



The Center for
Nanotechnology in Society
ARIZONA STATE UNIVERSITY

Because public attitudes towards emerging technologies are often influenced by ethical, moral, religious, and political predispositions, providing more scientific information and understanding about a new technology doesn't equate to clarity, support, or agreement among the informed.

Yet scientists often continue to operate from the assumption that more facts and information will result in increased support for emerging science and to approach public engagement efforts from this knowledge deficit model.

To better understand influences on public attitudes toward emerging sciences, in 2014, Scheufele and Corley, along with researchers at the University of Wisconsin, surveyed 808 US adults about their awareness, knowledge, and attitudes related to synthetic biology. Subsequent research is analyzing the interplay of influential factors.

Improving Understanding of Public Attitudes Toward Emerging Technologies

Scheufele and colleagues in the Department of Life Sciences Communication at Wisconsin have partnered with the Morgridge Institute for Research to develop programs to measure the outcomes of different outreach activities and the effectiveness of different messaging techniques with public visitors to the university's Discovery Building. They will also design and test new strategies for engaging the public on controversial emerging technologies.



The Discovery Building attracts 30,000 visitors each year.



In 2014, **Dr. Dietram Scheufele** was admitted to the German Academy of Science and Engineering. He will be formally inducted in fall 2015. Along with **Dr. Elizabeth Corley** at ASU, he leads the Real-Time Technology Assessment (RTTA 2) research thrust at CNS-ASU that explores the understanding of nanotechnology among the general public and the role of the media in reflecting and influencing that understanding.

 **NATIONAL ACADEMY OF SCIENCE AND ENGINEERING** | **DEUTSCHE AKADEMIE DER TECHNIKWISSENSCHAFTEN**

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