

TRUSTED SOURCES IN HAZARDS COMMUNICATION

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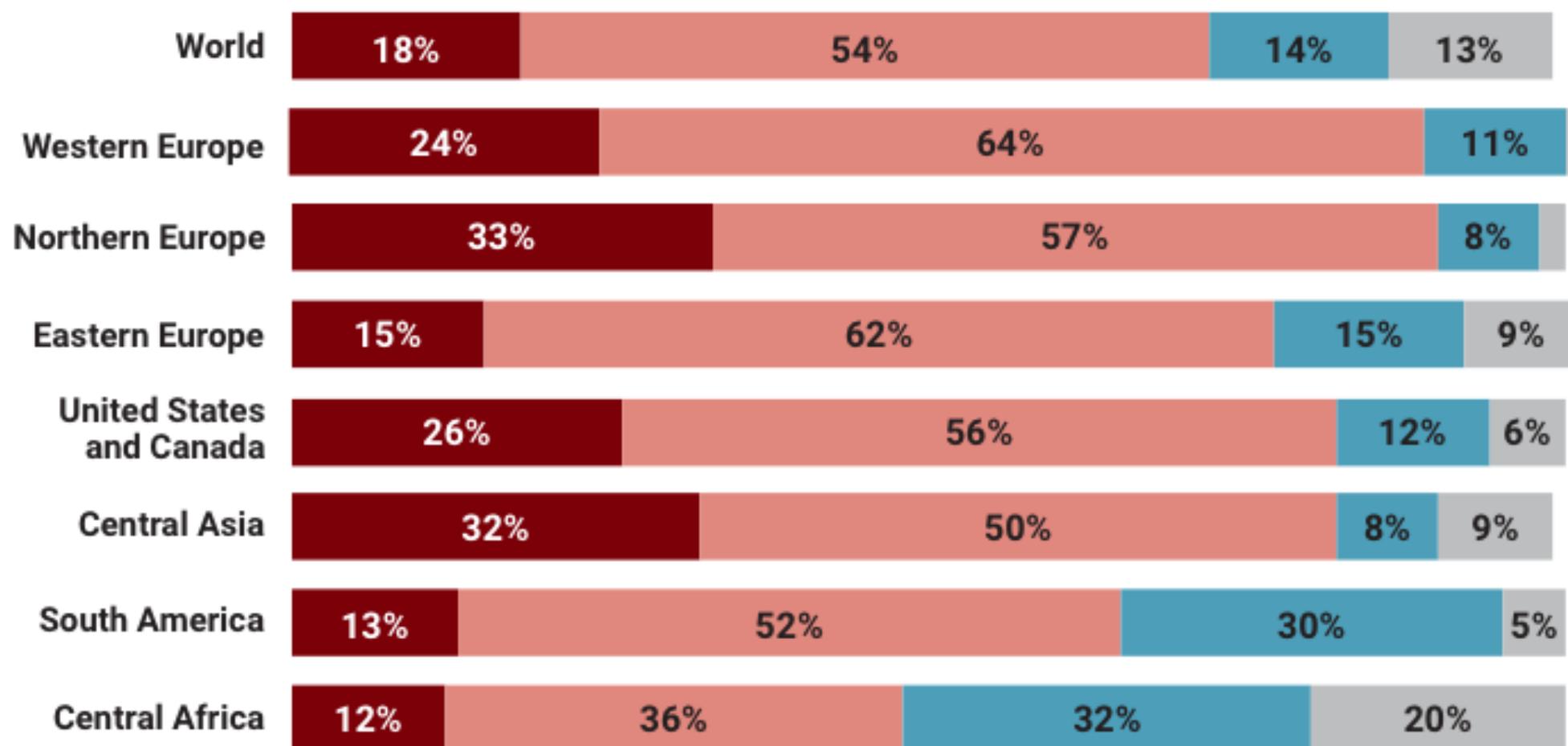
Scientists

- What is an appropriate science source for a hazards story?
- How do you find them?
- What is your timeline for needing them?

Journalists

- What is an appropriate science source for a hazards story?
- How can you best prepare to be a source?
- How do you determine what topics to speak to and which to defer to others?

Level of trust in scientists, by selected regions ● High ● Medium ● Low ● Don't know/don't answer

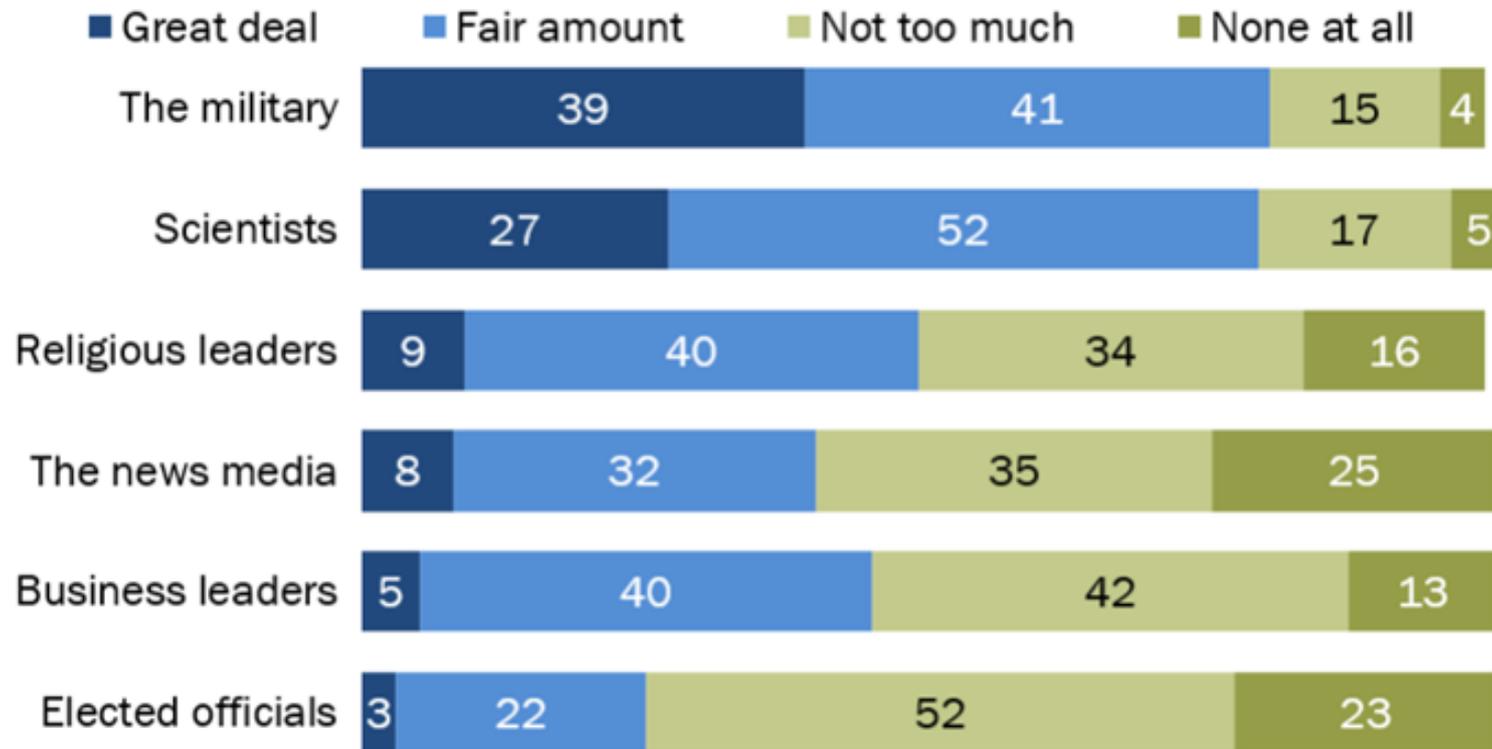


Percentages are rounded and may not add up to 100%. (GRAPHIC) A. CUADRA/SCIENCE; (DATA) [WELLCOME GLOBAL MONITOR](#)

These are the countries that trust scientists the most—and the least

Americans' trust in military, scientists relatively high; fewer trust media, business leaders, elected officials

% of U.S. adults who say they have _____ of confidence in each of the following groups to act in the best interests of the public



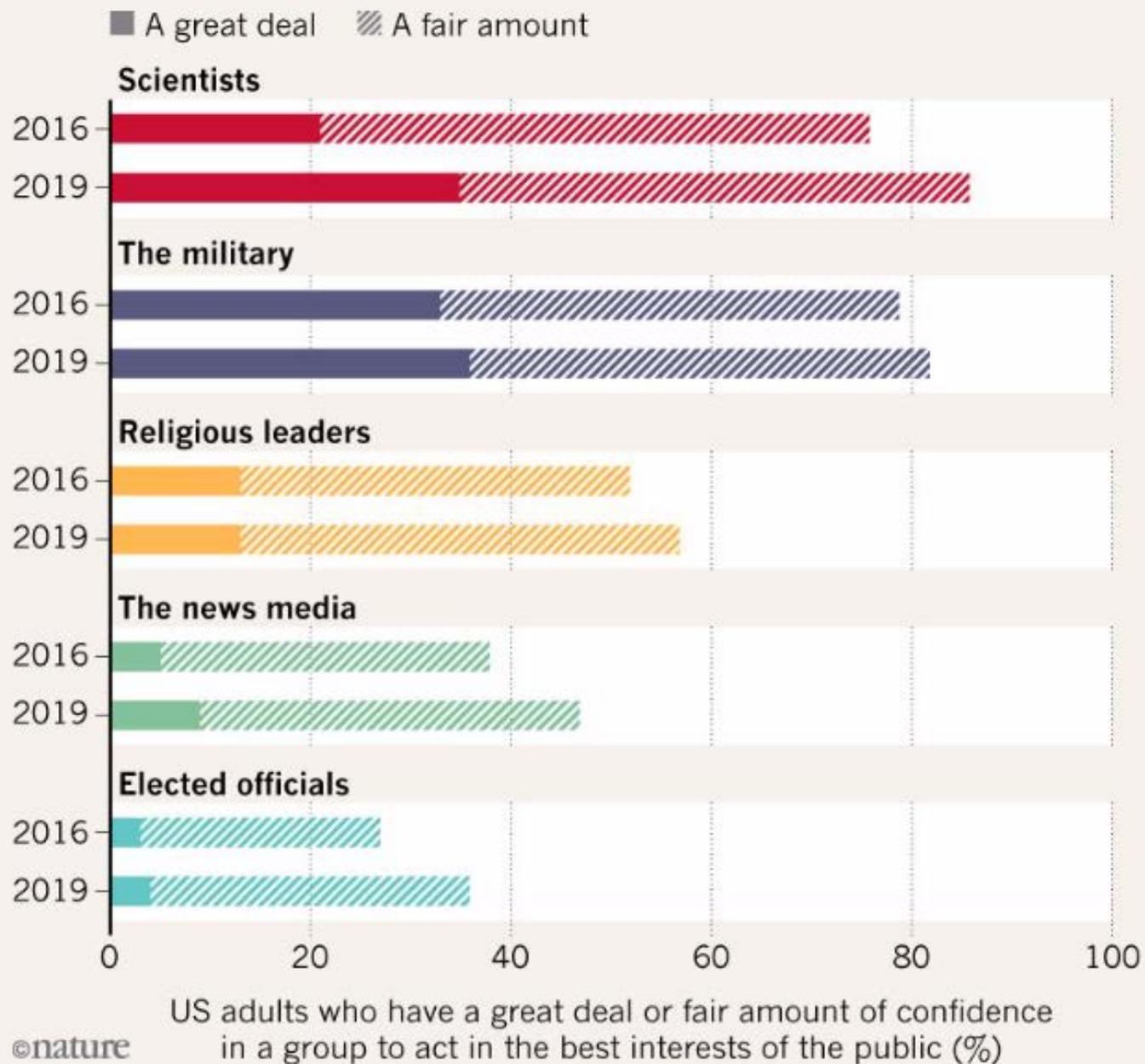
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 29-Feb. 13, 2018.

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IN SCIENTISTS WE TRUST

Confidence in researchers among adults in the United States has been on the rise since 2016, and is on a par with public trust in the military.



Most Americans rely on general news outlets for science news, but a minority says they get the facts right about science

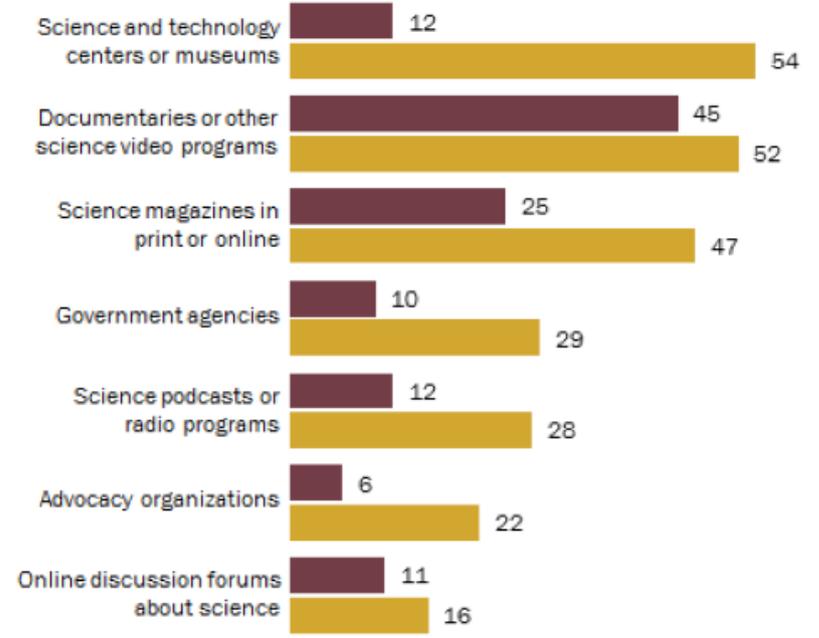
% of U.S. adults who say ...

- They regularly get their science news from each source type
- Each source type gets science facts right most of the time

GENERAL NEWS SOURCES



SPECIALTY SOURCES

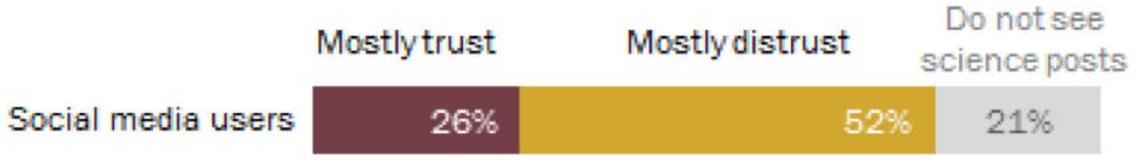


Note: "Most of the time" combines those who said "almost all" or "more than half" of the time. Respondents who gave other responses on each question or who did not give an answer are not shown. Other source types rated are not shown.
 Source: Survey conducted May 30-June 12, 2017.
 "Science News and Information Today"

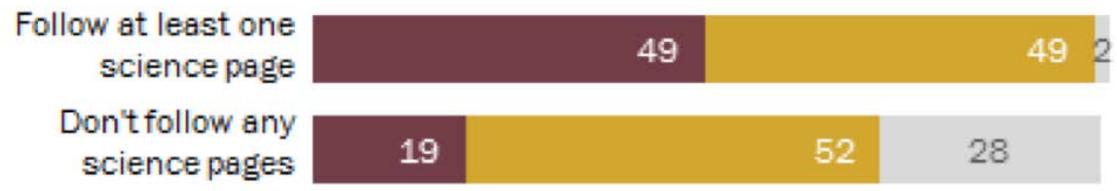
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Only about a quarter of social media users trust these platforms as a source of science news

% of social media users who say they ___ the posts they see about science



Among those who ___ on social media



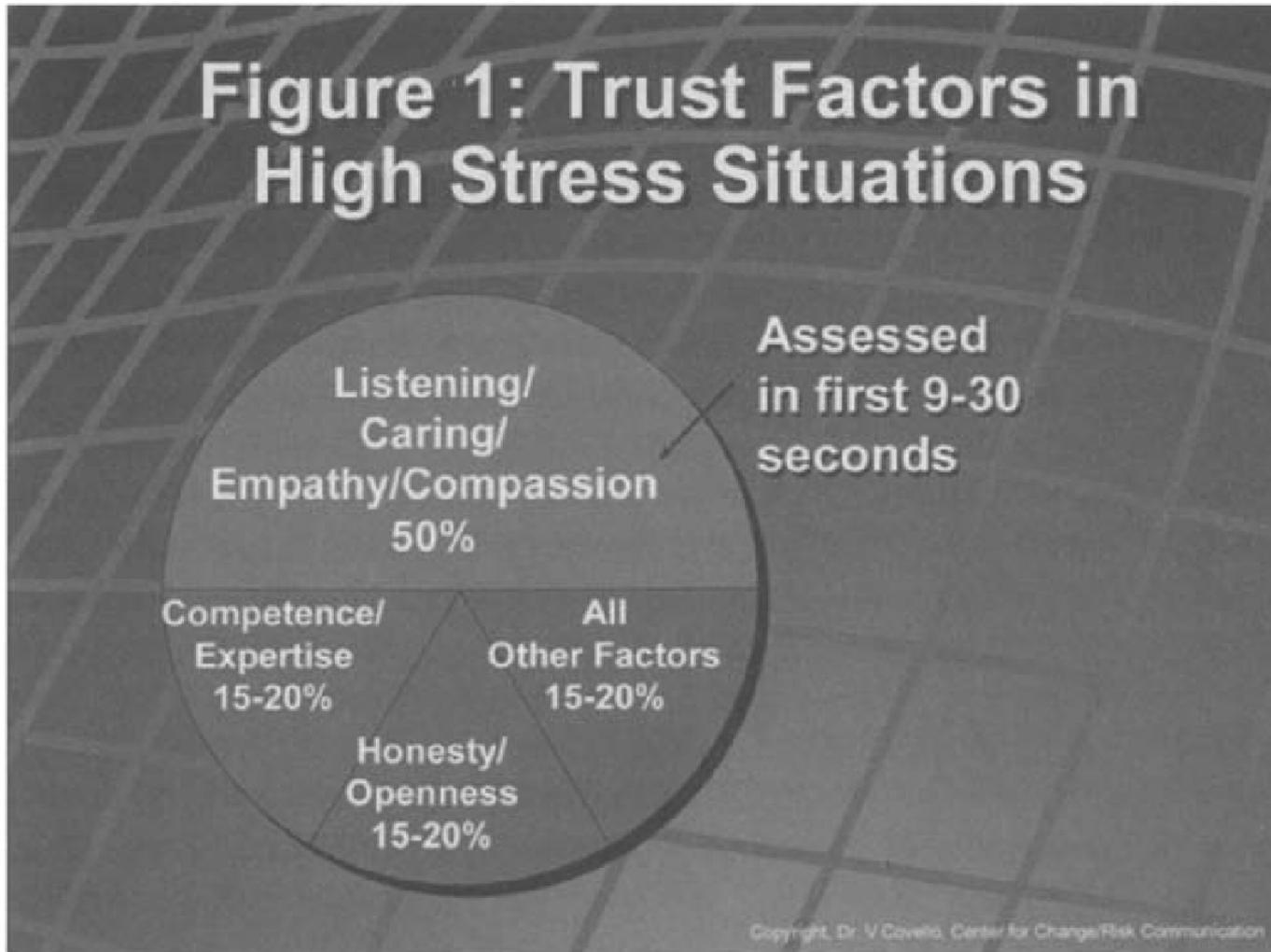
Note: Based on U.S. adults who use social media. Respondents who did not give an answer are not shown.

Source: Survey conducted May 30-June 12, 2017.

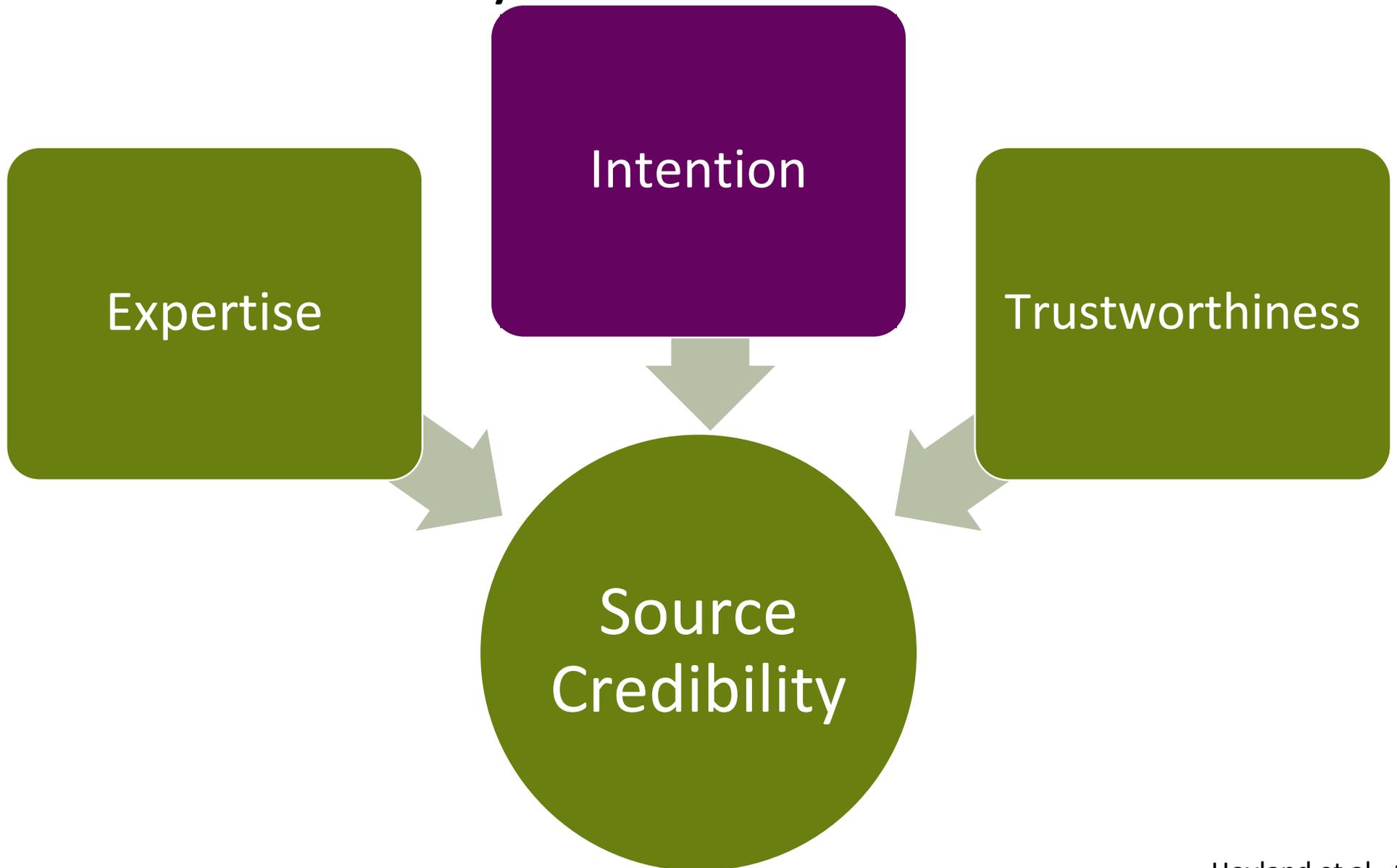
"Science News and Information Today"

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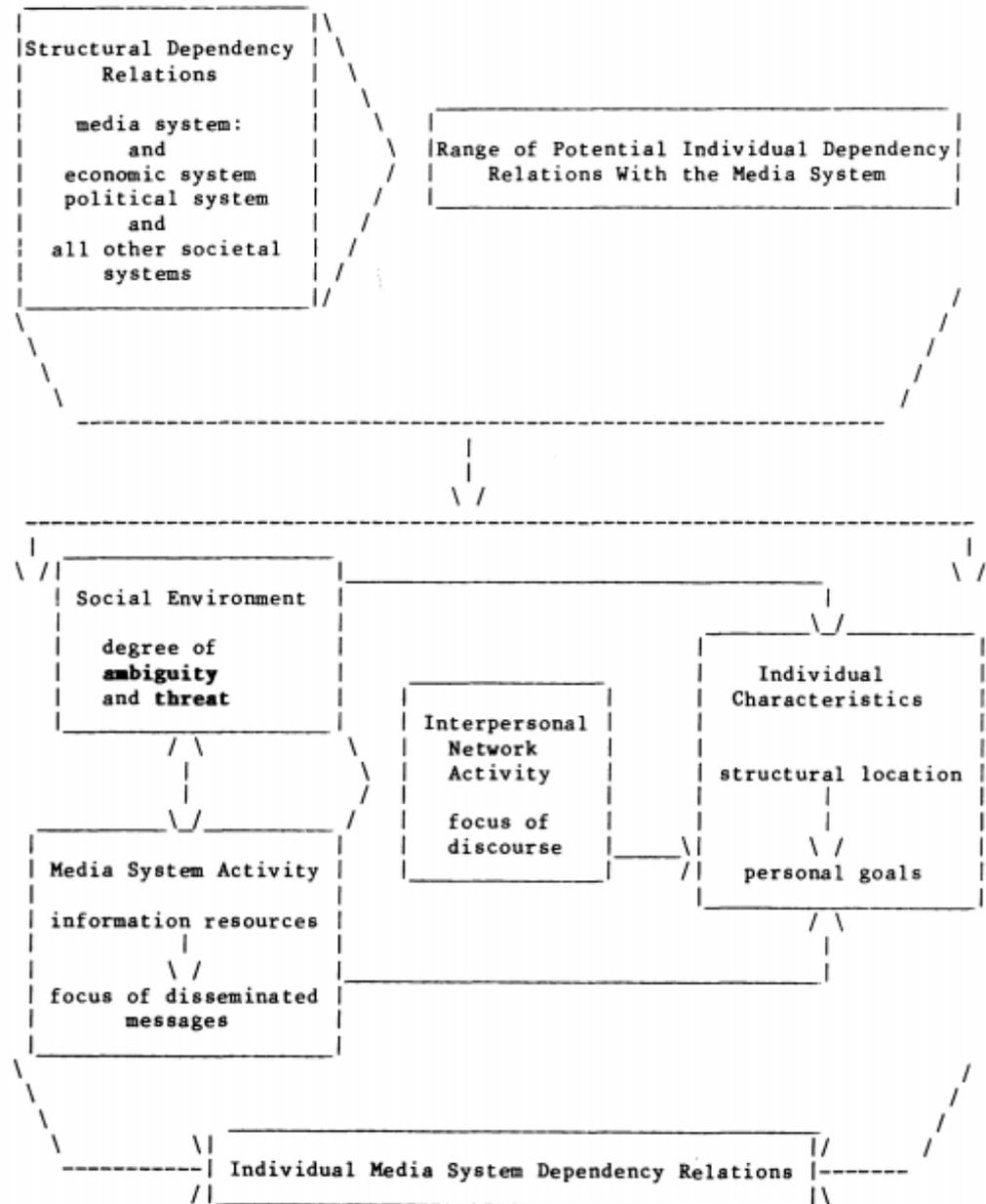
Trust Determination Model



Source Credibility



Media-System Dependency Relations



- “most individuals will experience **heightened dependency** on the media system's information resources when salient aspects of their environs are **ambiguous**-insufficiently predictable or interpretable-particularly when the media system is perceived to be the "best" or, in fact, is the **primary information system available**. We, moreover, anticipate that the structure of daily life is such that in these circumstances both interpersonal and media information resources will be utilized, but not always for the same things. The most common division of labor may be one in which the **media system provides raw information and "expert" interpretation** that interpersonal networks cannot provide, and **interpersonal networks provide 'mulling over'** information services in which secondary processing or reinterpretation occurs.”

Misinformation



- “However, it should be noted that when information delivered by PHOs is perceived as untrustworthy, misleading information might begin to proliferate among laypeople in other channels. While some studies have shown that crisis information circulated through social media is as accurate as information reported by official sources (e.g., Chunara et al., 2012), others have reported that social media can be a channel through which laypeople disseminate misinformation or false rumors (e.g., Oyeyemi, Gabarron, & Wynn, 2014) and that online news outlets might deliver inaccurate content for the sake of immediacy or to grab attention (Thurman, 2008).”

QUESTIONS?