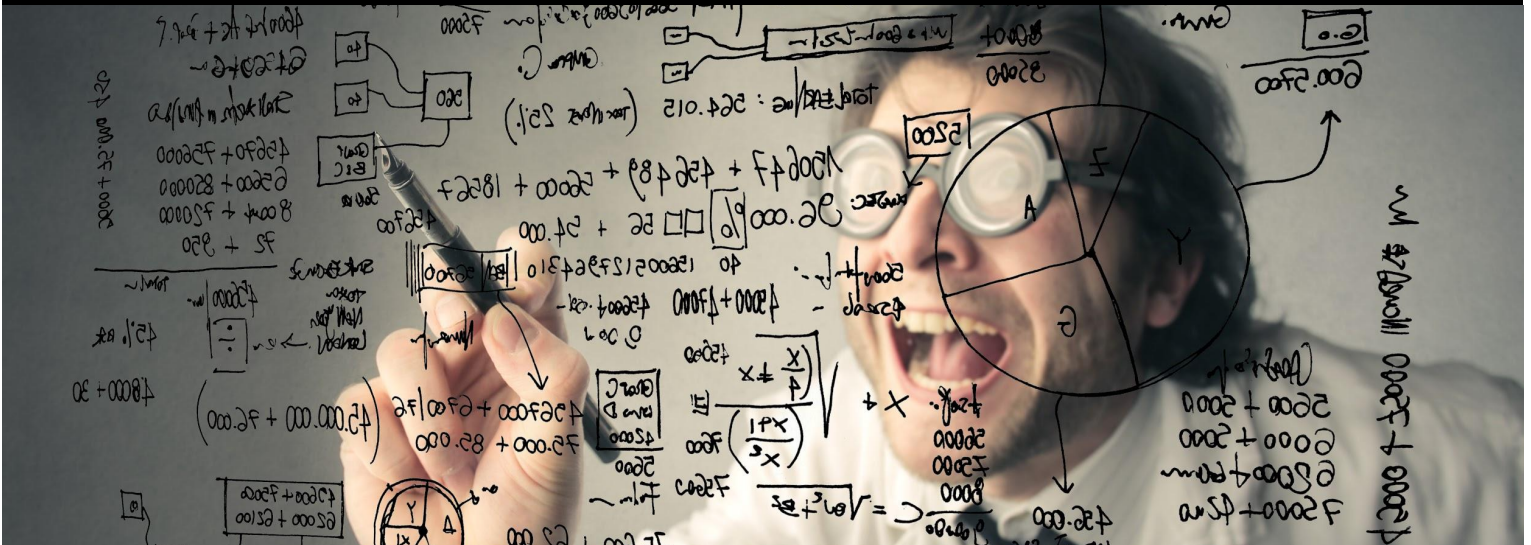


# Debunking pseudoscientific claims:

## Science in the era of alternative facts and Internet



We live in an era of open, widely accessible information, yet one where “alternative facts” and pseudoscience are pervasive.

Join Professor Maxim Sukharev, ASU associate professor of physics, as he discusses the scientific method of inquiry and then applies it to **pseudoscientific claims** ranging from the seemingly harmless (like harvesting energy from nothing or UFO abductions) to the quite dangerous (like claims of medical remedies for incurable diseases) — demonstrating that all of them are unsubstantiated.

No prior knowledge of physics is required!

### Maxim Sukharev

has authored more than 60 publications in the world’s leading peer-reviewed journals in physics, chemistry, and materials sciences.

Sukharev’s research interests include nano-optics, computational electrodynamics, and light-matter interaction.

Before joining ASU as an assistant professor in 2008, he was a postdoctoral fellow at Northwestern University. Sukharev earned a doctorate in laser physics from the Russian Academy of Sciences, Moscow.

For more information about the event, contact Maxim Sukharev at:

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Friday, Sept. 22, 2017  
4 - 5 p.m.

Student Union,  
Cooley Ballroom C  
Polytechnic campus

[asu.edu/map](http://asu.edu/map)



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