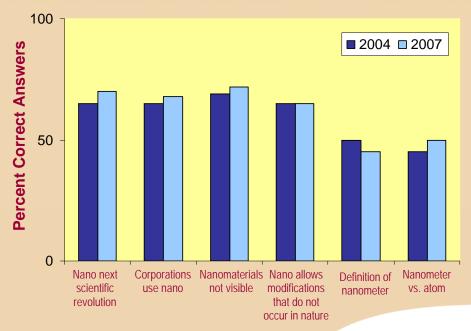


A 2007 national survey of American households finds that levels of knowledge about nanotechnology are relatively low, and these levels have not changed significantly since 2004.



Lack of Knowledge Doesn't Stop Americans from Having Opinions about Nanotechnology



Furthermore, comparisons with identically-worded questions from a 2006 European survey show that significantly fewer Americans agree that "nanotechnology is morally acceptable" than respondents in many European countries. These findings have critical implications for how experts explain nanotechnology and its applications. The scientific community needs to do a far better job of placing the technology in context and in understanding the attitudes of the American public.

the Center for Nanotechnology in Society

at Arizona State University are supported

by the National Science Foundation under cooperative agreement #0531194.

Dr. Dietram A. Scheufele, Professor of Life Sciences Communication, and Journalism & Mass Communication, University of Wisconsin, Madison