

When Science and Citizens Connect: Public Engagement on Genetically Modified Organisms

A Workshop of the Roundtable on Public Interfaces of the Life Sciences

January 15-16, 2015

National Academy of Sciences

2101 Constitution Avenue, NW, Room 120, Washington, DC

The National Research Council's **Public Interfaces of the Life Sciences Roundtable** is hosting a 2-day workshop to explore what is known about successful models in scientific engagement with the public. We will use the topic of genetically modified organisms (GMOs) as an example to focus the discussion. Geared for life science researchers and also the broader life science community, the workshop will feature many speakers at the forefront of the science of science communication. Speakers will provide perspectives on scientific engagement in a world where science is interpreted through a variety of lenses, including values and predisposition, and present ways that scientists can improve engagement by using the findings of social scientists. The workshop will end with breakout sessions in which participants examine recent examples of interfaces involving GMOs.

Register to attend: <http://nas-sites.org/publicinterfaces/gmointerfaces/>

Join the Conversation: #NASinterface on Twitter

Live webcast will be provided during plenary talks and discussions only. Remote participation will not be available for the break-out discussions.

Agenda

Thursday, January 15, 9:00–5:30

SESSION 1 THE SCIENCES OF ENGAGEMENT, DECISIONS, AND POLITICS

Moderator: **Dietram Scheufele**, University of Wisconsin–Madison

- 9:00 **The Science of Science Communication**—**Dietram Scheufele**, University of Wisconsin–Madison
- 9:35 **How Consumers Make Decisions**—**William Hallman**, Rutgers University
- 10:05 **Mingle and Discuss**
- 10:25 **Could GMOs Harm the Science Communication Environment? Vice Versa?**—**Dan Kahan**, Yale University
- 10:55 **The Roles of Scientists in Policy and Politics**—**Roger Pielke Jr.**, University of Colorado
- 11:30–12:30 Break for Lunch

SESSION 2 SCIENCE AND PERCEPTIONS: KNOWN, UNKNOWN, AND CHALLENGES

Moderator: **David Goldston**, Natural Resource Defense Council (NRDC)

- 12:30 **Public Perceptions of GM Technologies and Why it Matters**—**Dominique Brossard**, University of Wisconsin–Madison and **Stephen Palacios**, Added Value Cheskin
- 1:35 **Science and Journalism: The Elephant in the Room**—**Tamar Haspel**, Food and Science Journalist

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SESSION 2 SCIENCE AND PERCEPTIONS: KNOWN, UNKNOWN, AND CHALLENGES continued

2:05 Engaging Publics in Science and Technology—Jason Delborne, North Carolina State University

2:35 Mingle and Discuss

2:55 Panel Discussion on Science Communication and Initiatives to Label GM Foods
Opening Comments: David Goldston, NRDC

Panelists

Robert Goldberg, University of California at Los Angeles

William Hallman, Rutgers University

Tamar Haspel, Food and Science Journalist

Eric Sachs, Monsanto

Allison Snow, Ohio State University

Facilitated Audience Dialogue

4:30 Adjourn Day 1

4:45–5:30 Meet a Social Scientist Speed Networking Reception (*optional*)

Friday, January 16, 9:00–2:30

SESSION 3 TOWARDS IMPROVING THE INTERFACES BETWEEN SCIENTISTS AND CITIZENS

9:00 Welcome and Starting Thoughts—Brooke Smith, COMPASS

9:30–11:30 Break-Out Group Discussions

Please review breakout session materials in advance of the workshop.

Breakout A: *Transgenic Corn and the Monarch Butterfly* (Room 250)

Facilitator: Jason Delborne, NC State

Case Presenter: Jennifer Baltzegar, NC State

Breakout B: *The American Chestnut* (Room 280)

Facilitator: Sarah Evanega, Cornell University

Case Presenter: Rebecca Harrison, Rensselaer Polytechnic Institute

Breakout C: *GM Mosquitoes* (Members Room)

Facilitator: Trevor Butterworth, Sense About Science

Case Presenter: Sophia Webster, NC State

11:30–12:30 Break for Lunch

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SESSION 3 TOWARDS IMPROVING THE INTERFACES BETWEEN SCIENTISTS AND CITIZENS continued

12:30–2:30 **Reports, Reactions, Reflections**
Moderator: **Brooke Smith**, COMPASS

Report-outs—Reaction Panel

Rick Borchelt, Department of Energy

Helene Dillard, University of California at Davis

Molly Jahn, University of Wisconsin–Madison

Dan Kahan, Yale University

Facilitated Audience Discussion

What Now? Conceptual and Practical Take-Homes

2:30 Adjourn Workshop*

* PILS Roundtable members will meet 2:45–3:45 following the workshop.

The Roundtable on Public Interface of the Life Sciences of the National Research Council seeks to monitor and improve understanding of the interfaces between different life science communities and public audiences on topics that spark public concerns, generate policy debates, or influence market dynamics.

The Roundtable provides leadership to the scientific community by raising awareness among life scientists about the importance of public interfaces; convening conversations and encouraging networks among life scientists, communication scientists, and professional science communicators; and developing partnerships and other initiatives among members and their institutions to improve public interfaces for current and emerging life sciences issues.

The Roundtable on Public Interfaces of the Life Sciences is overseen by the Division of Earth and Life Studies (DELS) and involves the DELS Board on Life Sciences and the Board on Science Education of the Division on Behavioral and Social Sciences and Education.

<http://nas-sites.org/publicinterfaces/>