

Communication Reception Filters

- **Language**
- **Gender**
- **Age (younger, elderly)**
- **Low literacy**
- **Low Internet/social media literacy**
- **Economic Status**
- **Ethnicity/culture (not just language)**
- **Social class**
- **Political ideology**
- **Lived experiences**
- **Blindness**
- **Hearing difficulties**

From: Scrimshaw, S. C. "Science, Health and Cultural Literacy in a Rapidly Changing Communications Landscape,"
Proceedings of the National Academy of Sciences Apr 2019, 116 (16) 7650-7655; DOI: 10.1073/pnas.1807218116

Insider view

Outsider view