

Session 3.1 – Lost in translation?: Science advice, the media and social media

The problems

- The business model underpinning the news media is broken.
- Facebook and Google have all the power – news feed analytics drive everything.
- Traditional media speaks only to a subset of the public. Reaching the rest means understanding them, and they don't.
- #BREXIT is a wake-up call – people now distrust what is presented as fact.
- Scientists and science policy makers are not well-equipped to communicate.
- In times of crisis – scientists often missing in action – doesn't engender trust.

The solutions

- A proper conversation about the type of media and news values we want.
- Social media is a big opportunity – learn the successful traits of the advocates and offer better opportunities for the public to engage.
- Build capability in science and science policy communication – training.
- Pure science advice doesn't always work – we need more honest brokers.
- "Society literacy" required for scientists and journalists.
- Critical thinking and media literacy skills developed at a young age.