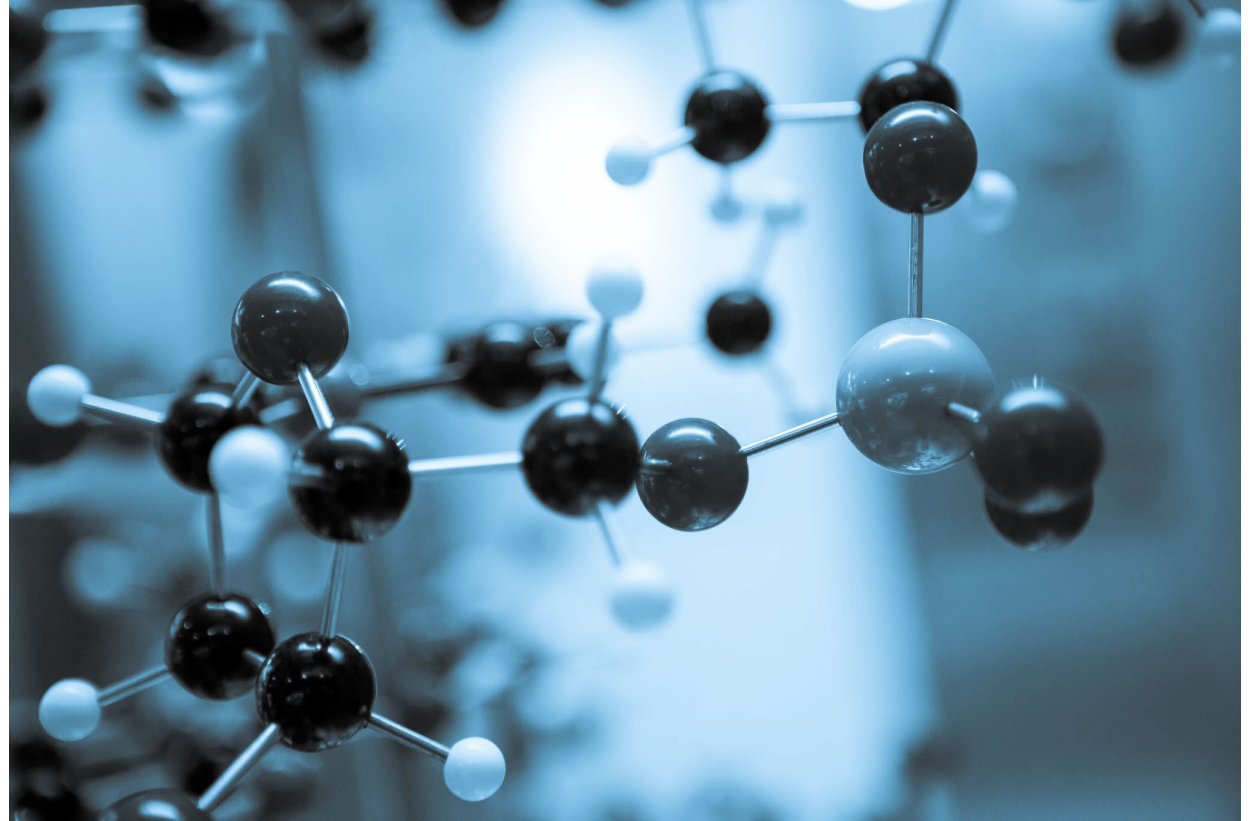


IS RESEARCH INTEGRITY RELEVANT TO SCIENCE COMMUNICATION?

(the communication of science
beyond researchers)

Mun-Keat Looi, The BMJ and
Imperial College London



AUDIENCES

'The Public'

Policymakers

Parents

Patients

Budget holders

Other researchers (not necessarily in your field)



TRUST

WELLCOME MONITOR: HOW THE BRITISH PUBLIC ENGAGE WITH HEALTH RESEARCH

Survey of >2,600 people in England, Wales and Scotland.

A snapshot of:

- the public's appetite for engagement with health research
- how the public access, engage with, and get involved in health research
- how health research engagement varies for different groups of people

2020 WELLCOME MONITOR RESULTS

- Most people are interested in health-related information (73%) but only a minority actively seek it out (28%).
- Younger people, those with higher education, and Black, Asian and Minority Ethnic (BAME) are more likely to actively seek it out.
- More people are interested in hearing directly from scientists (82%) than in 2015 (63%),
-yet only 36% feel that scientists are interested in their views.
- 2 in 3 people feel health research has had a positive impact on their life
- Those facing financial difficulties, from BAME groups, and those aged under 50 are more likely to feel it has had either no impact or a negative one.
- Black people are far more likely to distrust (18%) the health information they find than White people (4%)
- 29% of people said they get health information from social media, but this is higher among younger people, people from BAME groups, and those facing financial difficulties.

WELLCOME MONITOR: COVID-19 FOCUS

- Health scientists and researchers were largely trusted on information about coronavirus (72% of participants trusted them completely or a great deal).
- They were followed by government science advisors (63%), the UK government (52%) and employers (45%).
- BAME people were less trusting than White people of coronavirus information from health sector and government sources.
- People who trusted scientists were more likely to see prevention measures as effective; but trust in scientists did not have an effect on uptake of such measures.

EDELMAN TRUST BAROMETER

2024 Edelman Trust Barometer

Methodology

Annual online survey in its 24th year

Fieldwork conducted: Nov 3 – Nov 22, 2023

28

Countries

32,000+

Respondents

1,150+/-

Respondents per country**

Argentina
Australia
Brazil
Canada
China

Colombia
France
Germany
India
Indonesia

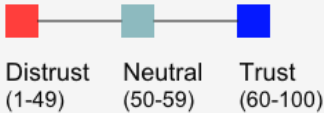
Ireland
Italy
Japan
Kenya
Malaysia

Mexico
Netherlands
Nigeria
Saudi Arabia
Singapore

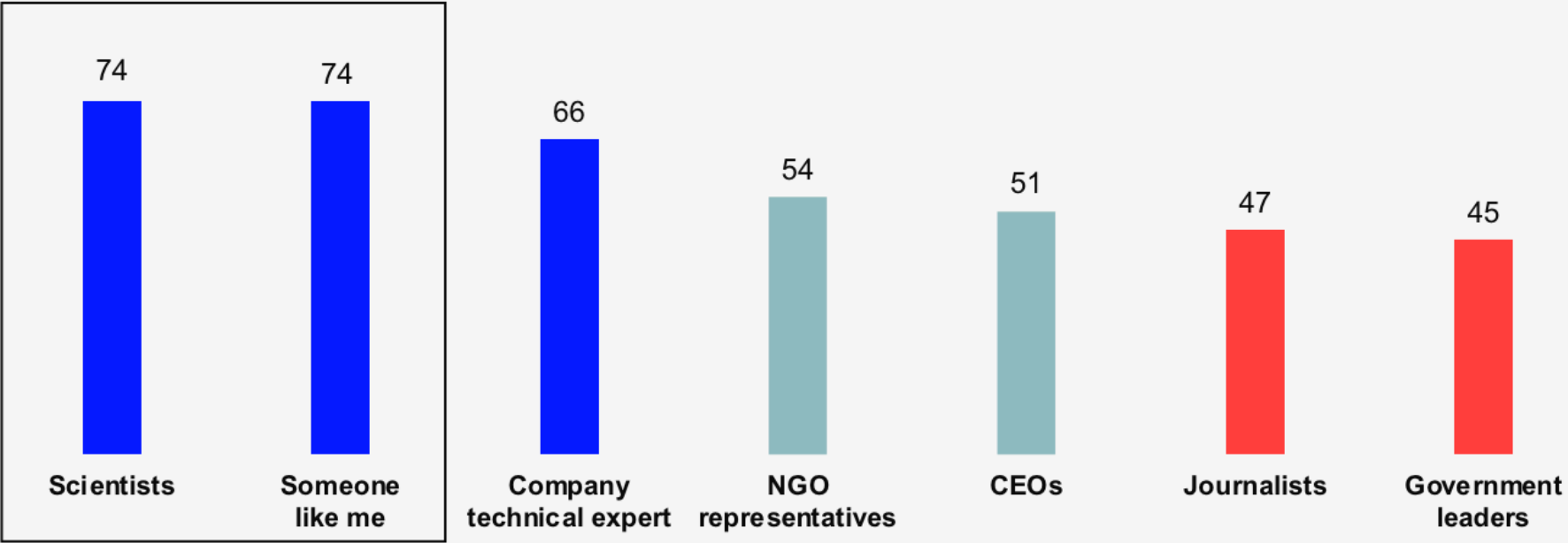
S. Africa
S. Korea
Spain
Sweden
Thailand

UAE
UK
U.S.

Data collected is representative of the general population across age, gender, region and ethnicity/nationality (where applicable) within each country.



I trust each to tell me the truth about
new innovations and technologies



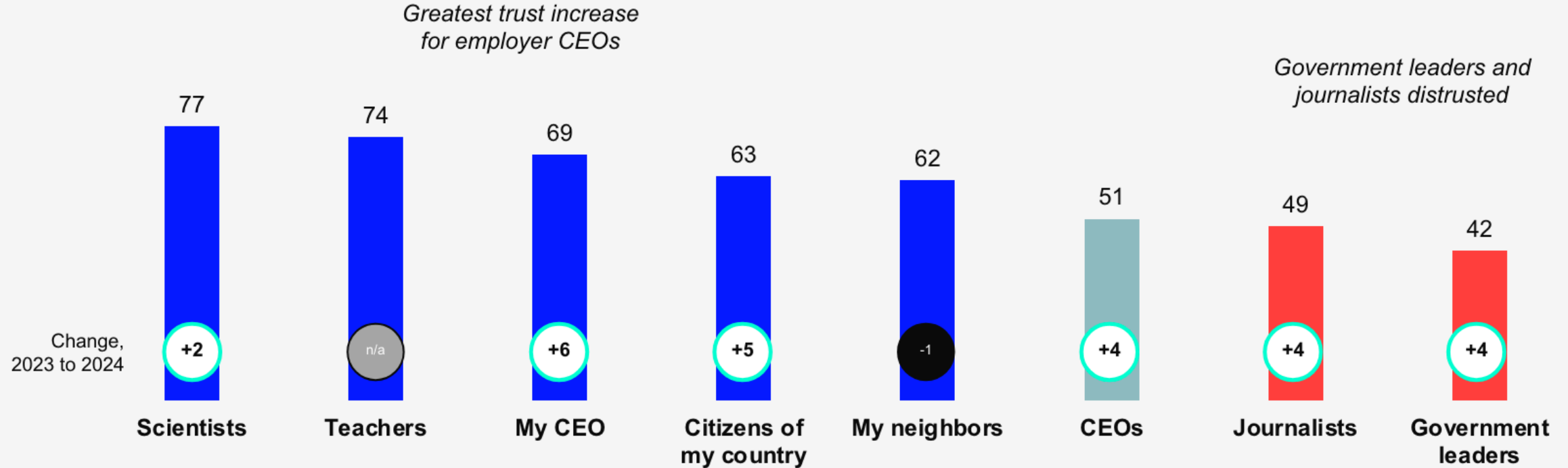
2024 Edelman Trust Barometer. TRU_PEP_TCNG. Below is a list of categories of people. For each one, please indicate how much you trust that person or group of people to tell you the truth about new innovations and technologies. 9-point scale; top 4 box, trust. Question asked of half the sample. General population, 26-mkt avg. "Government leaders" not asked in China or Saudi Arabia.



Trust in People

Percent trust to do what is right

GLOBAL 25 excl China, Singapore, Sweden



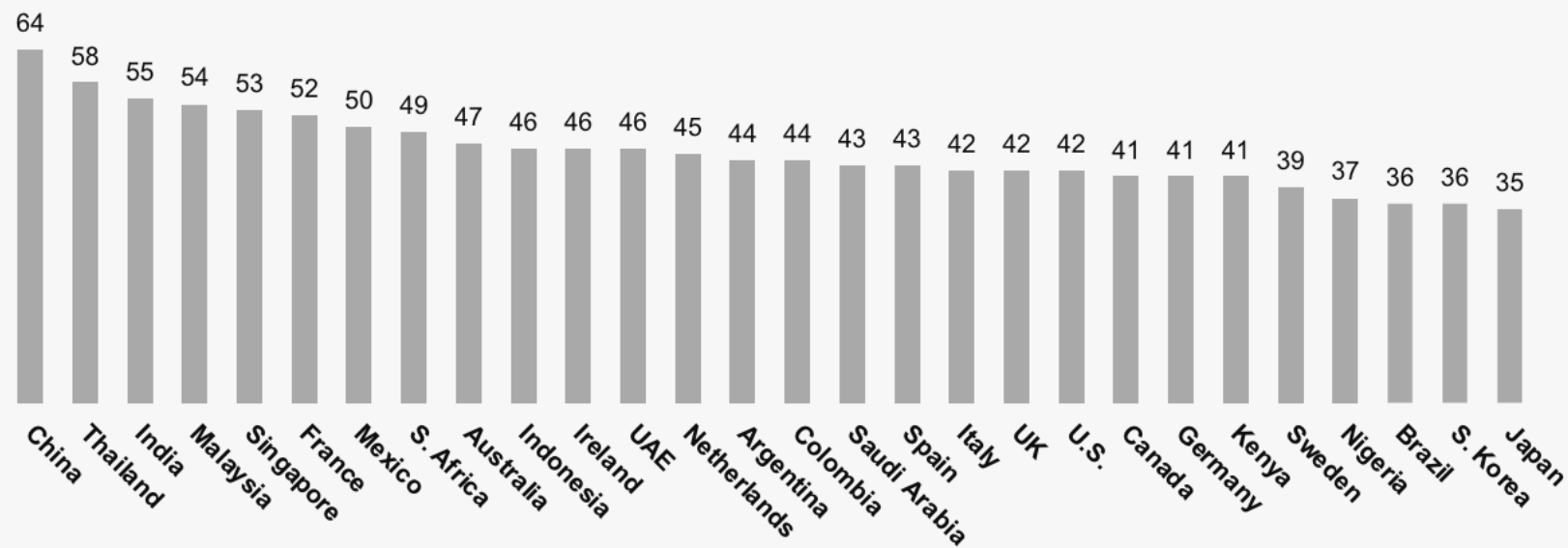
Make the Science Transparent and Accessible to the Public

Percent who agree

GLOBAL 28

Scientists do not know how to
communicate with people like me

45%



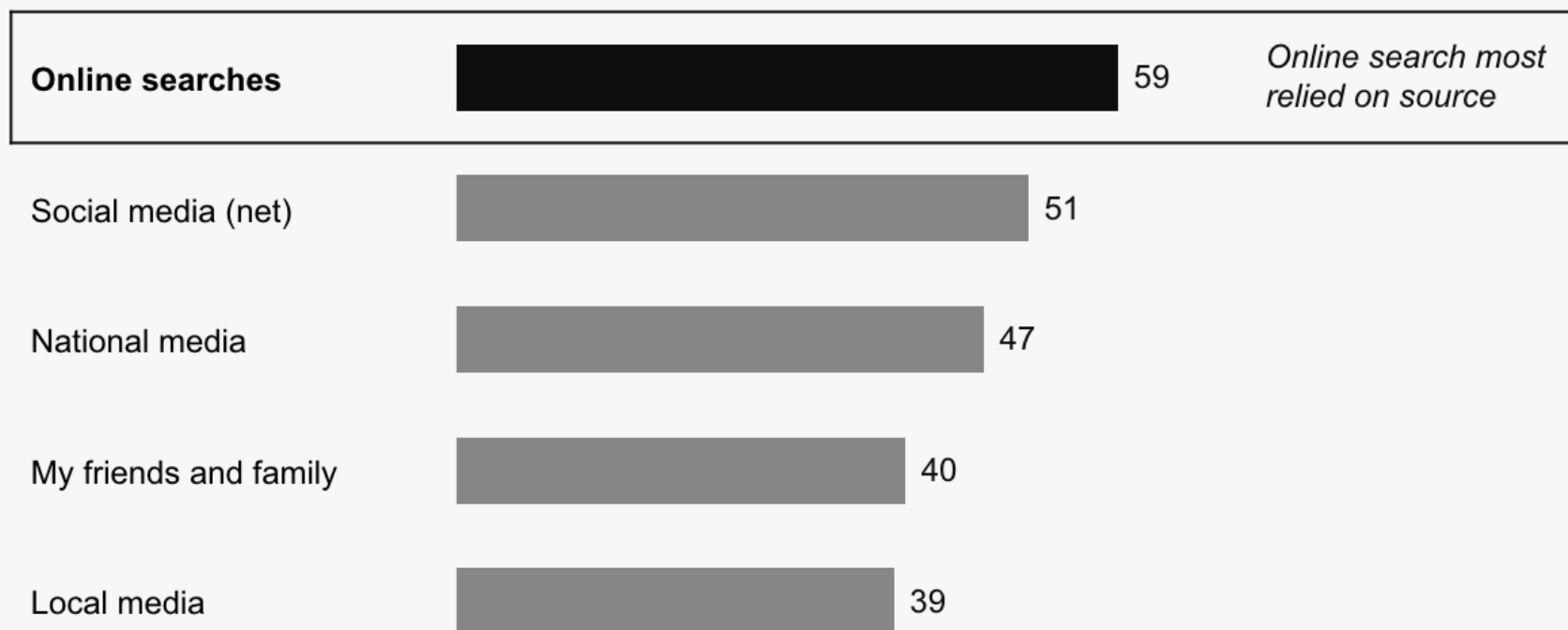
Doing My Own Research: Help Me Find Information I Can Trust

ent who say

AL 28

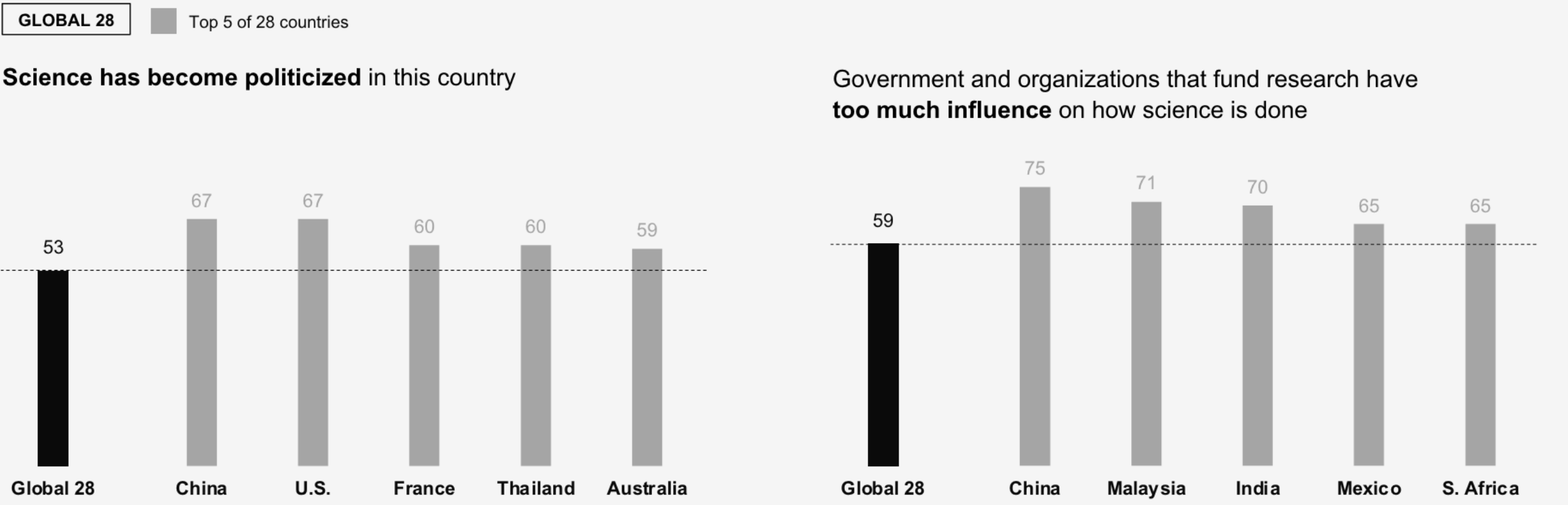
s where I get **most** of my
mation about new
nologies and innovations

top 5 of 9 items



Concerned Government Has Too Much Influence on Science

Percent who agree



Nearly 2x More Likely to Fear Innovation Poorly Managed

average, percent who say

GLOBAL 28

In thinking about innovation –

- *Do I trust how **business** and **NGOs** introduce innovations into society?*
- *Can **government** regulate new technologies?*
- *Is science independent of **politics** and **money**?*


Nearly **2x more likely**
to say innovation is poorly managed vs well managed

39



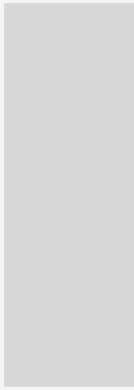
No,
innovation
is poorly managed

22



Yes,
innovation
is well managed

39



Neither