



Dr. Kevin Folta

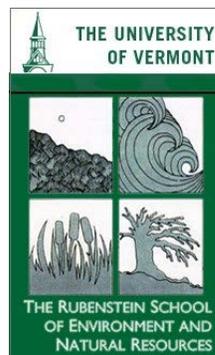
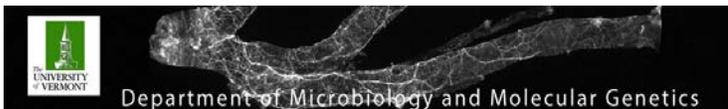
Professor and Chairman
Horticultural Sciences
University of Florida

Communicating Science with the Public- A Focus on Genetic Engineering

A concerned public is bombarded with curious information. The internet creates instant experts, and it is hard to know what to believe. Sadly, the real experts remain silent, with no desire to engage. The long learning curve, paired to the threats of harassment and intimidation, are all factors keeping scientists on the sidelines around hot-button public issues.

The science topics of vaccination, climate, fluoridation, biotechnology and evolution are all emotional discussions in the public space, where a scientific consensus stands aboard a firm platform.

Why is there such discussion? It is because of misinformation, fear, and often activist agenda. But how do we communicate on these topics effectively?



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