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
WELCOME 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.
## 2024 Edelman Trust Barometer

**Methodology**

*Annual online survey in its 24th year*

Fieldwork conducted: Nov 3 – Nov 22, 2023

<table>
<thead>
<tr>
<th>Countries</th>
<th>Respondents</th>
<th>Respondents per country**</th>
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<tbody>
<tr>
<td>Argentina</td>
<td>28</td>
<td>1,150 +/-</td>
</tr>
<tr>
<td>Australia</td>
<td>32,000+</td>
<td></td>
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<tr>
<td>Brazil</td>
<td>32,000+</td>
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<tr>
<td>Canada</td>
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<tr>
<td>China</td>
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<td>Colombia</td>
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<td>France</td>
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<td>Germany</td>
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<td>India</td>
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<tr>
<td>UK</td>
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<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>32,000+</td>
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</tbody>
</table>

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

- Scientists: 74
- Someone like me: 74
- Company technical expert: 66
- NGO representatives: 54
- CEOs: 51
- Journalists: 47
- Government leaders: 45

2024 Edelman Trust Barometer. TRU_PEP_TNG. 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. 3-point scale; top 4 box, trust. Question asked of half the sample. General population, 25-nilt 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

Distrust (1-49) Neutral (50-59) Trust (60-100)

Greatest trust increase for employer CEOs

Change, 2023 to 2024

Scientists: 77 (+2)
Teachers: 74 (N/A)
My CEO: 69 (+6)
Citizens of my country: 63 (+5)
My neighbors: 62 (-1)
CEOs: 51 (+4)
Journalists: 49 (+4)
Government leaders: 42 (+4)
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%

2024 Edelman Trust Barometer, CHG_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-nkl avg.
Doing My Own Research: Help Me Find Information I Can Trust

Top 5 of 9 items

<table>
<thead>
<tr>
<th>Source</th>
<th>Relied on (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online searches</td>
<td>59</td>
</tr>
<tr>
<td>Social media (net)</td>
<td>51</td>
</tr>
<tr>
<td>National media</td>
<td>47</td>
</tr>
<tr>
<td>My friends and family</td>
<td>40</td>
</tr>
</tbody>
</table>
| Local media                    | 39           

*AL 28*

Where I get most of my information about new technologies and innovations

Does the chart indicate that online searches are the most reliable source for information? Yes, they are.
Concerned Government Has Too Much Influence on Science

Percent who agree

Science has become politicized in this country

Government and organizations that fund research have too much influence on how science is done

Global 28 67 67 60 60 59

59 75 71 70 65 65

Global 28 China U.S. France Thailand Australia

Global 28 China Malaysia India Mexico S. Africa

2024 Edelman Trust Barometer. CHG_AGR. Please indicate how much you agree or disagree with the following statements. 9-point scale; top 4 box, agree. Question asked of half the sample. General population, 28-mkt avg. The five countries listed have the highest agreement, with ties broken by decimal to determine rank order.
Nearly 2x more likely to say innovation is poorly managed vs. well managed.

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?