



# COMMUNICATING CHALLENGING SCIENCE

Beth Forbes & Linda Pfeiffer

COLLEGE OF AGRICULTURE, DEPARTMENT OF AGRICULTURAL SCIENCES EDUCATION AND  
COMMUNICATION (ASEC)  
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**PURDUE**  
UNIVERSITY®

**150** YEARS  
OF  
GIANTLEAPS

# Overview

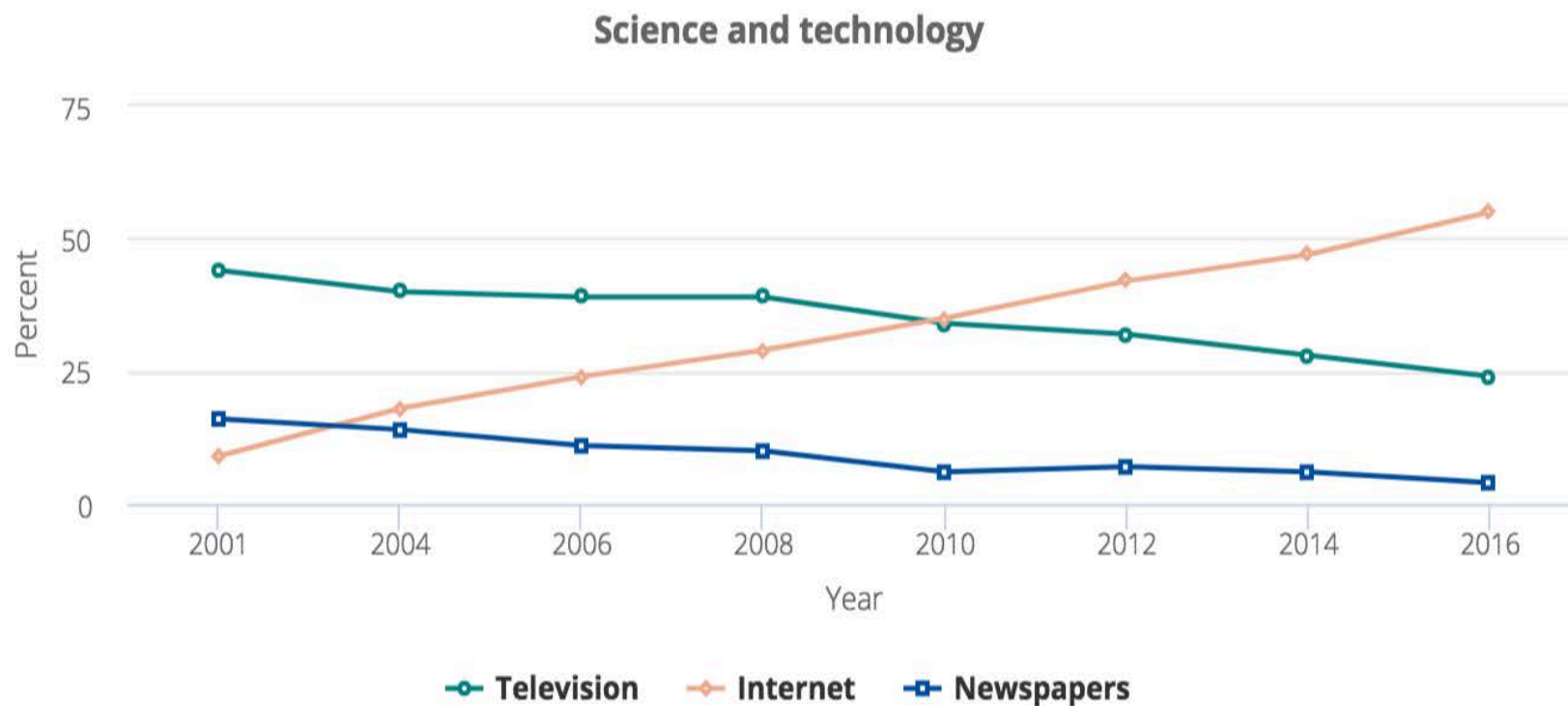
Science communication, why you need it, and how to do it!

- Introduction
- A case study of Fair Oaks Farms
- Practice preparing for an interview

# What is Science Communication?

*Sharing complex ideas in a way that is  
**meaningful** to your audience (often the public),  
is easily understood and memorable.*

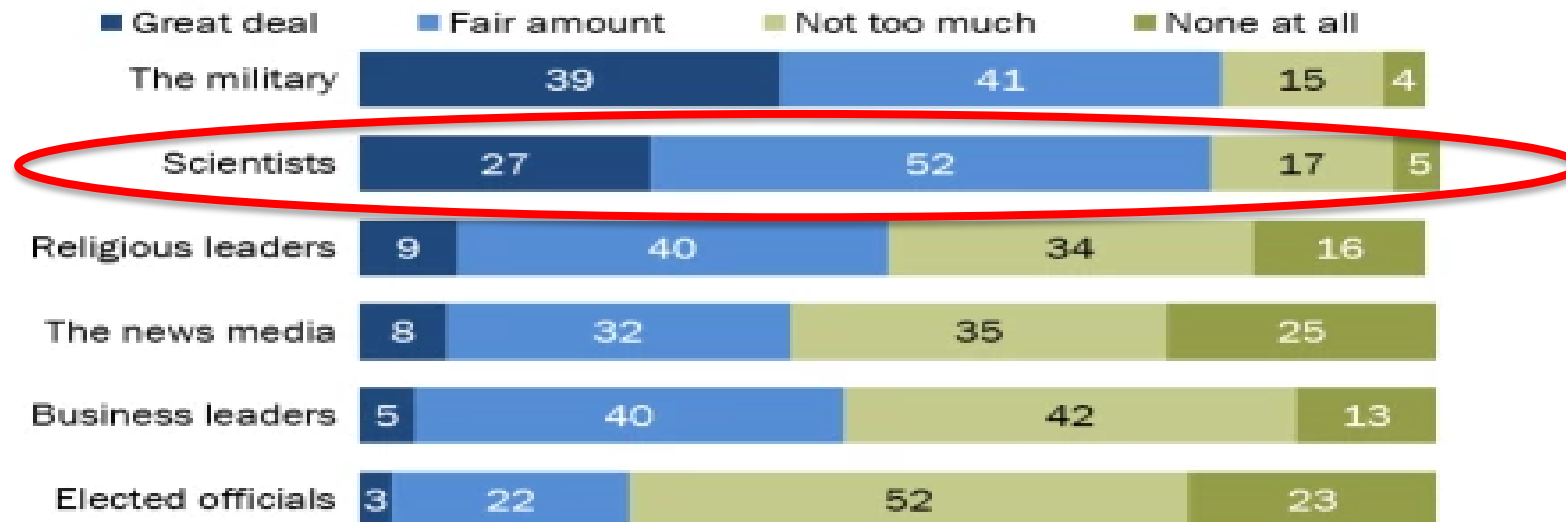
# Science information comes from the media!



# Science information comes from the media!

## Americans' trust in military, scientists relatively high; fewer trust media, business leaders, elected officials

*% of U.S. adults who say they have \_\_\_\_\_ of confidence in each of the following groups to act in the best interests of the public*



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 29-Feb. 13, 2018.

PEW RESEARCH CENTER

# Messaging is a process

1. Know your goals & the science

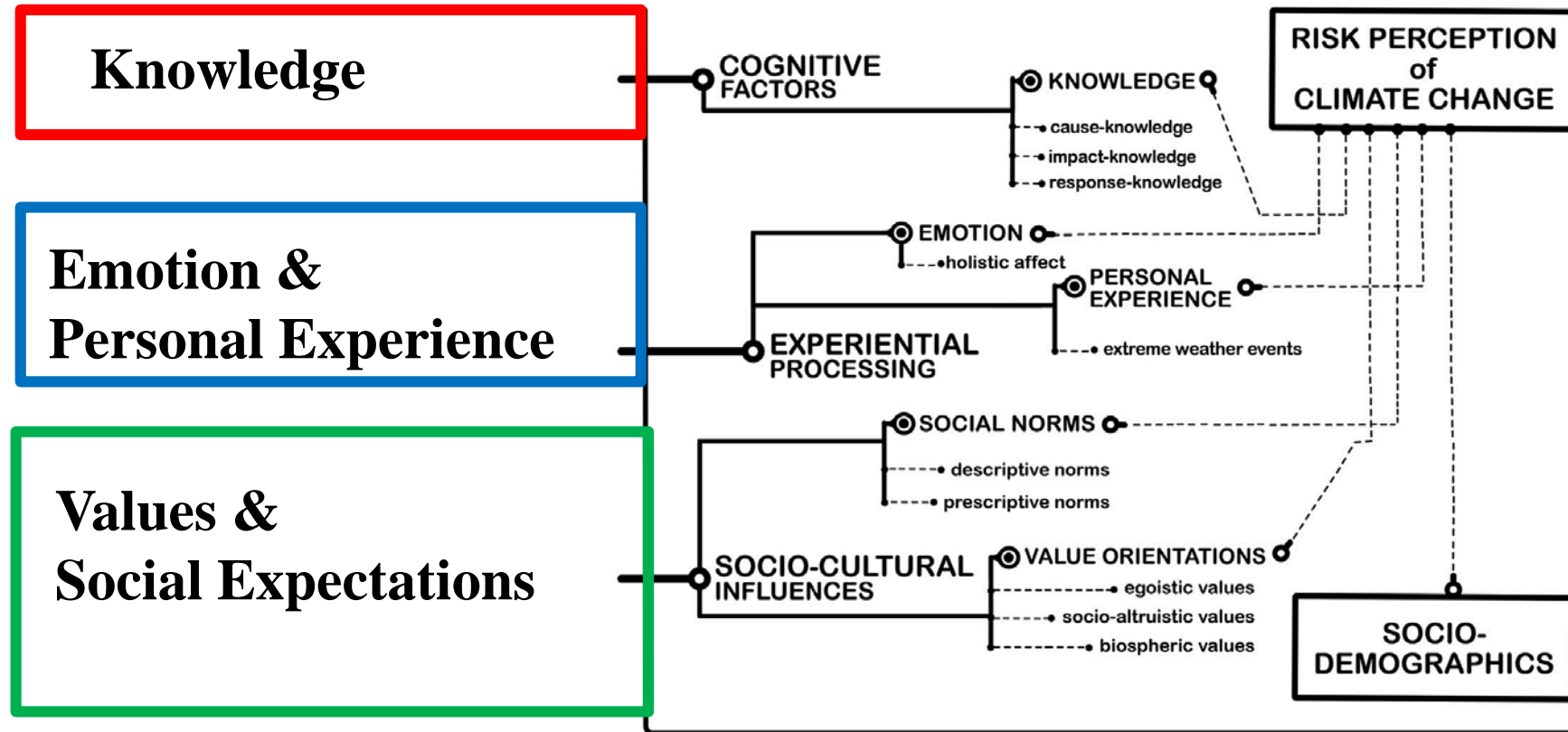
2. Know your audience (Social Norms, Trust/Credibility, past experience, knowledge -or misinformation )

3. Design & test your message

4. Finalize your message design

**MESSAGE TO YOUR TARGET AUDIENCE**

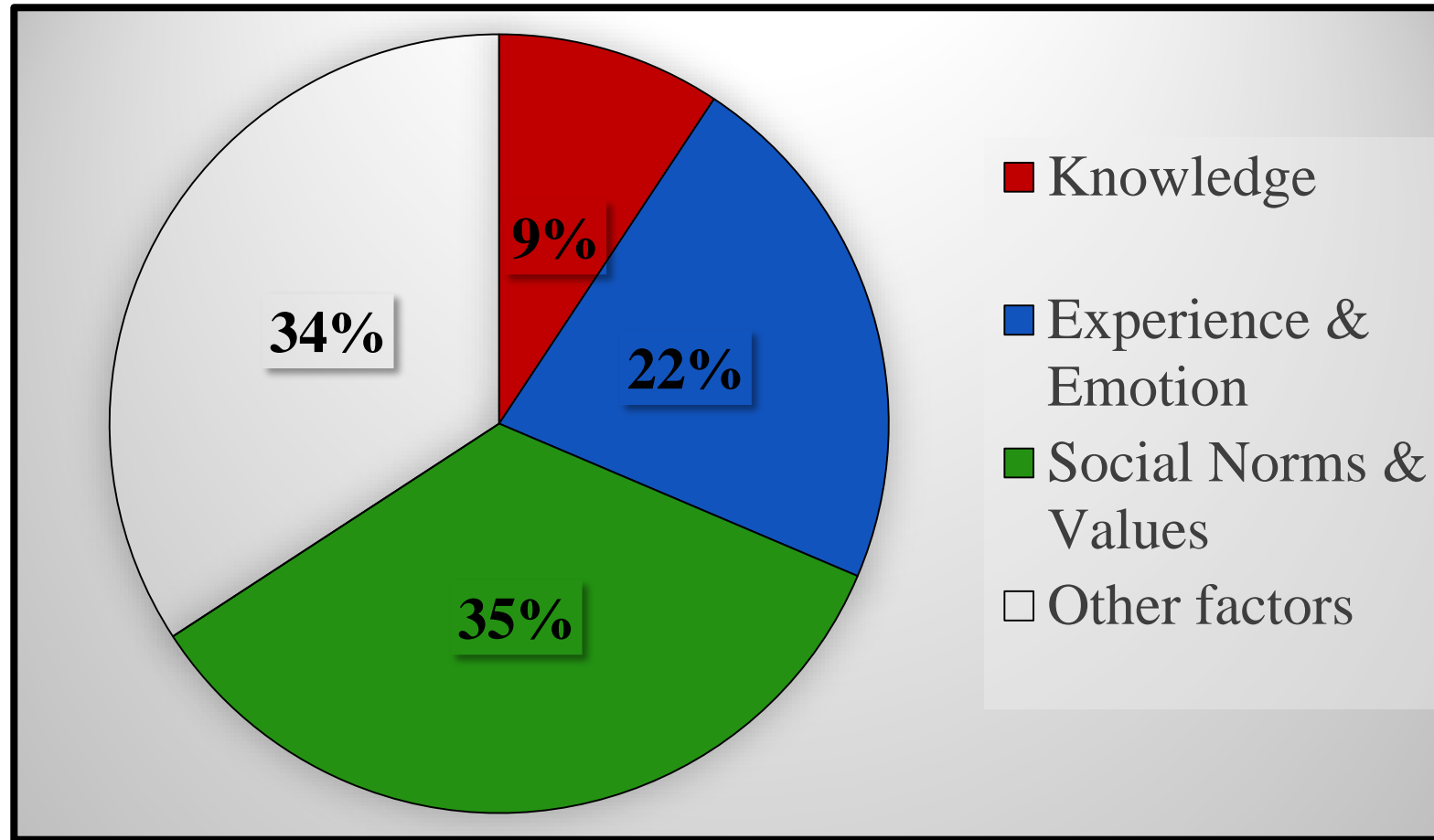
# Factors affecting public perception of science



Van der Linden 2016

Fig. 1. The climate change risk perception model (CCRPM).

# Factors affecting public perception



# Tell a good story!

People prefer a “narrative” approach for understanding science



# Case Study: Fair Oaks Farms

## Fair Oaks Messaging Strategy

- Indiana Animal Rights Alliance
- Fair Oaks Farm

# Case Study: Fair Oaks Farms

## Indiana Animal Rights Alliance



- ...one method of disposing of these runts is for farm workers to hold the piglets by their back legs and slam their heads against the concrete floor. ...Of course, this is often done in full view of the mothers. It's unclear whether Fair Oaks allows its visitors to witness how they dispose of these low-value animals.
- All for cheese and bacon.

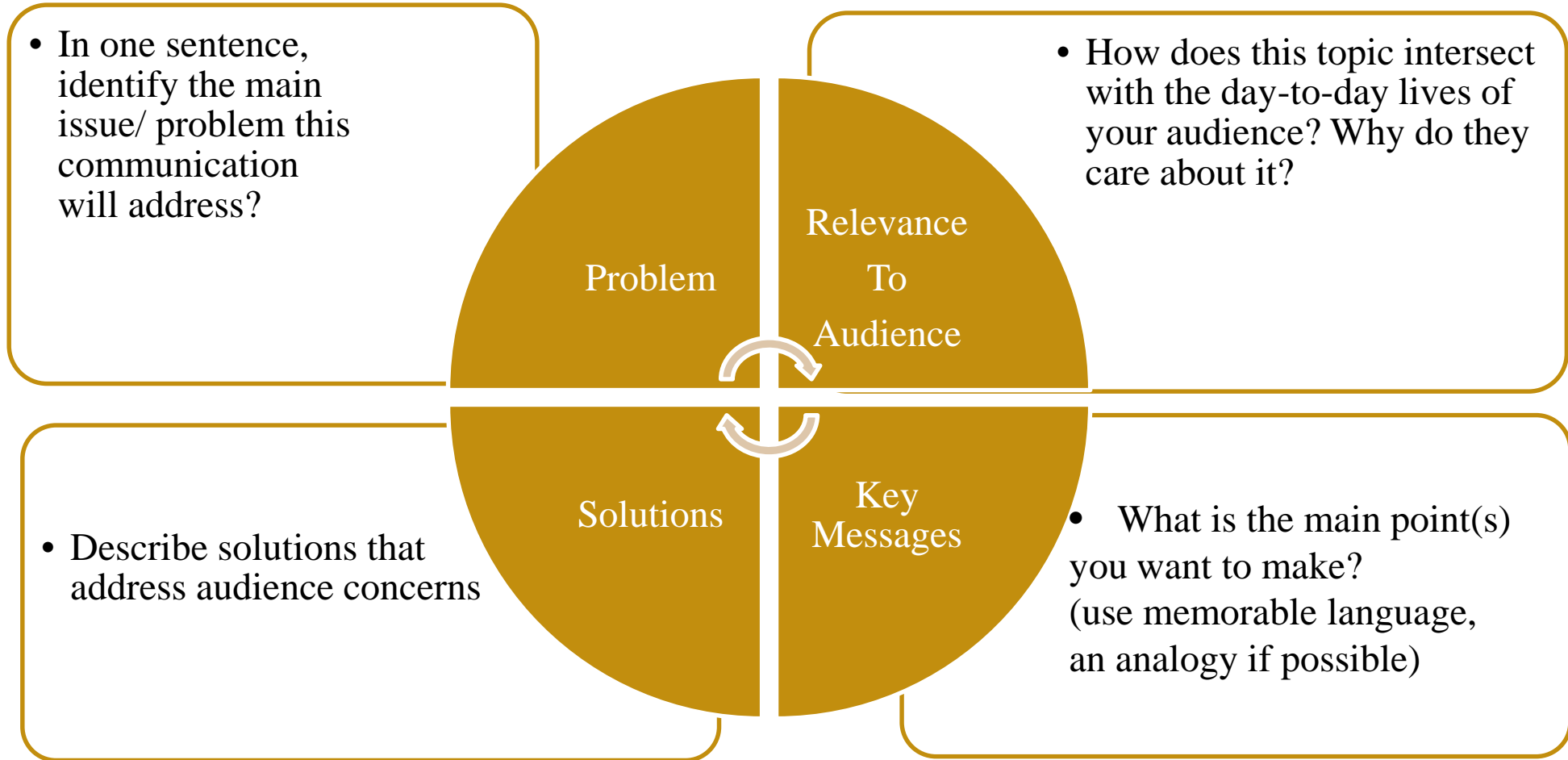
# Case Study: Fair Oaks Farms

## Indiana Animal Rights Alliance



- *The females are quickly moved to a dirty patch of ground and are fed a milk replacement instead of their own mothers' milk.*
- *If they're cold, they can go inside the hutch. If they're hot, they can come out. That's about it.*
- *Once they grow up and are able to be forcibly inseminated by a farmer, they can upgrade to these luxury conditions:*

# Strategy for media communication



# Interviews



Questions?

# Communication template

