

**Appeal to  
Popularity**

**False Cause or  
Post Hoc**

**Appeal to  
Ignorance**

**Hasty Generalization  
or Correlation  
Implies Causation**

**Limited  
Choice or  
False Dilemma**

**Appeal to  
Emotion**

**Personal  
Attack**

**Circular  
Reasoning**

**Diversion or  
Red Herring**

**Straw  
Man**

A came before B; therefore,  
A caused B.

Many people believe p is  
true; therefore, p is true.

A and B are linked one or a  
few times; therefore,  
A causes B  
Or B causes A.

There is no proof that p is  
true; therefore, p is false.

p is associated with a  
positive emotional response;  
therefore, p is true.

p is false;  
Therefore, only q can be true.

p is true; therefore, p  
restated in a different way is  
true.

I have a problem with the  
person or group claiming p;  
therefore, p is not true.

I have an argument  
regarding an oversimplified  
or distorted version of p;  
therefore, I hope you will  
believe it is true about the  
real version of p.

p is related to q and I have  
an argument regarding q;  
therefore, p is true.

"Everyone is buying these jeans, so they are the best."

"No one has proven it isn't Bigfoot in the photo, so it must be Bigfoot."

"Either those lights in the sky were an airplane or aliens. There are no airplanes scheduled for tonight, so it must be aliens."

"Vote against the healthcare bill because 'Lying Laura' supports it."

"We can't worry about the environment, we're in the middle of a war."

"Today I wore a red shirt, and my team won! I will wear a red shirt every time they play to make sure they keep winning."

"Months with high ice cream sales also have a high rate of deaths by drowning. Therefore, ice cream must be causing people to drown."

"If you care enough to send the very best you will buy this brand of card."

"Only an untrustworthy person would run for office. The fact that politicians are untrustworthy is proof of this."

"Senator Jones has proposed reducing military funding by 10%. Apparently, he wants to leave us defenseless against attacks by terrorists."

