

	Very Unlikely	Unlikely	Likely	Very Likely
“New Coke”—launched in 1985—was deliberately inferior and was part of a marketing ploy designed to boost sales when Coca-Cola Classic was reintroduced.*				
AIDS is caused by the HIV virus.				
Man-made climate change is a hoax.				
Martin Luther King, Jr., was killed by the FBI and/or CIA.				
Princess Diana was killed in a plot organized by members of the British royal family.				
Smoking increases your risk of lung cancer.				
The moon landings were faked.				
The U.S. government and/or military has evidence of aliens that it has covered up (e.g., at Roswell or Area 51).				
The U.S. government organized 9/11, or at least allowed it to happen, in order to have an excuse to invade Afghanistan and/or to restrict civil liberties at home.				
The U.S. government deliberately allowed the attack on Pearl Harbor, as it wanted a reason to enter the Second World War.				

* Non-U.S. readers might not be familiar with the “New Coke” saga. The fact that the company launched New Coke, only to reintroduce Coca-Cola Classic shortly afterward is undisputed. The claim that you are being asked to judge is that New Coke was deliberately designed to be inferior to the previous recipe.