



NATIONAL ACADEMY OF SCIENCES
ARTHUR M. SACKLER COLLOQUIUM

ADVANCING THE SCIENCE AND PRACTICE OF
SCIENCE COMMUNICATION:
MISINFORMATION IN THE PUBLIC SPHERE

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KNOWING WHAT'S GOOD FOR US:
LESSONS FROM HEALTH
COMMUNICATION, PUBLIC HEALTH,
AND SOCIAL MARKETING TO ADDRESS
HEALTH INEQUALITIES

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THE CHALLENGE

- In theory, educating people about health risks and how to protect themselves against these risks should be sufficient to motivate behavior change
- Despite closing gaps in information reach, too many people are still ignoring or resisting evidence-based recommendations
- In the health promotion context, ***hard-to-reach*** really means ***difficult-to-engage***



WHY DON'T AUDIENCES ENGAGE?

- Lack of capacity (e.g., health literacy)
- Lack of motivation (e.g., perceived risk, expectancies, self-efficacy, norms/stigma, motivated reasoning)
- Lack of opportunity (barriers such as lack of access to reliable information, distractions, etc.)



THE AUDIENCE ENGAGEMENT CONTINUUM

KNOWLEDGE PROBLEM



MOTIVATION PROBLEM



NAVIGATION PROBLEM



RELATIONSHIP PROBLEM



TRANSLATION

- Plain language
- Translators / brokers
- Visualizations / analogies
- Storytelling
- Interactive IT tools (apps)

PERSUASION

- Logical / emotional appeals
- Benchmarking (norms)
- Conditioning
- Framing / priming
- Correcting misperceptions
- Compliance-gaining
- Persuasive technologies

COACHING

- Goal-setting
- Decision maps/aids
- Feedback / troubleshooting
- Social support / advice
- Motivational interviewing

PARTNERSHIPS

- Co-learning / co-design
- Shared decision-making
- Research collaboration
- Data access (portals)
- Transparency / trust (key to fighting misinformation)

TOWARD ENGAGEMENT SCIENCE

- Engagement science refers to the practice of including non-professional researchers in all aspects of scientific investigation
- The idea is to better align scientific research with the goals, needs, preferences, and values of those affected by this research for having greater impact on real-world problems and enhance the public's esteem of science
- Since communication is integral to engagement science and vice versa, the potential for cross-fertilization is significant



ILLUSTRATION BY MAKI NARO

<http://blogs.nature.com/ofschemesandmemes/files/2013/03/scicomm1-300x267.jpg>

TOWARD ENGAGED SCIENCE

How do we build relationships with the public?

How do we build engagement into our daily routines?





THANK YOU



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