

CNS-ASU faculty confront a Brave New (online) World for Science Policy

We live in an age where new technologies hit the marketplace at a rate that far outpaces society's ability to engage in meaningful political debates about their ethical, legal and political implications. A recent presentation in Washington D.C. addressed the future of social debates about controversial science in our highly polarized policy environment.

Synthetic biology, nanotechnology and Big Data are only a few recent examples of emerging technologies that have broad implications for society and policy. But the recent increase in complex science and technology development coincides with a deterioration in mainstream science journalism, one of the institutions that has traditionally helped translate science outcomes for lay and policy audiences.

The talk focuses on what we can learn from recent work in the social sciences about strategies for navigating this brave new world of science policy.



According to Microsoft Academic Search, **Dr. Dietram A. Scheufele** is one of the ten most cited researchers in the communication field. Dr. Scheufele has published extensively on public opinion, political communication, and attitudes toward emerging technologies, including nanotechnology.

His most recent work focuses on the role that social media and other emerging modes of communication play in our society. His consulting experience includes work for PBS, the World Health Organization, the World Bank, and other corporate and public clients in the U.S., Asia, Europe and the Middle East.

Along with **Dr. Elizabeth Corley** at ASU, Dr. Scheufele 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.



A video of this presentation is available on the CNS-ASU Vimeo channel at <http://vimeo.com/cnscspo/bravenewworld>

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Research, education and outreach activities at CNS-ASU are supported by the National Science Foundation under cooperative agreement #0937591