



The Center for
Nanotechnology in Society
ARIZONA STATE UNIVERSITY

Occasional Speaker Presentation

What Happens When Americans Learn More About Nanotechnology? (The Good, The Bad, The Ugly)

Dr. Michael D. Cobb

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Friday, December 1, 2006

11:00 a.m. – 12:30 p.m.

EDB 212 (Payne Hall)

According to several national surveys, Americans are largely uninformed but hopeful about the potential benefits of nanotechnology. What happens, however, when citizens learn more about nanotechnology and discuss its risks with others? Cobb will present public opinion data from multiple and unique sources – an experiment embedded within a national survey, multiple quasi-experimental focus groups across the country, and Citizen Technology Forums conducted in Boston and Raleigh – to argue that future opinions about nanotechnology are unlikely to turn reactionary despite an increased awareness of its risks.

The Center for Nanotechnology in Society at Arizona State University facilitates the involvement of the general public in nanoscale research and development, to build new capabilities for understanding and governing the societally transforming power of nanotechnology.

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