

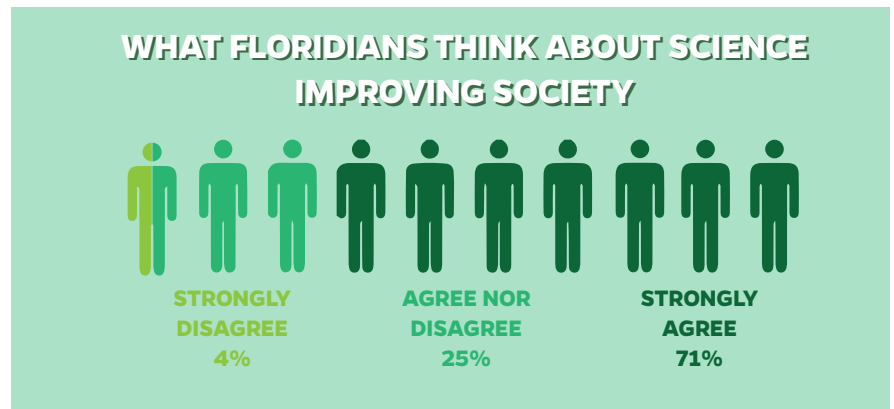
WHAT FLORIDIANS THINK ABOUT SCIENCE COMMUNICATION

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) conducts research and educates on how people form and act on opinions regarding complex agricultural and natural resources issues. The PIE Center encourages informed decision-making in three important areas, including exploring emerging issues impacting food and agriculture, advancing the responsible use of water and conservation of natural resources, and helping communities and organizations understand and adapt to changing agricultural and natural resources issues.

WHAT FLORIDIANS THINK ABOUT TRUSTING SCIENCE

The public generally trusts science, however people can be selective on the scientific information they choose to trust. When asked about their overall trust in science, almost 71 percent of Floridians responded that developments in science improve society overall. More than 56 percent of Internet users create media content daily. With media that can reach masses within seconds, this can make it harder for consumers to identify true scientific information. People do not make decisions on fact alone, but often emotion, belief, and faith play a role in decision making.

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OVERALL TRUST IN SCIENCE IN FLORIDA

