

The National Academies of
SCIENCES • ENGINEERING • MEDICINE

Standing Committee on Advancing Science Communication

Open Session Meeting Agenda

October 23, 2020

OPEN SESSION	11:15 am - 1:00 pm
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ZOOM INFORMATION TO BE PROVIDED

Validity and Users of Sources of Information about Science

Understanding the information sources people use for information has important implications for communicating about science and health. Recent data suggest that local television and other legacy media far outpace online or social media as primary information sources for the U.S. public. These data seem to directly contradict data from the National Science Board's Science Indicator surveys and from self-reports in other surveys. These data also seem to be at odds with the widespread concerns voiced during the recent COVID-19 pandemic that social media created an "infodemic," with misinformation being rampant and widespread.

This raises a host of questions:

- What data do we have (or should we have) about information sources for science? Surveys? Ratings data? Or audience metrics from social media platforms like Facebook?
- How should we reconcile conflicting findings across different sources?
- What explains discrepancies across different sources of data? Are we at a point where some sources of data are no longer reliable?
- What do we know about effects?

Panelists will offer brief remarks and address these questions in a moderated panel discussion.

Moderator: Dietram Scheufele

❖ Duncan Watts

Penn Integrates Knowledge University Professor, University of Pennsylvania

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- ❖ Solomon Messing
Chief Scientist, Lockwood Strategy (ACRONYM) and Affiliated Researcher, Georgetown University

- ❖ Courtney Kennedy
Director of Survey Research, Pew Research Center

- ❖ Kathleen Hall Jamieson
Elizabeth Ware Packard Professor of Communication, University of Pennsylvania's Annenberg School for Communication

12:20 Q&A

1:00 Adjourn