

Addressing Anti-Science Attitudes

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Things that don't make sense



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Things that make sense...maybe?



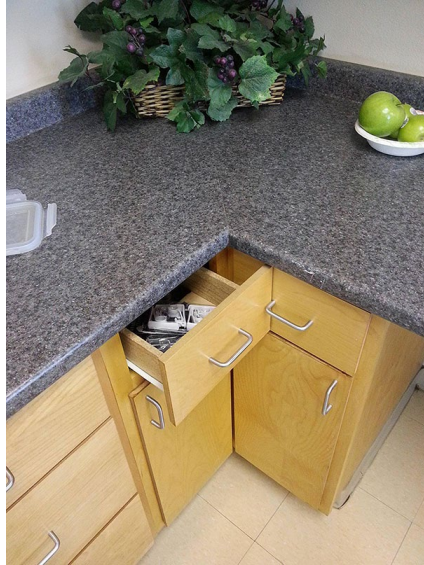
Things that make sense...maybe?



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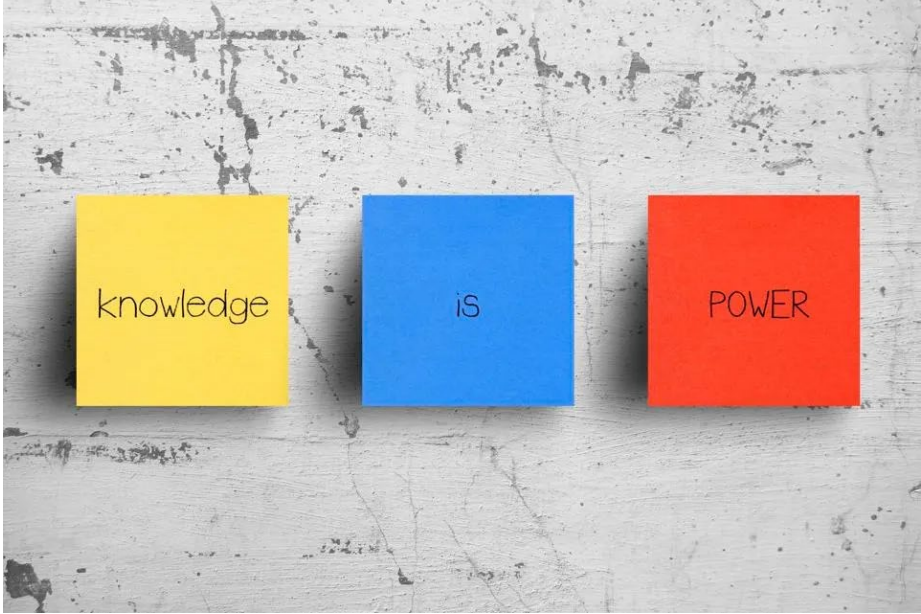


What's the difference?





Knowledge Deficit



Very limited

Information Credibility/Trust



Subjective Norm – What they Think



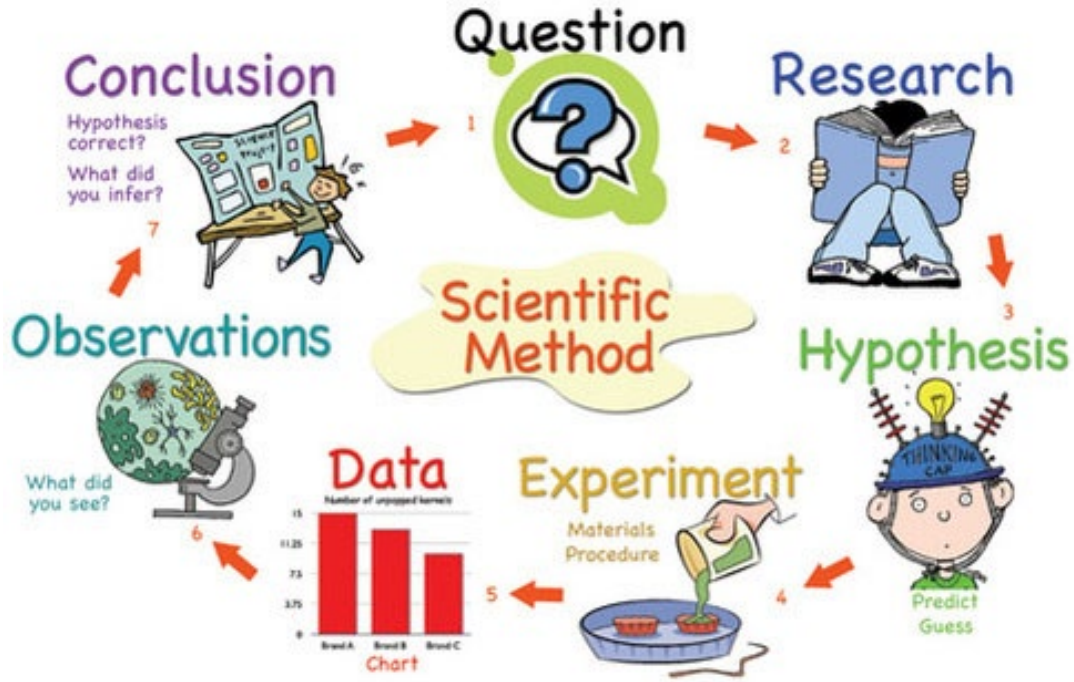
Subjective Norm – If I Care



Subjective Norm – If I Care



Trust in the Scientific Process



Knowledge
Information Credibility/Trust
Subjective Norm
Trust in Scientific Process