by withholding opinions out of fear of isolation, rather than carefully examining the specific claim and its context.
- **Moral Panic:** Disproportionate public alarm about a perceived threat.



Example: In a discussion about veganism and animal agriculture, someone displays moral panic by disproportionate public alarm about a perceived threat, rather than carefully examining the specific claim and its context.

- **Scapegoating:** Blaming a person or group for wider problems.

Example: In a discussion about veganism and animal agriculture, someone displays scapegoating by blaming a person or group for wider problems, rather than carefully examining the specific claim and its context.

- **Othering:** Portraying outsiders as fundamentally different or inferior.

Example: In a discussion about veganism and animal agriculture, someone displays othering by portraying outsiders as fundamentally different or inferior, rather than carefully examining the specific claim and its context.

- **Dehumanization:** Diminishing or denying another's humanity.

Example: In a discussion about veganism and animal agriculture, someone displays dehumanization by diminishing or denying another's humanity, rather than carefully examining the specific claim and its context.

- **Moral Disengagement:** Mentally justifying conduct that conflicts with values.

Example: Someone calls animals "production units" to avoid thinking about their suffering.

- **Social Identity Theory:** Explaining identity partly through group membership.

Example: In a discussion about veganism and animal agriculture, someone displays social identity theory by explaining identity partly through group membership, rather than carefully examining the specific claim and its context.

- **System Justification:** Defending existing arrangements as legitimate.

Example: In a discussion about veganism and animal agriculture, someone displays system justification by defending existing arrangements as legitimate, rather than carefully examining the specific claim and its context.

- **Victim Blaming:** Unfairly assigning responsibility to those harmed.

Example: In a discussion about veganism and animal agriculture, someone displays victim blaming by unfairly assigning responsibility to those harmed, rather than carefully examining the specific claim and its context.

7. PROPAGANDA & PERSUASION

- **Propaganda:** Communication designed to shape attitudes toward an agenda.

Example: In a discussion about veganism and animal agriculture, someone displays propaganda by communication designed to shape attitudes toward an agenda, rather than carefully examining the specific claim and its context.

- **Disinformation:** Deliberately spreading false or misleading information.

Example: A marketer knowingly spreads fabricated claims that all plant-based foods cause disease.

- **Misinformation:** Spreading inaccurate information regardless of intent.

Example: Someone unknowingly reposts a false claim that all vegan diets lack protein.

- **Malinformation:** Using genuine information misleadingly or harmfully.

Example: In a discussion about veganism and animal agriculture, someone displays malinformation by using genuine information misleadingly or harmfully, rather than carefully examining the specific claim and its context.

- **Framing:** Presenting facts in ways that shape interpretation.

Example: A menu calls the same dish "plant-based comfort food" instead of "meat-free substitute," changing perceptions.

- **Agenda-Setting:** Influencing which issues people consider important.

Example: In a discussion about veganism and animal agriculture, someone displays agenda-setting by influencing which issues people consider important, rather than carefully examining the specific claim and its context.

- **Priming:** Earlier exposure influencing later judgments.

Example: In a discussion about veganism and animal agriculture, someone displays priming by earlier exposure influencing later judgments, rather than carefully examining the specific claim and its context.



- **Manufactured Consent:** A theory of how media and institutions shape public acceptance.
Example: In a discussion about veganism and animal agriculture, someone displays manufactured consent by a theory of how media and institutions shape public acceptance, rather than carefully examining the specific claim and its context.
- **Astroturfing:** Disguising coordinated efforts as grassroots support.
Example: In a discussion about veganism and animal agriculture, someone displays astroturfing by disguising coordinated efforts as grassroots support, rather than carefully examining the specific claim and its context.
- **Fearmongering:** Exaggerating threats to influence behavior.
Example: In a discussion about veganism and animal agriculture, someone displays fearmongering by exaggerating threats to influence behavior, rather than carefully examining the specific claim and its context.
- **Demonization:** Portraying an opponent as fundamentally evil.
Example: In a discussion about veganism and animal agriculture, someone displays demonization by portraying an opponent as fundamentally evil, rather than carefully examining the specific claim and its context.
- **Euphemism:** Replacing direct language with milder wording.
Example: An advertisement calls slaughter “processing” to make the act sound less disturbing.
- **Dysphemism:** Using deliberately harsh language.
Example: Someone deliberately calls a vegan meal “disgusting sludge” to provoke disgust.
- **Dog Whistle:** Using coded messages recognizable to a target audience.
Example: In a discussion about veganism and animal agriculture, someone displays dog whistle by using coded messages recognizable to a target audience, rather than carefully examining the specific claim and its context.
- **Spin:** Selectively presenting information to favor an interpretation.
Example: In a discussion about veganism and animal agriculture, someone displays spin by selectively presenting information to favor an interpretation, rather than carefully examining the specific claim and its context.
- **Narrative Control:** Attempting to shape how events are understood.
Example: In a discussion about veganism and animal agriculture, someone displays narrative control by attempting to shape how events are understood, rather than carefully examining the specific claim and its context.
- **Information Laundering:** Making questionable claims seem credible through indirect sourcing.
Example: In a discussion about veganism and animal agriculture, someone displays information laundering by making questionable claims seem credible through indirect sourcing, rather than carefully examining the specific claim and its context.
- **False Flag:** An action meant to mislead about who was responsible.
Example: In a discussion about veganism and animal agriculture, someone displays false flag by an action meant to mislead about who was responsible, rather than carefully examining the specific claim and its context.
- **Divide and Conquer:** Exploiting divisions to weaken opposition.
Example: In a discussion about veganism and animal agriculture, someone displays divide and conquer by exploiting divisions to weaken opposition, rather than carefully examining the specific claim and its context.
- **Foot-in-the-Door Technique:** Gaining small agreement before asking for more.
Example: In a discussion about veganism and animal agriculture, someone displays foot-in-the-door technique by gaining small agreement before asking for more, rather than carefully examining the specific claim and its context.
- **Door-in-the-Face Technique:** Making a large request before a smaller one.
Example: In a discussion about veganism and animal agriculture, someone displays door-in-the-face technique by making a large request before a smaller one, rather than carefully examining the specific claim and its context.
- **Lowball Technique:** Securing agreement before revealing worse conditions.



Example: In a discussion about veganism and animal agriculture, someone displays lowball technique by securing agreement before revealing worse conditions, rather than carefully examining the specific claim and its context.

- **Scarcity Principle:** Limited availability increasing perceived value.

Example: In a discussion about veganism and animal agriculture, someone displays scarcity principle by limited availability increasing perceived value, rather than carefully examining the specific claim and its context.

- **Reciprocity Principle:** Feeling obligated to return favors.

Example: In a discussion about veganism and animal agriculture, someone displays reciprocity principle by feeling obligated to return favors, rather than carefully examining the specific claim and its context.

8. EPISTEMOLOGY & INTELLECTUAL INTEGRITY

- **Epistemology:** Study of knowledge and justification.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices epistemology by study of knowledge and justification.

- **Epistemic Humility:** Recognizing limits of one's knowledge.

Example: "I don't know whether that vegan health claim is correct; I need to read the evidence."

- **Intellectual Humility:** Being willing to revise beliefs and admit error.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices intellectual humility by being willing to revise beliefs and admit error.

- **Epistemic Responsibility:** Taking care when forming and sharing beliefs.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices epistemic responsibility by taking care when forming and sharing beliefs.

- **Critical Thinking:** Evaluating claims through evidence and reasoning.

Example: Someone checks the study design and evidence before sharing a claim about vegan nutrition.

- **Skepticism:** Withholding acceptance until justified.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices skepticism by withholding acceptance until justified.

- **Scientific Skepticism:** Testing claims against scientific evidence and methods.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices scientific skepticism by testing claims against scientific evidence and methods.

- **Open-Mindedness:** Considering alternatives without automatic acceptance.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices open-mindedness by considering alternatives without automatic acceptance.

- **Cognitive Dissonance:** Discomfort from conflicting beliefs or behaviors.

Example: Someone believes unnecessary animal suffering is wrong but enjoys animal products and feels uncomfortable about the conflict.

- **Motivated Reasoning:** Evaluating evidence in ways shaped by desired outcomes.

Example: Someone dismisses inconvenient evidence about animal welfare because accepting it would mean changing favorite meals.

- **Cognitive Flexibility:** Adapting thinking when evidence changes.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices cognitive flexibility by adapting thinking when evidence changes.

- **Falsifiability:** A claim's capacity to be contradicted by possible evidence.

Example: A claim that "no vegan athlete can perform well" could be challenged by credible counterexamples.



- **Burden of Proof:** Responsibility for supporting a claim.
Example: A speaker who claims vegan diets are inherently deficient provides evidence for that claim.
- **Empiricism:** Emphasizing observation as a source of knowledge.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices empiricism by emphasizing observation as a source of knowledge.
- **Rationalism:** Emphasizing reason as a source of knowledge.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices rationalism by emphasizing reason as a source of knowledge.
- **Objectivity:** Trying to judge independently of personal preference.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices objectivity by trying to judge independently of personal preference.
- **Subjectivity:** Interpretation shaped by personal perspective.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices subjectivity by interpretation shaped by personal perspective.
- **Relativism:** Holding that some judgments depend on context or framework.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices relativism by holding that some judgments depend on context or framework.
- **Dogmatism:** Rigidly maintaining beliefs despite reasonable challenges.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices dogmatism by rigidly maintaining beliefs despite reasonable challenges.
- **Intellectual Courage:** Willingness to examine uncomfortable ideas.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices intellectual courage by willingness to examine uncomfortable ideas.
- **Epistemic Injustice:** Unfairly harming someone in their role as a knower.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices epistemic injustice by unfairly harming someone in their role as a knower.
- **Testimonial Injustice:** Unfairly discounting credibility because of prejudice.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices testimonial injustice by unfairly discounting credibility because of prejudice.
- **Hermeneutical Injustice:** Disadvantage caused by gaps in shared interpretive concepts.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices hermeneutical injustice by disadvantage caused by gaps in shared interpretive concepts.
- **Epistemic Closure:** A belief system resisting outside correction.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices epistemic closure by a belief system resisting outside correction.
- **Occam's Razor:** Avoid unnecessary assumptions when comparing explanations.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices occam's razor by avoid unnecessary assumptions when comparing explanations.
- **Hanlon's Razor:** Do not assume malice when error adequately explains behavior.
Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices hanlon's razor by do not assume malice when error adequately explains behavior.
- **Principle of Charity:** Interpret others' arguments in their strongest reasonable form.
Example: Someone interprets "I worry about protein" as a sincere nutrition concern rather than assuming hostility.
- **Steel Manning:** Reconstruct an opposing case in its strongest defensible form.



Example: Before responding, someone accurately presents the strongest argument for responsible animal farming.

- **Bayesian Reasoning:** Update belief probabilities with new evidence.

Example: When assessing a claim about vegan nutrition or animal ethics, a participant practices bayesian reasoning by update belief probabilities with new evidence.

9. COMMUNICATION & INTERPERSONAL DYNAMICS

- **Assertiveness:** Expressing needs clearly while respecting others.

Example: “I respect your choice, but please do not put dairy in my food.”

- **Aggression:** Communicating or acting with hostility or force.

Example: During a disagreement about vegan meals or animal welfare, a participant shows aggression by communicating or acting with hostility or force.

- **Passivity:** Failing to express one's needs adequately.

Example: During a disagreement about vegan meals or animal welfare, a participant shows passivity by failing to express one's needs adequately.

- **Active Listening:** Attending closely and checking understanding.

Example: “You’re worried a vegan diet won’t fit your budget—is that right?”

- **Reflective Listening:** Restating meaning to show understanding.

Example: “It sounds like family traditions make changing your diet feel difficult.”

- **Validation:** Acknowledging another's emotional experience.

Example: During a disagreement about vegan meals or animal welfare, a participant shows validation by acknowledging another's emotional experience.

- **Invalidation:** Dismissing another's emotional experience.

Example: During a disagreement about vegan meals or animal welfare, a participant shows invalidation by dismissing another's emotional experience.

- **Empathy:** Understanding or sharing another's feelings.

Example: A person imagines how a frightened animal might experience transport to slaughter.

- **Sympathy:** Feeling concern for another's suffering.

Example: Someone feels sorrow after seeing an injured farmed animal.

- **Emotional Intelligence:** Recognizing and managing emotions.

Example: During a disagreement about vegan meals or animal welfare, a participant shows emotional intelligence by recognizing and managing emotions.

- **Emotional Regulation:** Managing emotional responses effectively.

Example: During a disagreement about vegan meals or animal welfare, a participant shows emotional regulation by managing emotional responses effectively.

- **Emotional Dysregulation:** Difficulty managing intensity or duration of emotion.

Example: During a disagreement about vegan meals or animal welfare, a participant shows emotional dysregulation by difficulty managing intensity or duration of emotion.

- **Psychological Safety:** Feeling able to speak without interpersonal punishment.

Example: During a disagreement about vegan meals or animal welfare, a participant shows psychological safety by feeling able to speak without interpersonal punishment.

- **Boundaries:** Limits around acceptable conduct and responsibility.

Example: During a disagreement about vegan meals or animal welfare, a participant shows boundaries by limits around acceptable conduct and responsibility.



- **Enmeshment:** Excessively blurred interpersonal boundaries.
Example: During a disagreement about vegan meals or animal welfare, a participant shows enmeshment by excessively blurred interpersonal boundaries.
- **Codependency:** Loosely defined overreliance on another's needs or approval.
Example: During a disagreement about vegan meals or animal welfare, a participant shows codependency by loosely defined overreliance on another's needs or approval.
- **People-Pleasing:** Prioritizing approval over one's own needs.
Example: During a disagreement about vegan meals or animal welfare, a participant shows people-pleasing by prioritizing approval over one's own needs.
- **Conflict Avoidance:** Habitually evading disagreement.
Example: During a disagreement about vegan meals or animal welfare, a participant shows conflict avoidance by habitually evading disagreement.
- **Conflict Resolution:** Working through disagreements constructively.
Example: During a disagreement about vegan meals or animal welfare, a participant shows conflict resolution by working through disagreements constructively.
- **Nonviolent Communication:** Communicating via observations, feelings, needs, and requests.
Example: "When my meal contains cheese after I requested vegan food, I feel frustrated because I need trust; please check ingredients."
- **Metacommunication:** Talking about how a conversation is proceeding.
Example: During a disagreement about vegan meals or animal welfare, a participant shows metacommunication by talking about how a conversation is proceeding.
- **Repair Attempt:** An effort to reduce tension and restore connection.
Example: During a disagreement about vegan meals or animal welfare, a participant shows repair attempt by an effort to reduce tension and restore connection.
- **Emotional Contagion:** Emotions spreading between people.
Example: During a disagreement about vegan meals or animal welfare, a participant shows emotional contagion by emotions spreading between people.
- **Reciprocity:** Mutual exchange of support or action.
Example: During a disagreement about vegan meals or animal welfare, a participant shows reciprocity by mutual exchange of support or action.

10. BEHAVIORAL PSYCHOLOGY & DECISION-MAKING

- **Classical Conditioning:** Learning associations between stimuli.
Example: After repeatedly seeing appealing vegan-food ads paired with cheerful music, a viewer begins feeling positive when seeing the brand.
- **Operant Conditioning:** Learning from consequences of behavior.
Example: A person cooks more vegan meals after friends consistently compliment them.
- **Positive Reinforcement:** Adding a desirable consequence to increase behavior.
Example: A parent praises a child for trying a new lentil dish, increasing the chance they try it again.
- **Negative Reinforcement:** Removing an unpleasant condition to increase behavior.
Example: Someone starts preparing vegan lunches to avoid the unpleasant stress of finding food at work.
- **Positive Punishment:** Adding an unpleasant consequence to reduce behavior.



Example: A school adds an unpleasant reprimand after a student deliberately tampers with a classmate's vegan lunch, aiming to reduce that behavior.

- **Negative Punishment:** Removing a desirable consequence to reduce behavior.

Example: A parent temporarily removes a privilege after a child repeatedly mocks a sibling's vegan meals, aiming to reduce the mocking.

- **Extinction:** Behavior weakening when reinforcement ceases.

Example: A provocative anti-vegan joke gradually stops when it no longer gets the attention that maintained it.

- **Learned Helplessness:** Reduced efforts after uncontrollable negative experiences.

Example: While learning to prepare vegan meals, a person demonstrates learned helplessness through reduced efforts after uncontrollable negative experiences.

- **Self-Efficacy:** Belief in one's ability to complete a task.

Example: While learning to prepare vegan meals, a person demonstrates self-efficacy through belief in one's ability to complete a task.

- **Locus of Control:** Beliefs about internal versus external control of outcomes.

Example: While learning to prepare vegan meals, a person demonstrates locus of control through beliefs about internal versus external control of outcomes.

- **Intrinsic Motivation:** Doing something because it is satisfying.

Example: While learning to prepare vegan meals, a person demonstrates intrinsic motivation through doing something because it is satisfying.

- **Extrinsic Motivation:** Acting for external reward or consequence.

Example: While learning to prepare vegan meals, a person demonstrates extrinsic motivation through acting for external reward or consequence.

- **Delayed Gratification:** Choosing a larger future benefit over an immediate reward.

Example: While learning to prepare vegan meals, a person demonstrates delayed gratification through choosing a larger future benefit over an immediate reward.

- **Impulsivity:** Acting without adequate consideration of consequences.

Example: While learning to prepare vegan meals, a person demonstrates impulsivity through acting without adequate consideration of consequences.

- **Executive Function:** Mental skills for planning, inhibition, and self-control.

Example: While learning to prepare vegan meals, a person demonstrates executive function through mental skills for planning, inhibition, and self-control.

- **Habit Formation:** Developing automatic behaviors through repetition and context.

Example: Someone automatically chooses oat milk after ordering it with coffee every morning for months.

- **Cognitive Reappraisal:** Changing interpretation to influence emotion.

Example: While learning to prepare vegan meals, a person demonstrates cognitive reappraisal through changing interpretation to influence emotion.

- **Self-Fulfilling Prophecy:** Expectations influencing behavior toward expected results.

Example: While learning to prepare vegan meals, a person demonstrates self-fulfilling prophecy through expectations influencing behavior toward expected results.

- **Pygmalion Effect:** Higher expectations contributing to better performance.

Example: While learning to prepare vegan meals, a person demonstrates pygmalion effect through higher expectations contributing to better performance.

- **Golem Effect:** Lower expectations contributing to poorer performance.



Example: While learning to prepare vegan meals, a person demonstrates golem effect through lower expectations contributing to poorer performance.

- **Reactance:** Resisting perceived restrictions on freedom.

Example: A diner orders meat specifically because they feel a vegan friend is telling them what to do.

- **Decision Fatigue:** Proposed reduction in decision capacity after many choices.

Example: While learning to prepare vegan meals, a person demonstrates decision fatigue through proposed reduction in decision capacity after many choices.

- **Analysis Paralysis:** Overthinking that prevents action.

Example: While learning to prepare vegan meals, a person demonstrates analysis paralysis through overthinking that prevents action.

- **Choice Overload:** Difficulty deciding among too many options.

Example: While learning to prepare vegan meals, a person demonstrates choice overload through difficulty deciding among too many options.

11. MORAL PSYCHOLOGY & ETHICAL REASONING

- **Moral Relativism:** The view that moral judgments depend on cultural or personal frameworks.

Example: "In my community eating animals is accepted, so morality depends on our cultural framework."

- **Moral Absolutism:** The view that some moral rules admit no exceptions.

Example: "Deliberately harming an innocent animal is always wrong, without exception."

- **Moral Universalism:** The view that some moral principles apply to all.

Example: "A principle against needless cruelty should apply regardless of a person's culture."

- **Moral Consistency:** Applying principles similarly to comparable cases.

Example: Someone applies the same concern about avoidable suffering to pigs and dogs.

- **Moral Hypocrisy:** Professing ethical standards one does not follow.

Example: Someone condemns cruelty to animals while excusing comparable cruelty when it supplies their own meals.

- **Moral Disengagement:** Justifying actions that conflict with moral standards.

Example: Someone calls animals "production units" to avoid thinking about their suffering.

- **Moral Licensing:** Using prior good conduct to excuse later questionable conduct.

Example: "I donated to an animal shelter, so buying factory-farmed meat tonight is fine."

- **Moral Luck:** Uncontrollable circumstances influencing moral judgment.

Example: When weighing whether to consume animal products, a person illustrates moral luck by uncontrollable circumstances influencing moral judgment.

- **Moral Responsibility:** Accountability for ethical consequences.

Example: When weighing whether to consume animal products, a person illustrates moral responsibility by accountability for ethical consequences.

- **Ethical Blindness:** Failing to recognize a decision's moral dimension.

Example: When weighing whether to consume animal products, a person illustrates ethical blindness by failing to recognize a decision's moral dimension.

- **Ethical Fading:** Moral concerns becoming less salient during decisions.

Example: When weighing whether to consume animal products, a person illustrates ethical fading by moral concerns becoming less salient during decisions.

- **Deontology:** Judging actions through duties or rules.



Example: A vegan refuses to buy animal products because they believe using sentient beings merely as means violates a duty.

- **Consequentialism:** Judging actions through their outcomes.

Example: Someone compares food systems by their likely effects on animal suffering, human health, and the environment.

- **Utilitarianism:** Consequentialist theory emphasizing overall well-being.

Example: Someone chooses a diet by considering how to improve overall well-being for humans and nonhuman animals.

- **Virtue Ethics:** Ethics centered on character and virtues.

Example: Someone practices compassion and restraint by choosing meals that reflect those character traits.

- **Ethical Egoism:** The view that one ought to pursue one's own interests.

Example: When weighing whether to consume animal products, a person illustrates ethical egoism by the view that one ought to pursue one's own interests.

- **Altruism:** Concern for others' well-being.

Example: Someone volunteers at an animal sanctuary without expecting a reward.

- **Moral Circle:** The beings included in one's moral consideration.

Example: Someone extends moral concern beyond humans and companion animals to farmed animals.

- **Speciesism:** Unequal moral consideration based on species without adequate justification.

Example: Someone rejects harming dogs for pleasure but accepts comparable harm to pigs solely because they are pigs.

- **Anthropocentrism:** Centering humans in moral consideration.

Example: Someone evaluates animal farming only by its benefits to humans, disregarding animal interests.

- **Sentientism:** Giving moral consideration to beings with subjective experience.

Example: Someone argues that an animal's capacity for suffering matters morally regardless of its species.

- **Cognitive Empathy:** Understanding another being's perspective.

Example: When weighing whether to consume animal products, a person illustrates cognitive empathy by understanding another being's perspective.

- **Moral Injury:** Distress after violations of deeply held moral beliefs.

Example: When weighing whether to consume animal products, a person illustrates moral injury by distress after violations of deeply held moral beliefs.

- **Normalization of Deviance:** Gradually accepting harmful practices as routine.

Example: When weighing whether to consume animal products, a person illustrates normalization of deviance by gradually accepting harmful practices as routine.

12. ADVANCED COGNITIVE & PHILOSOPHICAL CONCEPTS

- **Metacognition:** Thinking about one's own thinking.

Example: In a discussion about veganism and animal agriculture, someone displays metacognition by thinking about one's own thinking, rather than carefully examining the specific claim and its context.

- **Meta-Belief:** A belief about beliefs.

Example: In a discussion about veganism and animal agriculture, someone displays meta-belief by a belief about beliefs, rather than carefully examining the specific claim and its context.

- **Second-Order Thinking:** Considering indirect and longer-term effects.



Example: In a discussion about veganism and animal agriculture, someone displays second-order thinking by considering indirect and longer-term effects, rather than carefully examining the specific claim and its context.

- **Systems Thinking:** Understanding relationships in interconnected systems.

Example: In a discussion about veganism and animal agriculture, someone displays systems thinking by understanding relationships in interconnected systems, rather than carefully examining the specific claim and its context.

- **Reductionism:** Explaining complexity through simpler components.

Example: In a discussion about veganism and animal agriculture, someone displays reductionism by explaining complexity through simpler components, rather than carefully examining the specific claim and its context.

- **Emergence:** Complex patterns arising from simpler interactions.

Example: In a discussion about veganism and animal agriculture, someone displays emergence by complex patterns arising from simpler interactions, rather than carefully examining the specific claim and its context.

- **Dialectical Thinking:** Considering opposing ideas and their relationships.

Example: In a discussion about veganism and animal agriculture, someone displays dialectical thinking by considering opposing ideas and their relationships, rather than carefully examining the specific claim and its context.

- **Cognitive Distortion:** A habitual pattern of inaccurate or unhelpful thinking.

Example: In a discussion about veganism and animal agriculture, someone displays cognitive distortion by a habitual pattern of inaccurate or unhelpful thinking, rather than carefully examining the specific claim and its context.

- **Catastrophizing:** Expecting the worst possible outcome.

Example: "If I forget my vegan lunch once, my whole diet will collapse."

- **Black-and-White Thinking:** Seeing situations through rigid extremes.

Example: "Either my vegan diet is perfectly ethical or it is completely worthless."

- **Overgeneralization:** Applying a limited experience too broadly.

Example: "One vegan restaurant served bad food, so all vegan food tastes bad."

- **Mind Reading:** Assuming another's thoughts without evidence.

Example: "That waiter definitely thinks I'm annoying because I asked whether the soup is vegan."

- **Emotional Reasoning:** Treating feelings as proof of objective facts.

Example: "I feel anxious about soy, so soy must be dangerous."

- **Personalization:** Taking excessive responsibility for events.

Example: "My friend ordered a burger, so I must have failed as a vegan advocate."

- **Mental Filtering:** Focusing narrowly on selected details.

Example: Someone remembers one disappointing vegan meal but ignores dozens they enjoyed.

- **Illusory Correlation:** Perceiving unsupported relationships.

Example: In a discussion about veganism and animal agriculture, someone displays illusory correlation by perceiving unsupported relationships, rather than carefully examining the specific claim and its context.

- **Apophenia:** Seeing meaningful patterns in random information.

Example: In a discussion about veganism and animal agriculture, someone displays apophenia by seeing meaningful patterns in random information, rather than carefully examining the specific claim and its context.

- **Pareidolia:** Seeing recognizable shapes in ambiguous stimuli.

Example: In a discussion about veganism and animal agriculture, someone displays pareidolia by seeing recognizable shapes in ambiguous stimuli, rather than carefully examining the specific claim and its context.

- **Confabulation:** Producing inaccurate memories without intent to deceive.



Example: In a discussion about veganism and animal agriculture, someone displays confabulation by producing inaccurate memories without intent to deceive, rather than carefully examining the specific claim and its context.

- **Cryptomnesia:** Mistaking forgotten information for an original idea.

Example: In a discussion about veganism and animal agriculture, someone displays cryptomnesia by mistaking forgotten information for an original idea, rather than carefully examining the specific claim and its context.

- **Source Monitoring Error:** Misremembering where information came from.

Example: In a discussion about veganism and animal agriculture, someone displays source monitoring error by misremembering where information came from, rather than carefully examining the specific claim and its context.

- **False Memory:** Remembering something inaccurately or that did not happen.

Example: In a discussion about veganism and animal agriculture, someone displays false memory by remembering something inaccurately or that did not happen, rather than carefully examining the specific claim and its context.

- **Narrative Fallacy:** Creating overly coherent stories about complex events.

Example: In a discussion about veganism and animal agriculture, someone displays narrative fallacy by creating overly coherent stories about complex events, rather than carefully examining the specific claim and its context.

- **Illusion of Explanatory Depth:** Overestimating one's understanding.

Example: In a discussion about veganism and animal agriculture, someone displays illusion of explanatory depth by overestimating one's understanding, rather than carefully examining the specific claim and its context.

- **Semmelweis Reflex:** Rejecting evidence that conflicts with established beliefs.

Example: In a discussion about veganism and animal agriculture, someone displays semmelweis reflex by rejecting evidence that conflicts with established beliefs, rather than carefully examining the specific claim and its context.

- **Belief Polarization:** Opposing groups growing more divided.

Example: In a discussion about veganism and animal agriculture, someone displays belief polarization by opposing groups growing more divided, rather than carefully examining the specific claim and its context.

- **Identity-Protective Cognition:** Processing information to protect social identity.

Example: In a discussion about veganism and animal agriculture, someone displays identity-protective cognition by processing information to protect social identity, rather than carefully examining the specific claim and its context.

- **Epistemic Vigilance:** Assessing the trustworthiness of information and sources.

Example: In a discussion about veganism and animal agriculture, someone displays epistemic vigilance by assessing the trustworthiness of information and sources, rather than carefully examining the specific claim and its context.

13. PRACTICAL CONVERSATIONAL IDENTIFICATION

What someone says or does → a possible concept. The term applies only when the context supports it.

"You are stupid, so you are wrong." → **Ad Hominem**

"So you think every meat eater is evil?" → **Straw Man, if that misstates the claim**

"What about pollution from your phone?" → **Potential Red Herring / Whataboutism**

"Humans have always eaten meat." → **Appeal to Tradition if offered as moral proof**

"Lions eat animals, so it is right." → **Appeal to Nature**

"Eating meat is legal, so it is ethical." → **Appeal to Legality**

"Most people eat meat, so it must be right." → **Appeal to Popularity**

"My doctor says so, therefore it is unquestionably true." → **Potential Appeal to Authority**

"Either eat animals or starve." → **False Dichotomy**

"You are not perfect either." → **Tu Quoque if used to dismiss the argument**

"Prove my unsupported claim is false." → **Improper Burden of Proof Shifting**



Changing requirements after evidence is given → **Moving the Goalposts**
Repeating a claim without addressing objections → **Argument by Repetition**
Introducing dozens of points at once → **Potential Gish Gallop**
"I am winning this debate." → **Competitive Framing / Victory Declaration**
"Stop being emotional." → **Potential Tone Policing**
"That is just how life works." → **Potential Thought-Terminating Cliché**
Misquoting a statement out of context → **Quote Mining / Contextomy**
Refusing a direct question → **Evasion**
Switching to an unrelated subject → **Deflection / Derailment**
Only accepting evidence that favors one side → **Potential Confirmation Bias / Selective Skepticism**
Repeatedly manipulating someone to doubt memory → **Potential Gaslighting**
"You made me do this." → **Potential Blame-Shifting**
"Everyone agrees with me." → **Potential Appeal to Popularity**
"No real vegan would do that." → **Potential No True Scotsman**
"If it cannot prevent all deaths, it is pointless." → **Nirvana Fallacy**
"Plants react, so eating them equals eating animals." → **Potential False Equivalence; assess premises**
"We invested too much to change now." → **Sunk Cost Fallacy**
"It feels true, so it must be." → **Emotional Reasoning**

14. HOW TO ARTICULATE THE CONCEPTS

Use a three-step approach: identify the issue → explain the problem → return to the original claim. Naming a fallacy is not a substitute for showing why it applies.

Straw Man: "That is not the position I stated. I am questioning the ethics of the practice, not claiming every participant is evil."

Red Herring: "That is a separate issue. We can address it, but first let us finish the original question."

Appeal to Authority: "Relevant expertise matters, but what evidence supports that specific claim?"

False Dichotomy: "Those are not the only possible options. What alternatives are being left out?"

Moving the Goalposts: "I addressed the original standard. Why has the standard changed?"

Competitive Framing: "I am interested in the reasoning and evidence, not declaring a winner."

Thought-Terminating Cliché: "That phrase does not answer the underlying question. What reasoning supports it?"

Tu Quoque: "Even if I were inconsistent, that would not establish whether this claim is true."

Nirvana Fallacy: "A solution need not eliminate every harm to improve outcomes. Let us compare realistic alternatives."

Gish Gallop: "You have raised many claims. Let us examine one at a time."

Deflection: "That does not answer my question. Can we return to the original point?"

Selective Skepticism: "Can we apply the same evidentiary standard to both positions?"

15. ESSENTIAL DISTINCTIONS

- **Logical fallacy:** A problem in how an argument supports a conclusion.

Example: *When weighing whether to consume animal products, a person illustrates logical fallacy by a problem in how an argument supports a conclusion.*



- **Cognitive bias:** A mental tendency that may distort judgment.

Example: *When weighing whether to consume animal products, a person illustrates cognitive bias by a mental tendency that may distort judgment.*

- **Intellectual dishonesty:** Knowing misrepresentation; intent must not be assumed.

Example: *When weighing whether to consume animal products, a person illustrates intellectual dishonesty by knowing misrepresentation; intent must not be assumed.*

- **Psychological manipulation:** Behavior used to improperly influence or control.

Example: *When weighing whether to consume animal products, a person illustrates psychological manipulation by behavior used to improperly influence or control.*

- **Rhetorical technique:** A method of shaping how an issue is presented.

Example: *When weighing whether to consume animal products, a person illustrates rhetorical technique by a method of shaping how an issue is presented.*

- **Ethical reasoning:** Assessment of moral justification.

Example: *When weighing whether to consume animal products, a person illustrates ethical reasoning by assessment of moral justification.*

- **Epistemology:** Assessment of knowledge and evidence.

Example: *When weighing whether to consume animal products, a person illustrates epistemology by assessment of knowledge and evidence.*

- **Conversational dynamics:** How participants interact and manage disagreement.

Example: *When weighing whether to consume animal products, a person illustrates conversational dynamics by how participants interact and manage disagreement.*

- **Critical thinking:** Careful examination of claims, assumptions, and evidence.

Example: *When weighing whether to consume animal products, a person illustrates critical thinking by careful examination of claims, assumptions, and evidence.*

KEY PRINCIPLE: Identify the reasoning problem before assigning a label. Disagreement is not proof of bad faith; a citation to an expert is not automatically fallacious; a difficult conversation is not automatically manipulation.

