REACHING OUT: WHY AND HOW TO ENGAGE THE PUBLIC

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WHERE DO YOU GET YOUR NEWS?

Also, how often do you check the news, and do you generally have faith in what you hear or read?

Post in chat.

The look of a doomscreller. clevelandclinic.org
AMERICANS’ TRUST IN MASS MEDIA

Results based on telephone interviews Aug. 31-Sept. 13, 2020, with a random sample of 1,019 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia. 70% cellphone respondents and 30% landline respondents, selected using random-digit-dial methods.
TRUST IN MEDIA BY PARTY AFFILIATION

A 10% decrease in 2 years?!
BY AGE GROUP

% Great deal/Fair amount of trust

18 to 49 years old  50 and older

55 54 55 53 53 54 46 46 44 43 44 46 47 45 45
50 53 53 44 45 42 42 44 42 43 42 36 40 35 36
38 26

GALLUP
IF WE DON’T NECESSARILY TRUST NEWS, WHO DO WE TRUST?

**Figure 2: Who do you trust for information about climate change?**

<table>
<thead>
<tr>
<th>Source</th>
<th>Science agencies</th>
<th>Friends &amp; family</th>
<th>Political leaders</th>
<th>Religious leaders</th>
<th>Websites</th>
<th>Fox News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: POLES national survey, November/December 2016</td>
<td>73%</td>
<td>37%</td>
<td>34%</td>
<td>29%</td>
<td>29%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Note: Those who gave other responses or who did not give an answer are not shown.


PEW RESEARCH CENTER

UNH, 2017
BEING A TRUSTED SOURCE OF INFORMATION MEANS SOMETHING

- **Trump voters**
  - Expanded: 13%
  - Continued at same: 58%
  - Cut: 19%
  - Don't know: 10%

- **All others**
  - Expanded: 28%
  - Continued at same: 58%
  - Cut: 6%
  - Don't know: 6%

*Hamilton, Brunacini & Pfirnmar “Eyes Off the Earth?” Carney School of Public Policy, June 2017* (GSP NH survey, May 2017)
WHAT YOU NEED TO SELL

How **scientists** judge the merit of your proposal:

**Intellectual Merit:** The potential to advance knowledge.

How the **funding agency** judges the merit of your proposal:

**Broader Impacts:** The potential to benefit society and contribute to the achievement of specific, desired societal outcomes.
EXAMPLES OF OUTREACH

Remember, we (YOU!) are trying to make a difference in the world! There are a lot of ways to do this.

Have a clear goal in mind:

Improve STEM education and educator development
Increase public scientific literacy
Improve well-being of individuals in society
Develop a diverse, globally competitive STEM workforce
Increase partnerships between academia, industry, others
Enhance infrastructure for research and education
Encourage full participation of women, persons with disabilities, and underrepresented minorities in STEM
RESOURCES
You don’t have to do this all yourself!
You don’t have to reinvent the wheel! (But if you’d like to, I think we probably need some new wheels.)

[Link](https://ecampus.uaf.edu/) provides tons of resources related to course design

[Link](https://www.alaska.edu/k12outreach/) resources on K–12 outreach

Magma Chamber game board, designed by Shayla Sackinger, UAF ecampus intern
SCIENCE NEEDS YOUR VOICES

THANK YOU!
QUESTIONS?
DISCUSSION?

Sociology/Anthropology, George Mason University