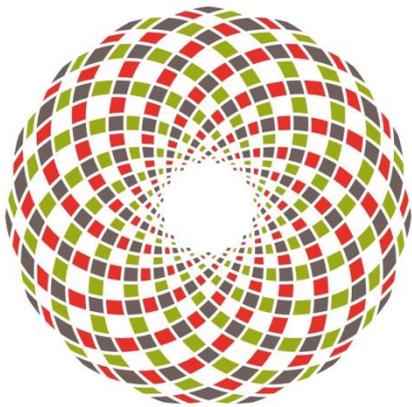


CAN WE TRUST OUR SCIENTISTS?

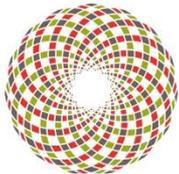
Shaun Hendy



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FUKUSHIMA DAI-ICHI



FUKUSHIMA DAI-ICHI

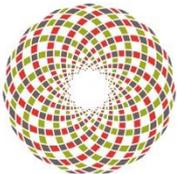


“.. research on ... tsunami ... has shown that such heights should not be considered “unanticipated” along the part of the Japanese coast that includes the Fukushima nuclear complex.

... these probabilities were ultimately dismissed through the internal discussion of the division on the grounds that they were ‘academic’.”

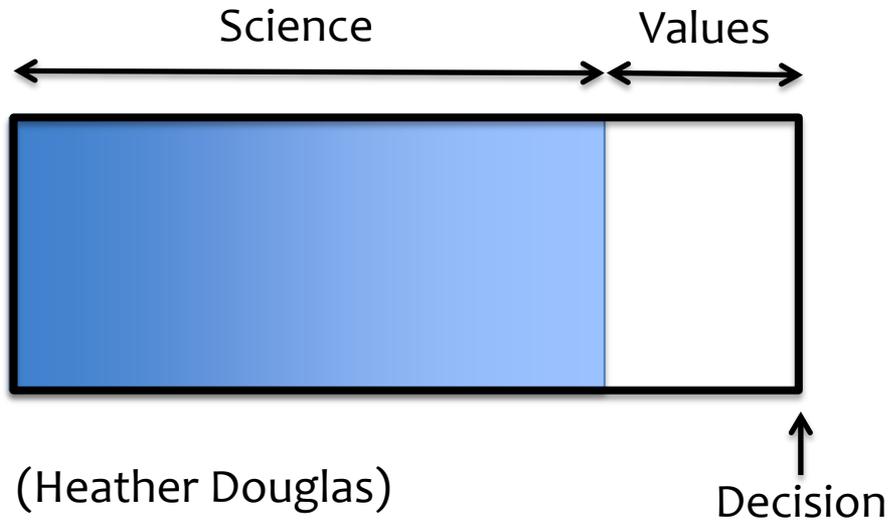
Y. Funabashi and K. Kitazawa "Fukushima in review: A complex disaster, a disastrous response". Bulletin of the Atomic Scientists (1 March 2012)

"SH-60B helicopter flies over Sendai"
U.S. Navy photo

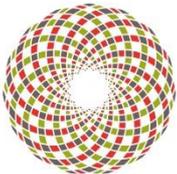


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Regulatory capture: regulators prioritised the wishes of the nuclear industry over public welfare



FUKUSHIMA DAI-ICHI

Some of the responsibility lies with the scientific community

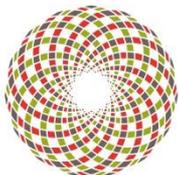


Science Council of Japan



"Fukushima 1 Power Plant control room" by Kawamoto Takuo

Code of Conduct for Scientists (2013) makes it clear that scientists have a responsibility to publicly question policy decisions

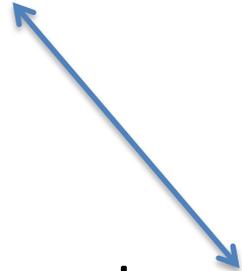


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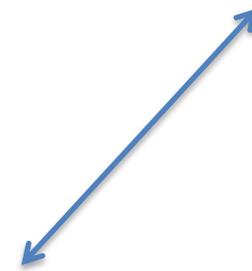
NEW ZEALAND



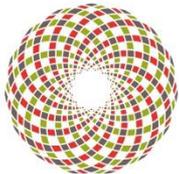
Dairy for life



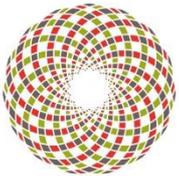
'Critic and conscience'



Commercially-driven



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TENSIONS IN SCIENCE-GOVERNMENT

Science Media Centre

Media, disasters & the public – audio collection

Posted in Briefings on October 17th, 2014.

Communicating vital information to the public during disasters is an essential, but sometimes daunting, responsibility for scientists and engineers.

At the request of members of the natural hazards research community, the Science Media Centre hosted a workshop reflecting on challenges faced and lessons learned during recent major events, such as the Canterbury and Cook Strait quakes, the eruption of Mt Tongariro, as well as tropical cyclones, storms and other natural disasters.

The day was designed to cover a range of personal, practical and research-based insights into effective science communication for different audiences, including media and members of the public, and to be an open forum for discussion.

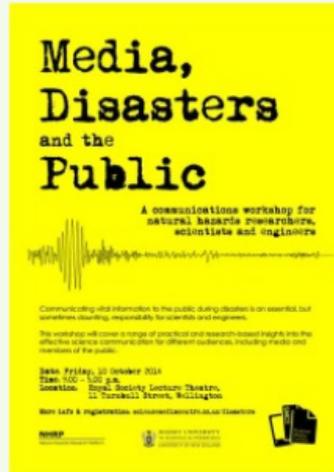
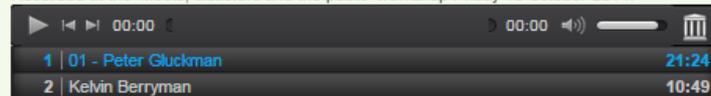
The workshop was organised with support from: Natural Hazards Research Platform; Joint Centre for Disaster Research (Massey/GNS); Science Media Centre; Massey University; Engaging Social Science (eSocSci); and the Royal Society of New Zealand.

Selected sessions were recorded and are available to listen back to below. Presentation slides for selected sessions are also displayed below.

LISTEN TO AUDIO

[View the final programme](#), including information on speakers.

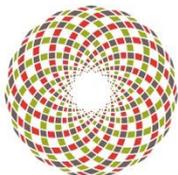
Recorded at the 'Media, disasters and the public' workshop Friday 10 October 2014.



Tension between the scientists that fronted

Some scientists were told not to talk to the media

Scientists/media felt pressure to downplay risks



INDUSTRY-GOVERNMENT-SCIENCE

The New York Times

Asia Pacific

WORLD	U.S.	N.Y. / REGION	BUSINESS	TECHNOLOGY	SCIENCE	HEALTH	SPORTS	OPINION
AFRICA	AMERICAS	ASIA PACIFIC	EUROPE	MIDDLE EAST				



HONOLULU LIMITED OFFER
UNTIL 15 AUGUST

4 NIGHTS AND RETURN FLIGHTS FROM
\$1,299*
PER PERSON, TWIN SHARE

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*C
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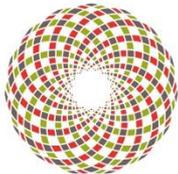
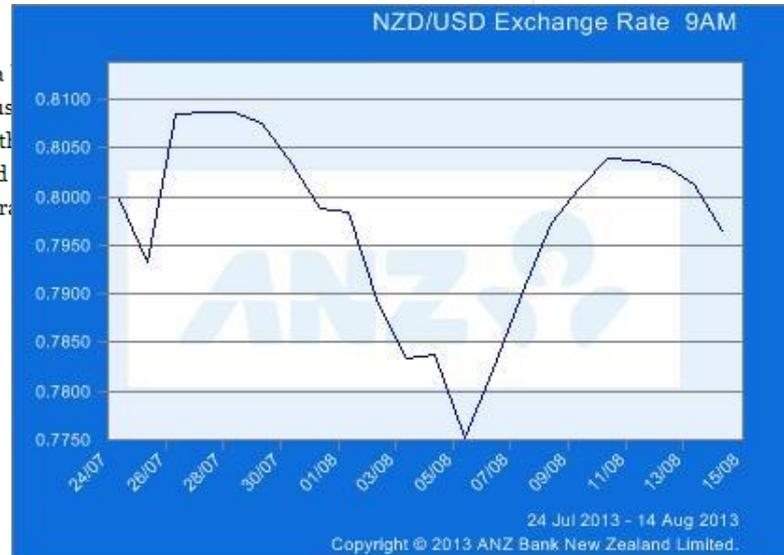


China Bans Milk Powder From New Zealand Over Botulism Fears

By REUTERS
Published: August 4, 2013

WELLINGTON, New Zealand — China has banned milk powder from New Zealand and Australia, the Chinese foreign minister said on Sunday, after bacteria that was [found in some dairy products](#) and raised concerns about food safety. The move threatened a \$9.4 billion annual dairy trade.

Dairy for life



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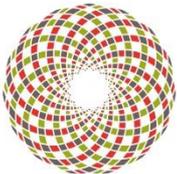
INDUSTRY-GOVERNMENT-SCIENCE

Many scientists felt, or were, conflicted

Lack of expertise to front to the media



External review of Fonterra/MPI response emphasized the need for *independent* science expertise



INDUSTRY-GOVERNMENT-SCIENCE



Winner: Canon | Media Awards 2014



SHAUN HENDY

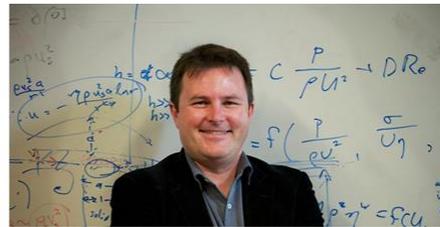
MUST READ **WHAT'S HOT**

 [EXCLUSIVE] CONCRETE CANCER COVER-UP?

 CONNECT THE DOTS: LEAKED DOCUMENT TO VANCE, VANCE GETS COMMENT FROM

MORE PIMPING OF #DIRTYPOLITICS 5

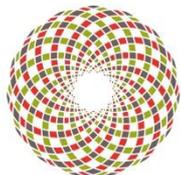
by Cameron Slater on October 14, 2014 at 5:00pm



Science should be value-free: avoid advocacy and stick to domain of expertise

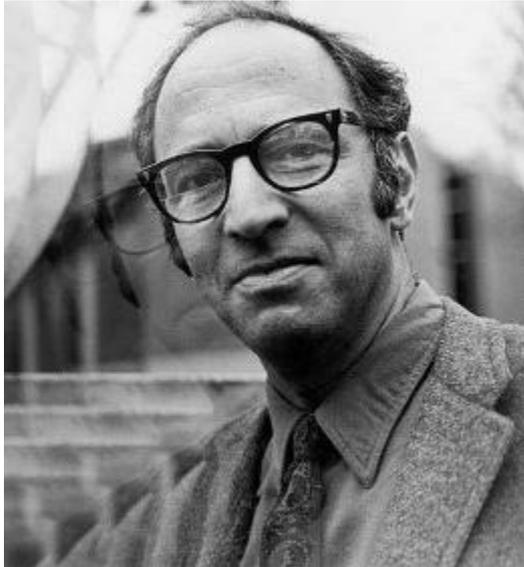


Sir Peter Gluckman



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TRUST IN SCIENCE

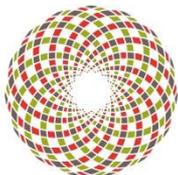


Kuhn: Science makes progress partly because it inhabits the ivory tower

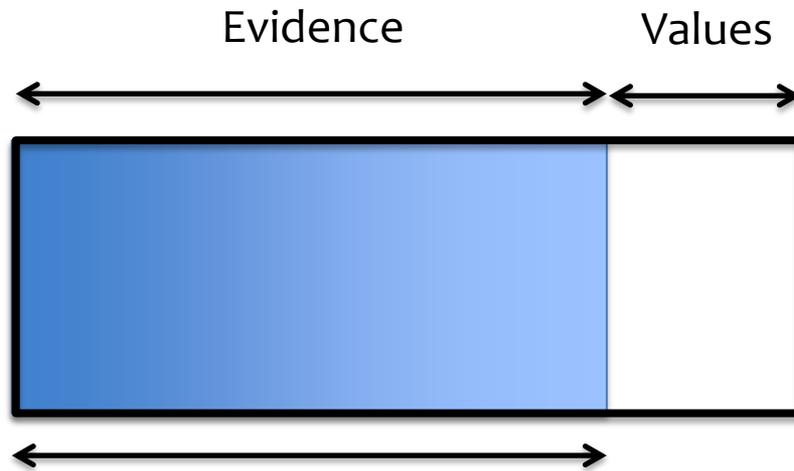
But science must do research that addresses public concerns

e.g. nanotechnology

Thomas Kuhn
(1922-1996)

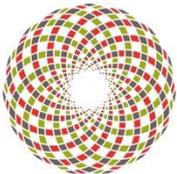


TRUST IN SCIENCE



Scientific values

- Openness
- Transparency
- Tolerance
- Humility
- Responsibility



TRUST IN SCIENCE

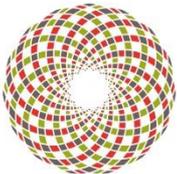
Are scientists trusted when they are open about their values, their evidence and their expertise?



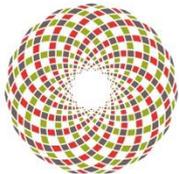
Eric Crampton

Industry funding undermines this trust, and limits ability of scientists to talk to the public

We need public scientists that are funded independently of industry and political agendas



CAN WE TRUST OUR SCIENTISTS?



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