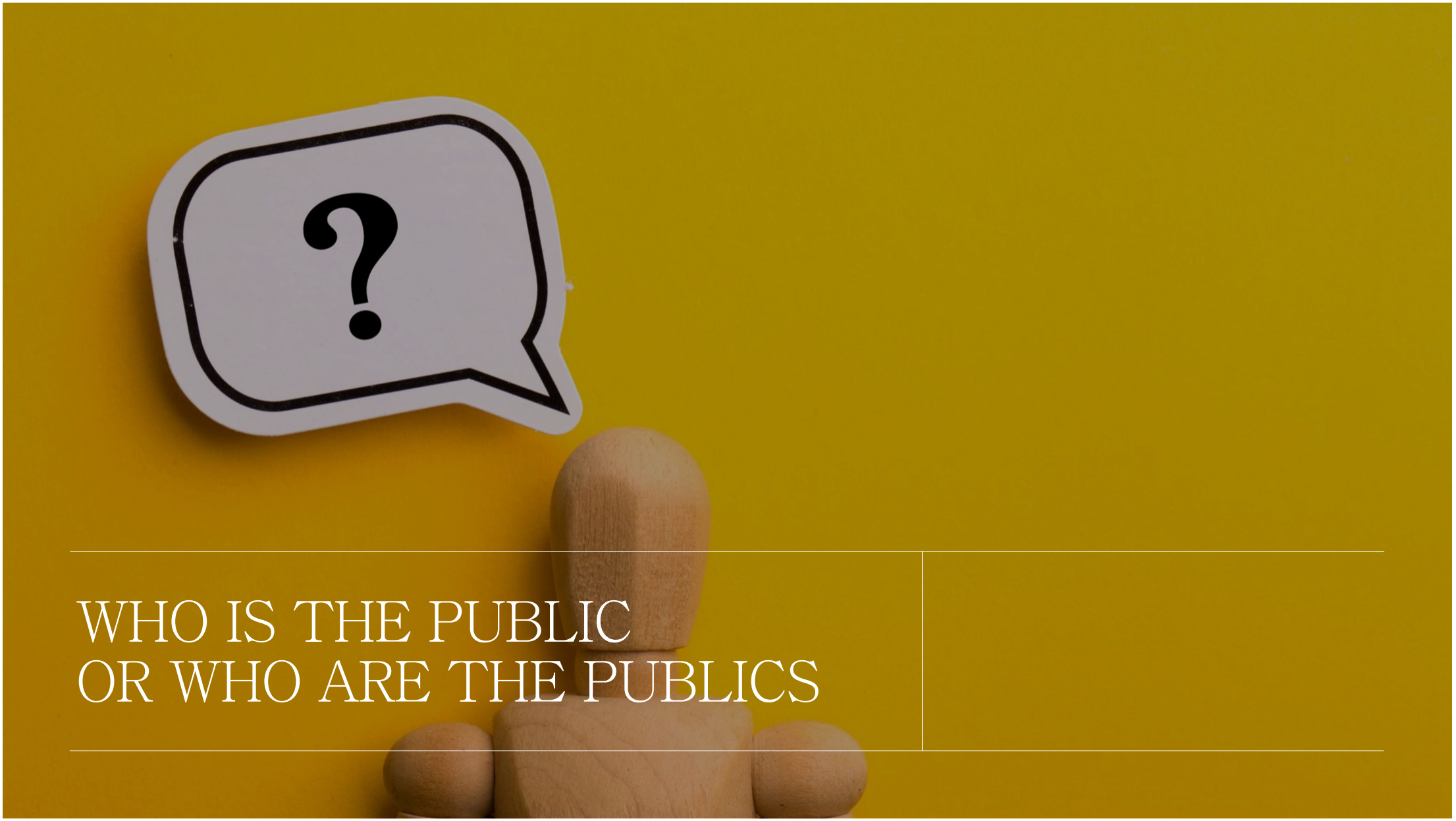
PUBLIC PERCEPTION OF SCIENCE

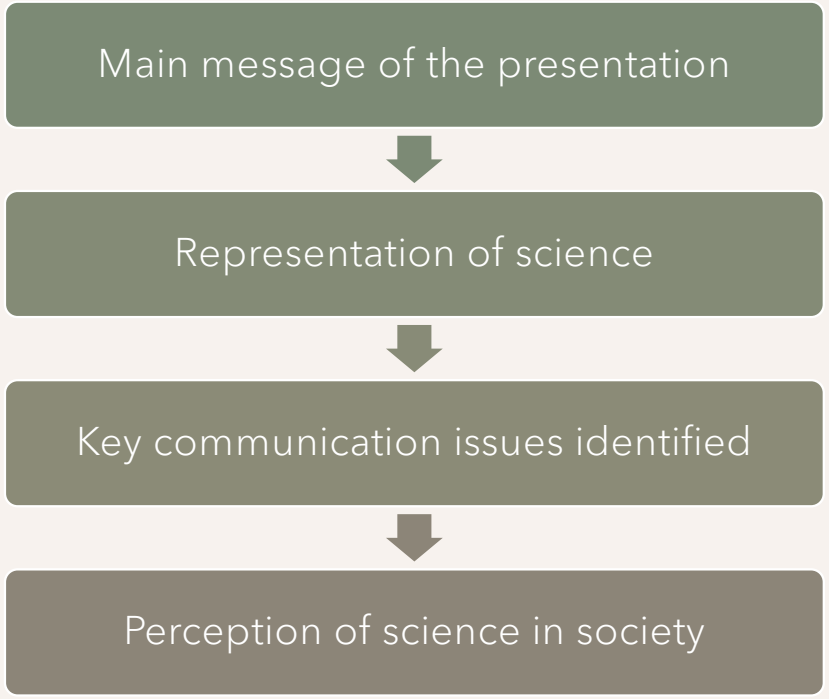
CRASC - LECTURE 6 - 09/03/26



WHO IS THE PUBLIC
OR WHO ARE THE PUBLICS

Analyse the two presentations about Climate Change.

“Climate Change Communication – Success or Failure?”



The presentation discusses **why communicating climate science is difficult even when scientific consensus exists.** It highlights that although the scientific community largely agrees about anthropogenic climate change, **public understanding and acceptance remain uneven.**

Main message of the presentation

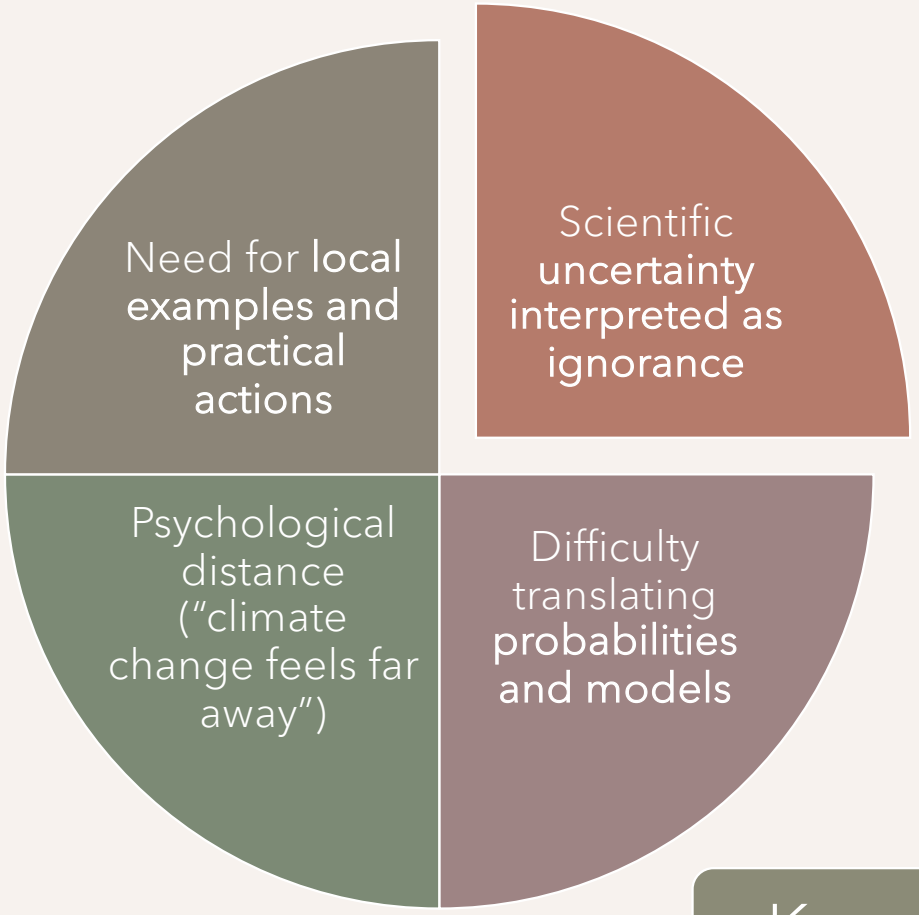
In this presentation, science is framed as:

Consensus-based knowledge

Produced through peer review and accumulated evidence

Reliable but complex and difficult to communicate

Representation of science



Key communication issues identified

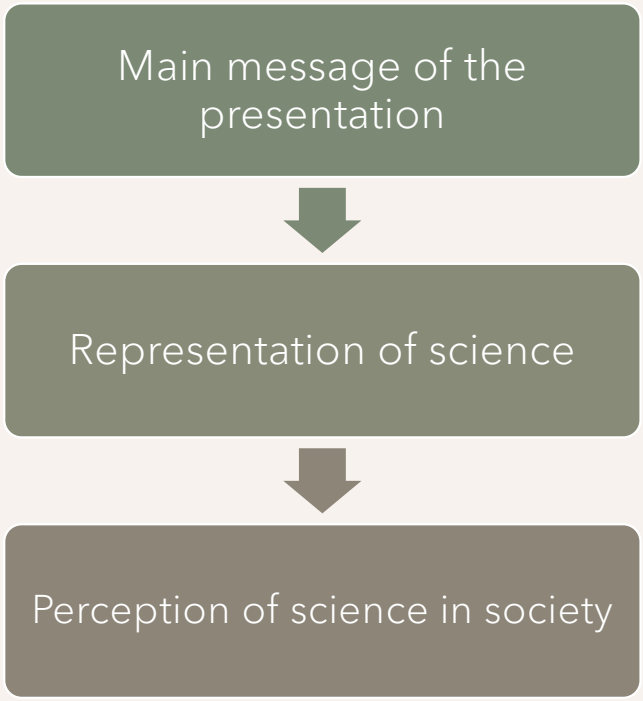
Science is perceived as:

Technically credible but socially distant

Something that requires translation for citizens

An authority that must gain trust through better communication

“Communicating Climate Change: Science, Risk, Attitudes & Behaviour”



The presentation shows that **knowledge alone does not determine public opinion about climate change**.

People's attitudes are influenced by **values, ideology, and social identity.**

Main message of the presentation

Science here is framed differently:

Not just a body of knowledge

But a **social issue embedded in politics, identity, and culture**

The presentation emphasizes that:

More scientific facts do not automatically change beliefs
Communication must consider risk perception and worldviews

Representation of science

Science is perceived as:

Part of a political and cultural debate

Interpreted through personal beliefs

Sometimes seen as **aligned with particular political agendas**

Aspect	Presentation 1	Presentation 2
Role of science	Objective knowledge base	Socially interpreted knowledge
Problem identified	Poor communication of evidence	Social and ideological filtering
Solution proposed	Better science communication	Framing messages according to values
Public perception	Science is complex and misunderstood	Science is interpreted through identity

TO WHOM AM I COMMUNICATING?

HOW WILL MY MESSAGE BE UNDERSTOOD? RECEIVED? INTERPRETED?

WILL MY PUBLIC BE INTERESTED?

https://youtu.be/WBagSvbm154?si=IfoChim5QlnqJo5o

Analyse the presentations focusing on
THE POINT OF VIEW AND THE PERSPECTIVES.

FIRST PERSON

SECOND PERSON

THIRD PERSON

In which way do the two presentations address different points of view and perspectives?

What is science communication? What affects science communication more: point of view or perspective?

point of view

IS HOW THE NARRATOR TELLS A STORY

perspective

IS WHO IS NARRATING THE STORY

The point of view is the specific stance or viewpoint of the communicator, often shaped by their background, expertise, and values.

A scientist communicating their own research, a journalist reporting on a scientific study, or a science educator explaining a concept to students.

Perspective in science communication refers to the broader context, understanding, and experiences of the audience, as well as the social, cultural, and political dimensions of the scientific issue.

Understanding the audience's existing knowledge, beliefs, and values related to the scientific topic, or considering the potential impact of the science on different communities.

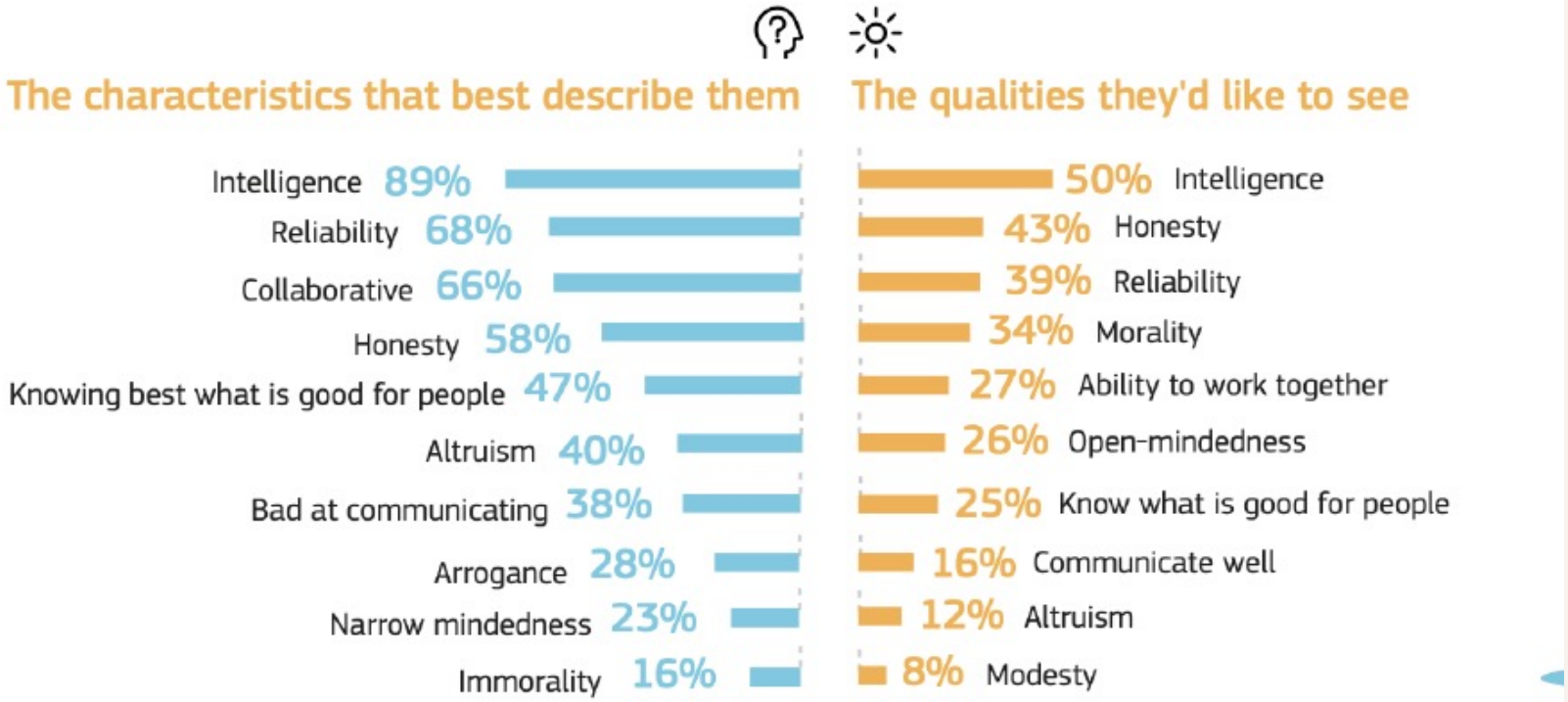

"Chimie"


masque
l'aquide
toxique

ABOUT YOUR PUBLIC

- age
- gender
- class
- education
- attitudes
- motivations
- what they know already
- expectations
- etc.

What EU citizens think of scientists



https://europa.eu/eurobarometer/surveys/detail/2237