



# Let Me Be Clear: Science Journalism in the Age of the Genome and Twitter

**RESEARCH  
AMERICA**  
AN ALLIANCE FOR DISCOVERIES IN HEALTH



UNIVERSITY OF  
MARYLAND

May 11, 2011

Mary Woolley, President, Research!America  
National Press Club, Washington, DC

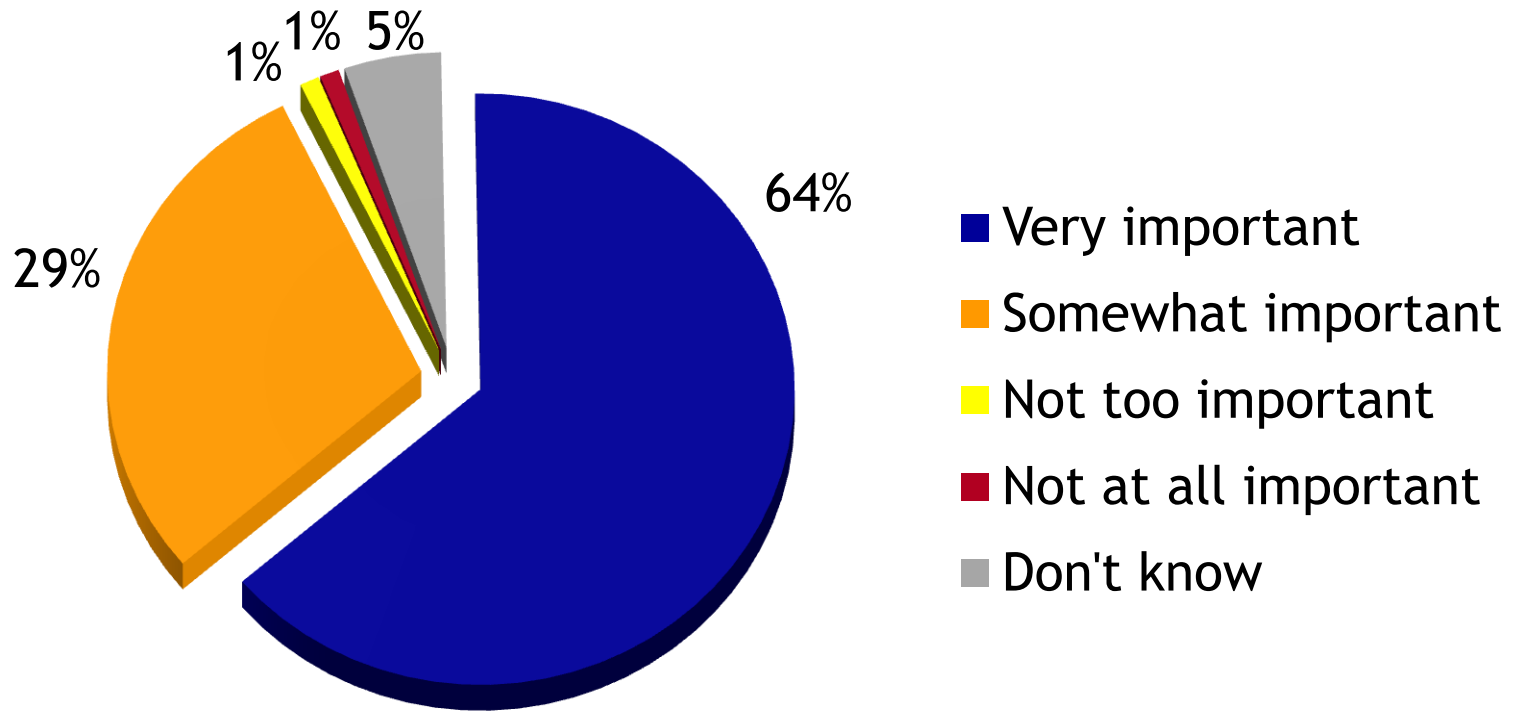
# Public Opinion Polls

- April 2011
  - Online and by phone, Charlton Research Company
  - Sample size: 804 adult residents of Maryland
  - Theoretical sampling error: +/- 3.5%
- February 1992
  - Telephone survey, Survey Research Associates, University of Baltimore Schaefer Center for Public Policy
  - Sample size: 832 registered voters
  - Theoretical sampling error: +/- 4%
- *For more information on Research!America polling, email [programs@researchamerica.org](mailto:programs@researchamerica.org)*



# Very Important for Elected Officials to Listen to Scientists

In thinking about threats to our health, how important is it that elected officials at all levels listen to advice from scientists and public health professionals?



# Then & Now: Opinions on America's Most Important Health Issue

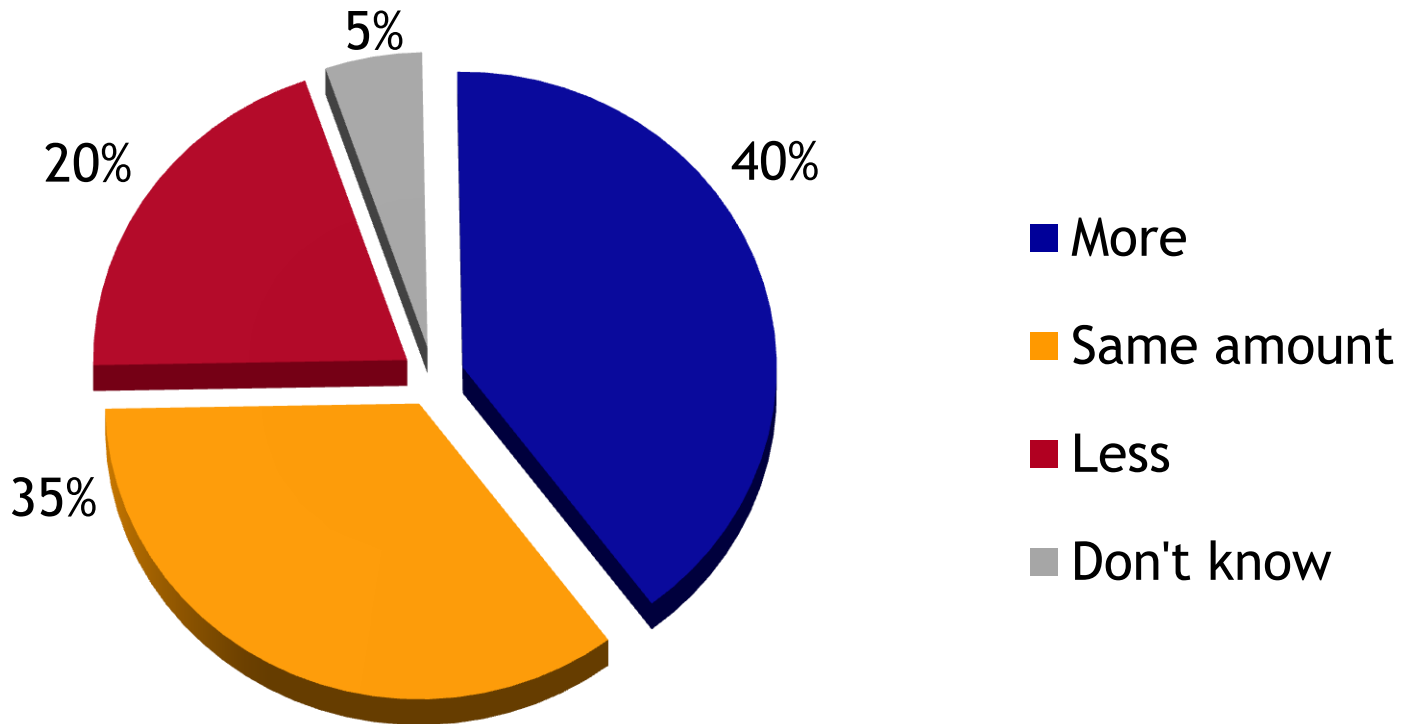
What would you say is the single most important health issue facing people in the U.S. today?

	<u>1992</u>	<u>2011</u>
HIV/AIDS	34%	1%
Cancer	23%	15%
Affordability/cost/economy	15%	20%
Heart disease/ high blood pressure	6%	6%
Obesity/overweight	1%	34%
Health care system/reform	1%	6%
Lack of insurance/ availability of health care	---	5%
Diabetes	---	4%

Sources: Medical Research and Health Care Concerns: A Survey of Maryland Voters, February 1992, Survey Research Associates for Research!America; Maryland Public Opinion Poll, April 2011, Charlton Research Company for Research!America

# Many Marylanders Say Research is in the News More Today

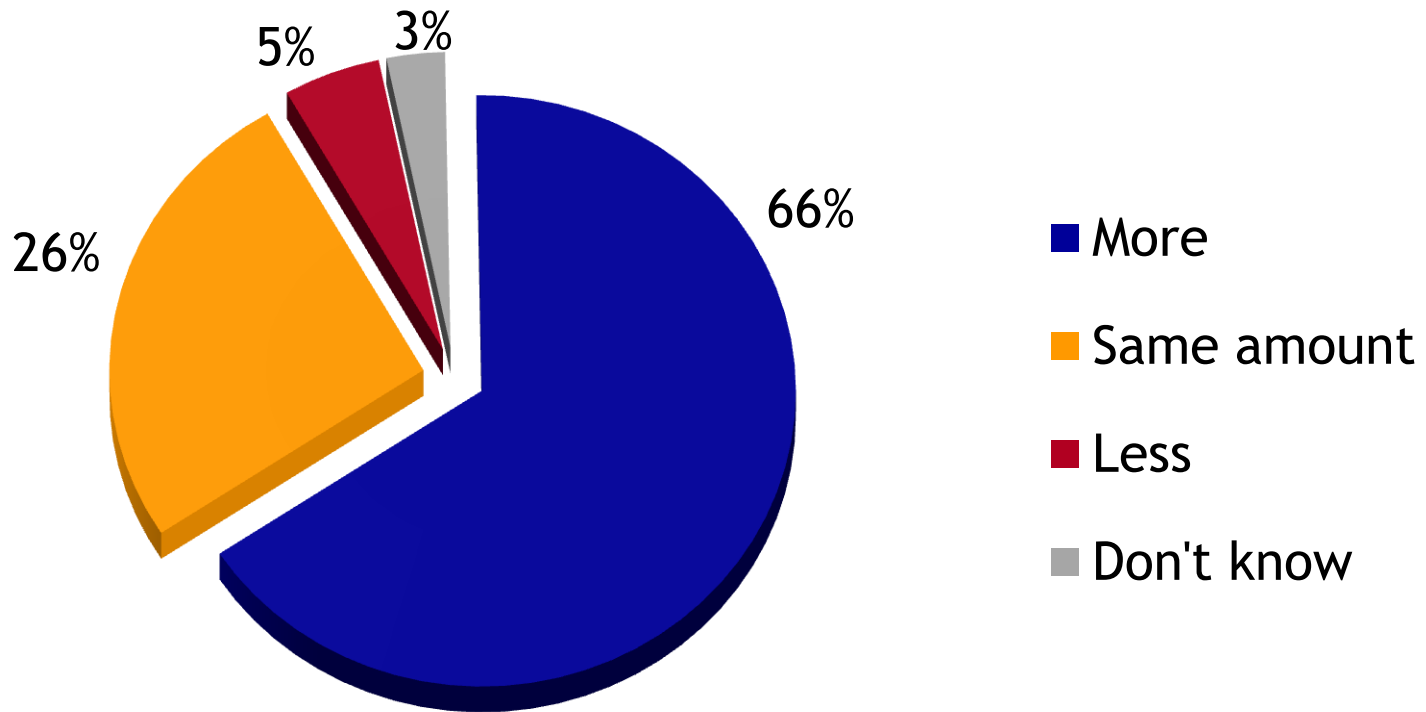
Compared to five years ago, would you say you hear or read more, less, or about the same amount about research in the news?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Most Marylanders Want to See More Science & Research in Media

Would you like to see more, less or about the same amount of information about science and research in the media?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

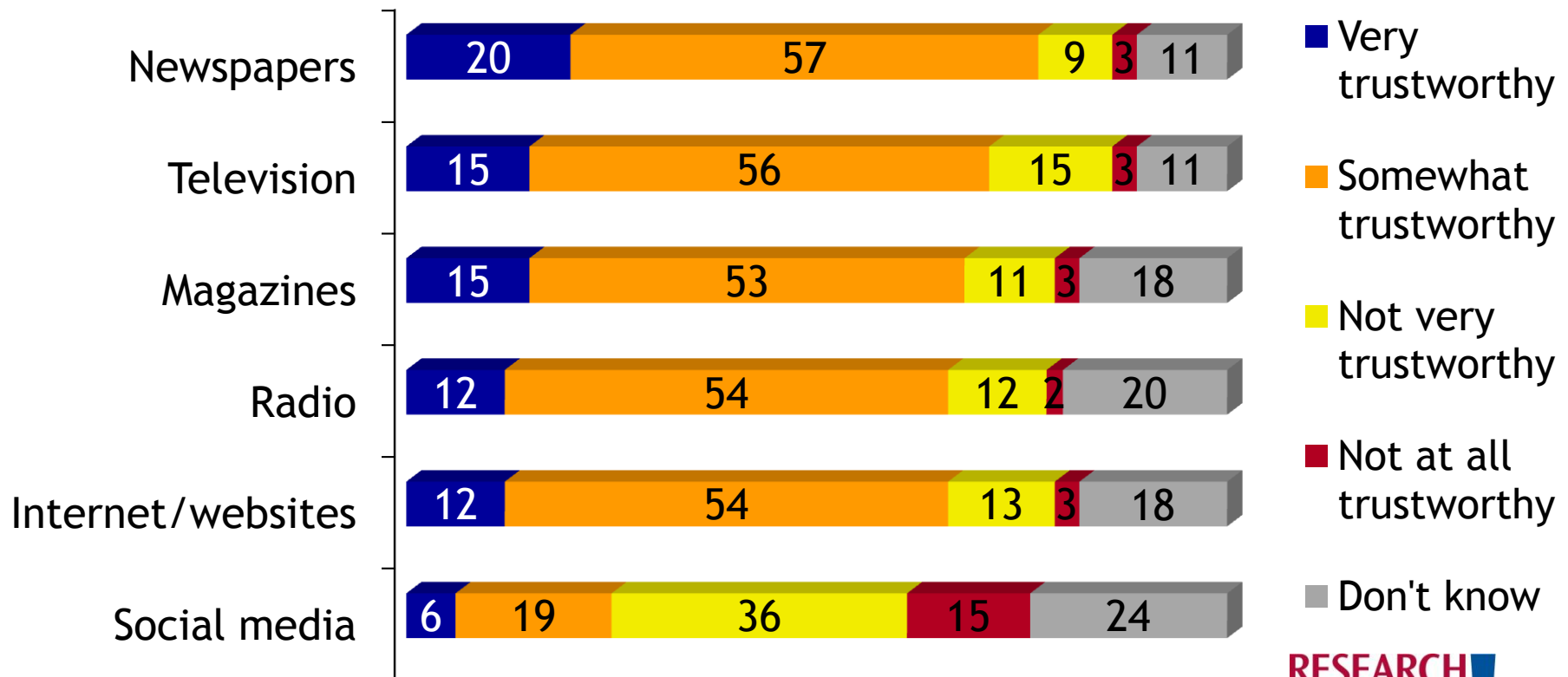
# Marylanders Most Frequently Used News Sources

Which news sources do you use most frequently?

Television	69%
Internet/websites	61%
Newspapers	40%
Radio	27%
Magazines	18%
Social media	10%
Other	3%
Don't know	1%

# Traditional Media Considered Most Trustworthy About Research

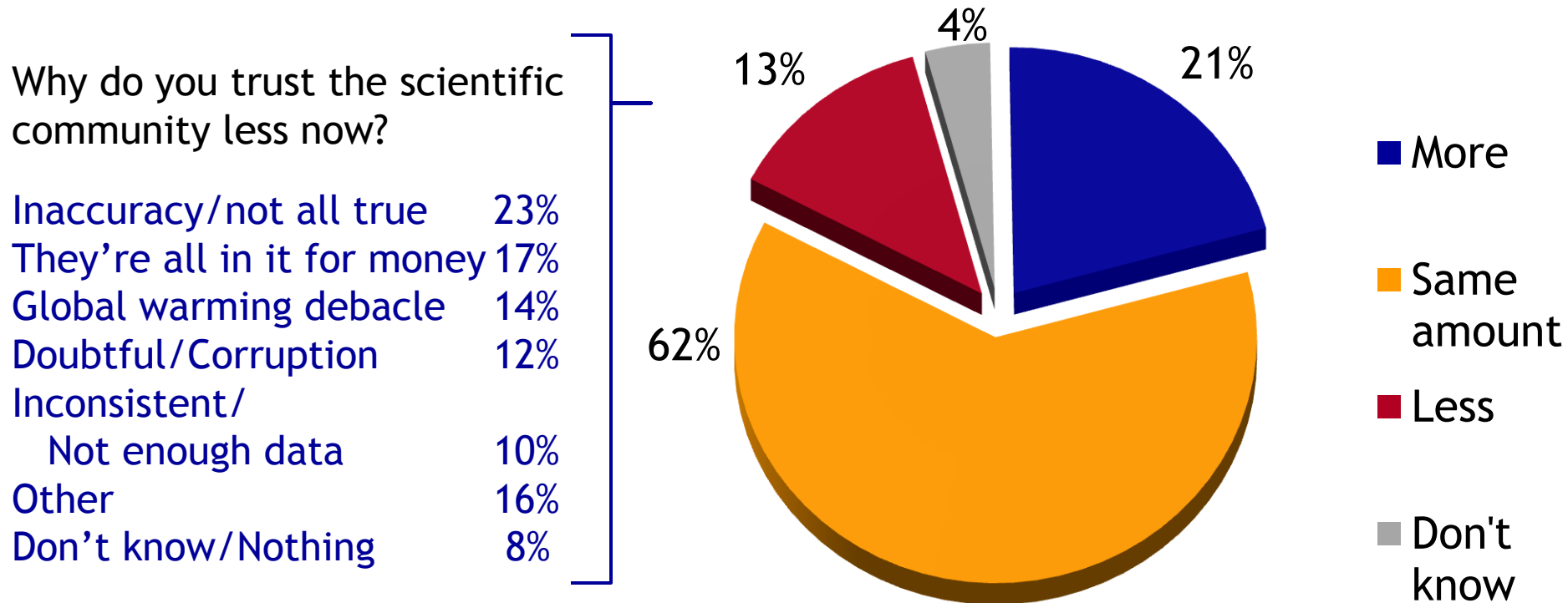
There are many sources of information about health and medical research issues. For each of the following sources, please indicate how trustworthy you think the information they provide is.



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Trust of Scientific Community

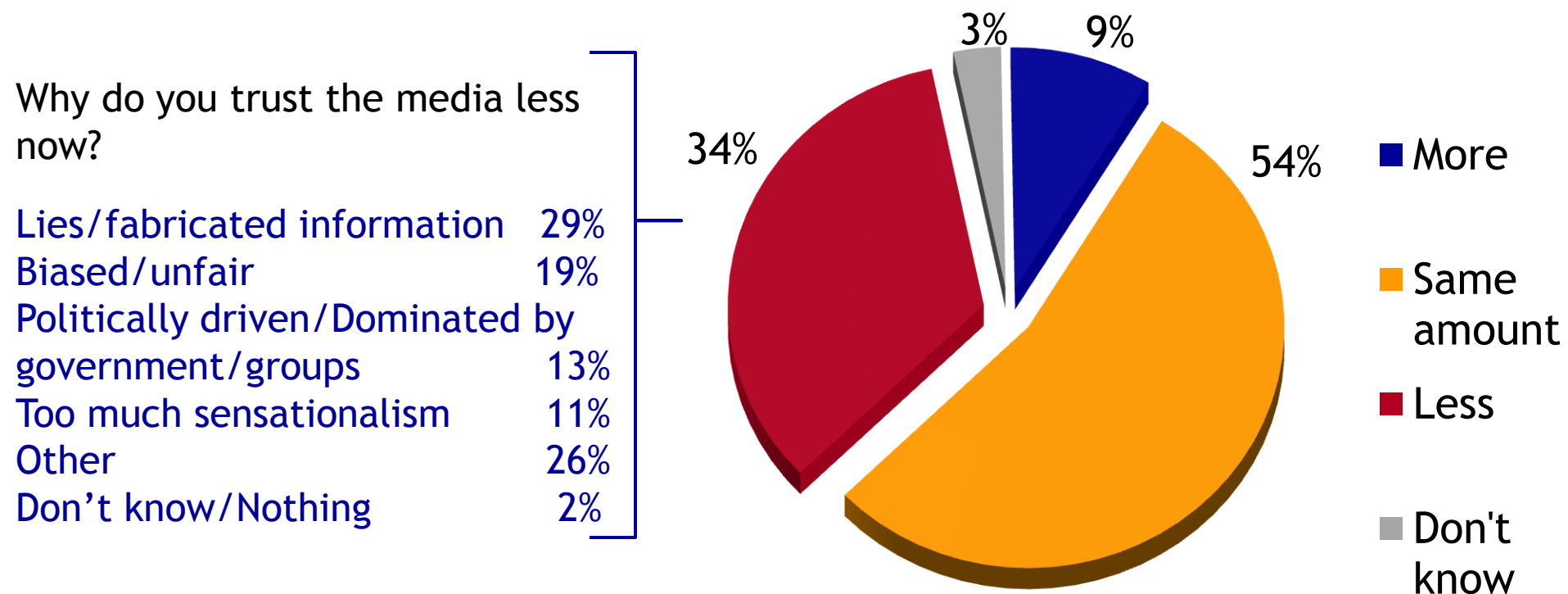
Compared to five years ago, would you say you trust the scientific community more, less, or about the same amount?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Trust of Media

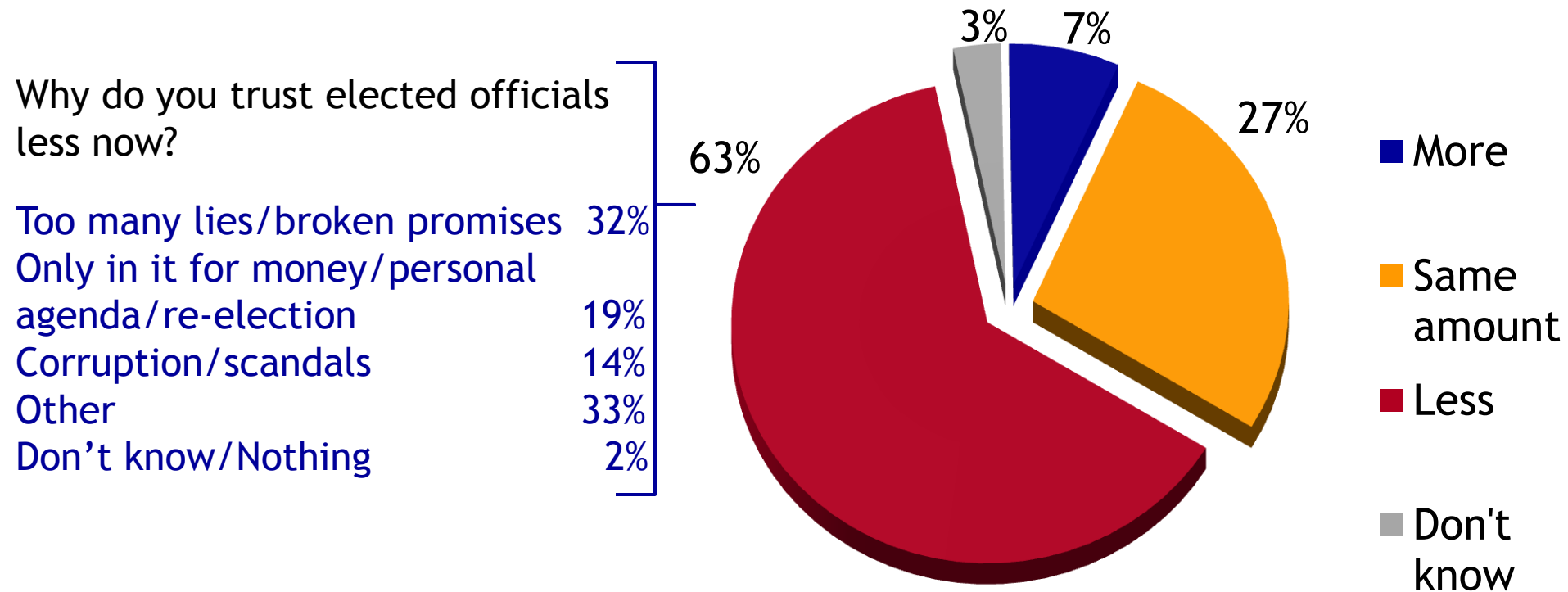
Compared to five years ago, would you say you trust the scientific community more, less, or about the same amount?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Trust of Elected Officials

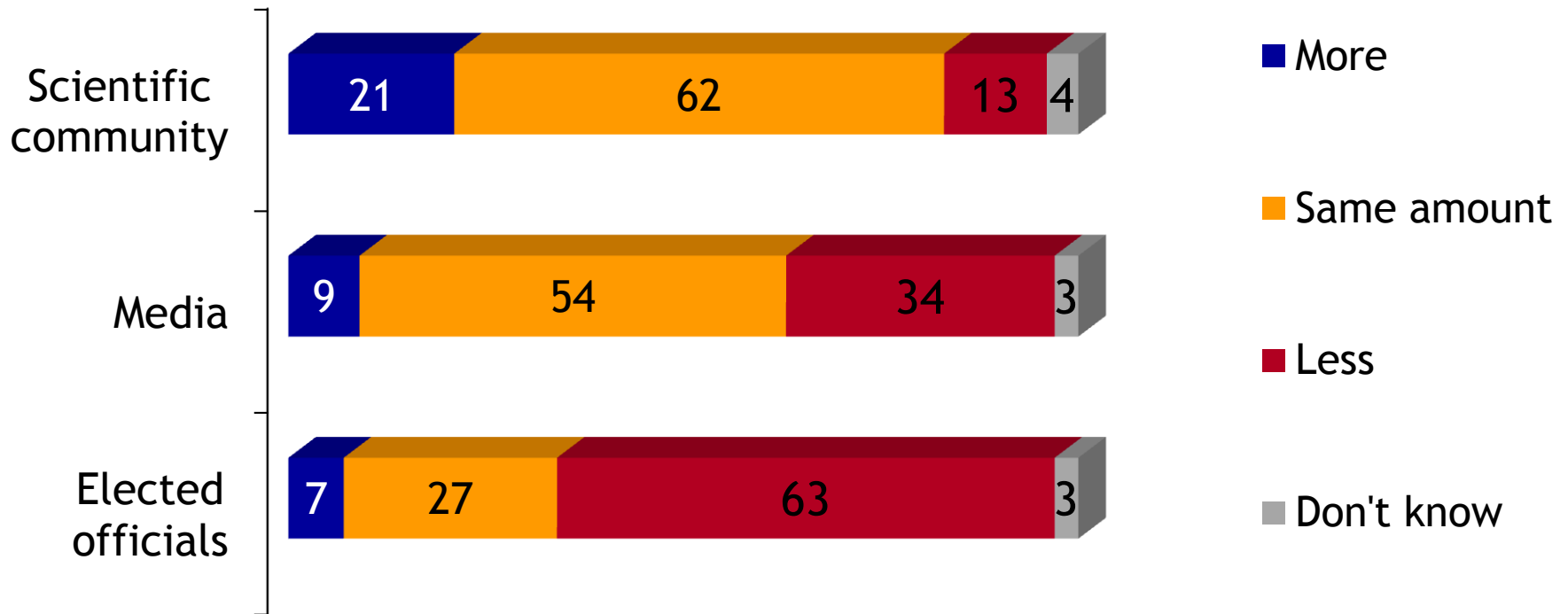
Compared to five years ago, would you say you trust your elected officials more, less, or about the same amount?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Trust Compared to 5 Years Ago

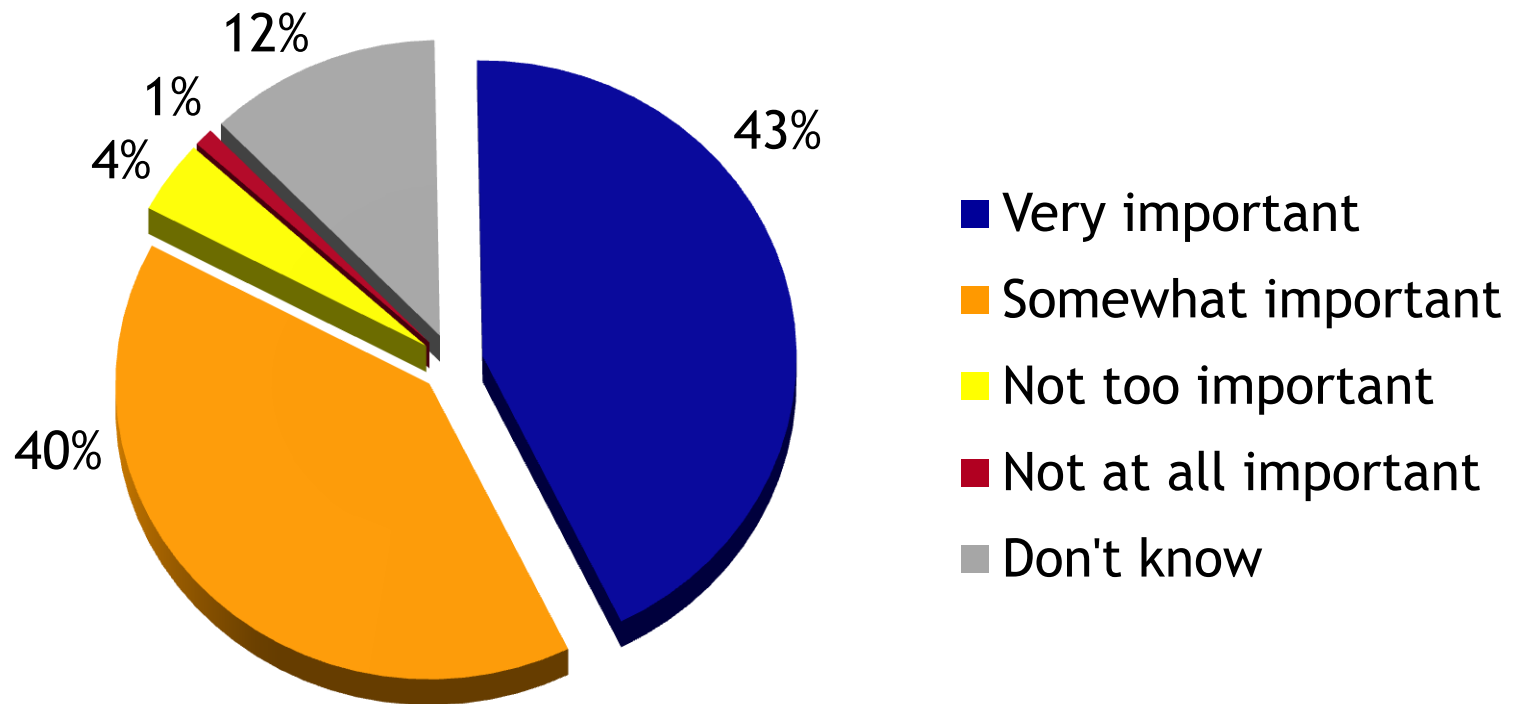
Compared to five years ago, would you say you trust the following more, less, or about the same amount?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Scientific Research Important to Maryland's Economy

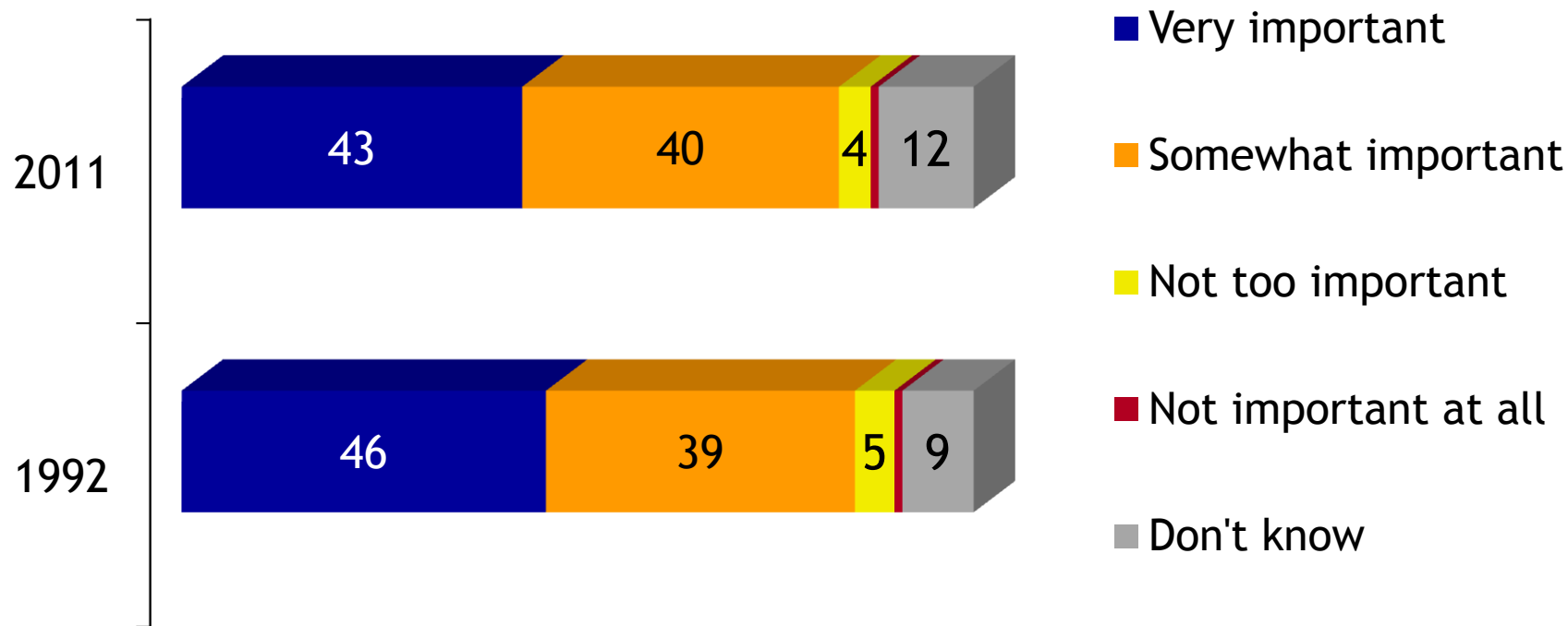
In terms of jobs and incomes, how important do you think spending money on scientific research is to Maryland's economy?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Then & Now: Scientific Research Important to Maryland's Economy

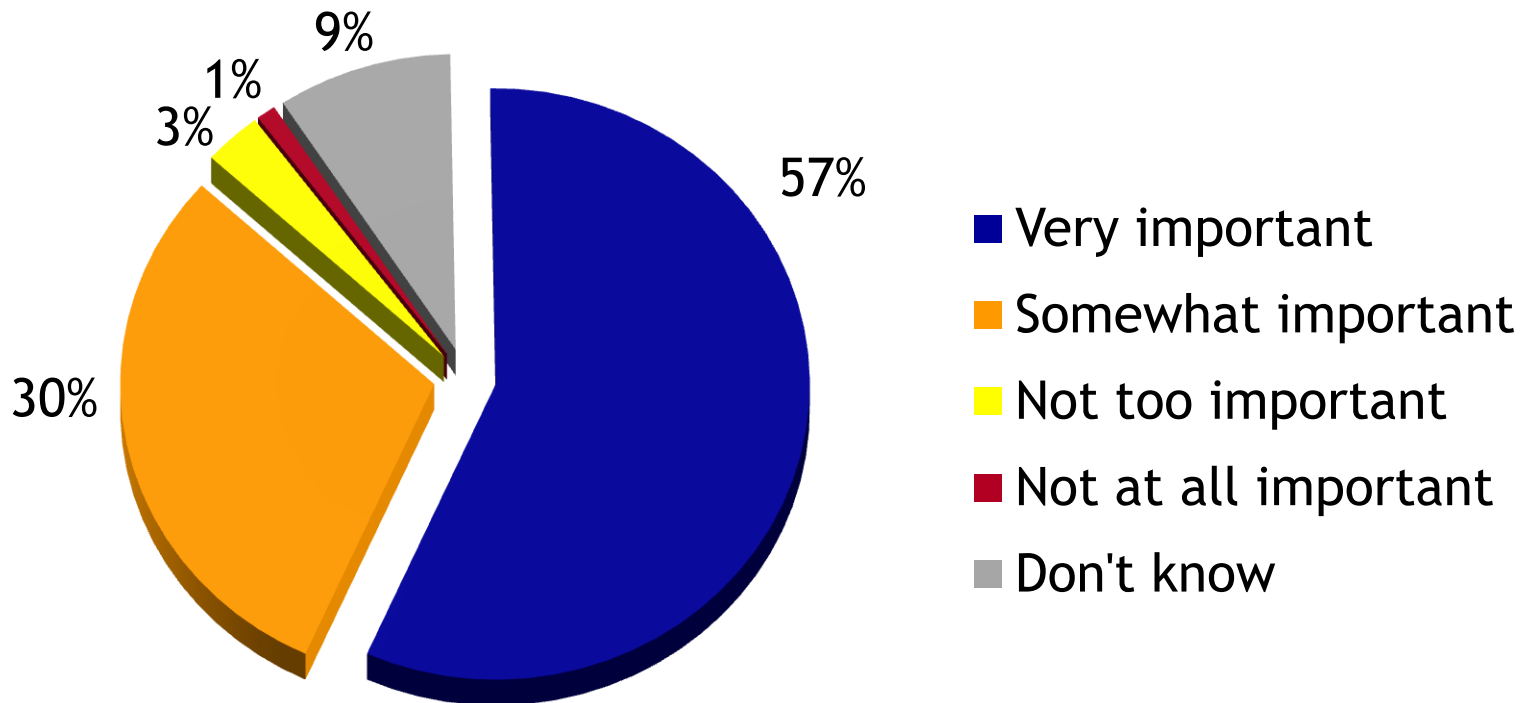
In terms of jobs and incomes, how important do you think spending money on scientific research is to Maryland's economy?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Very Important for Maryland to Be a Leader in Research

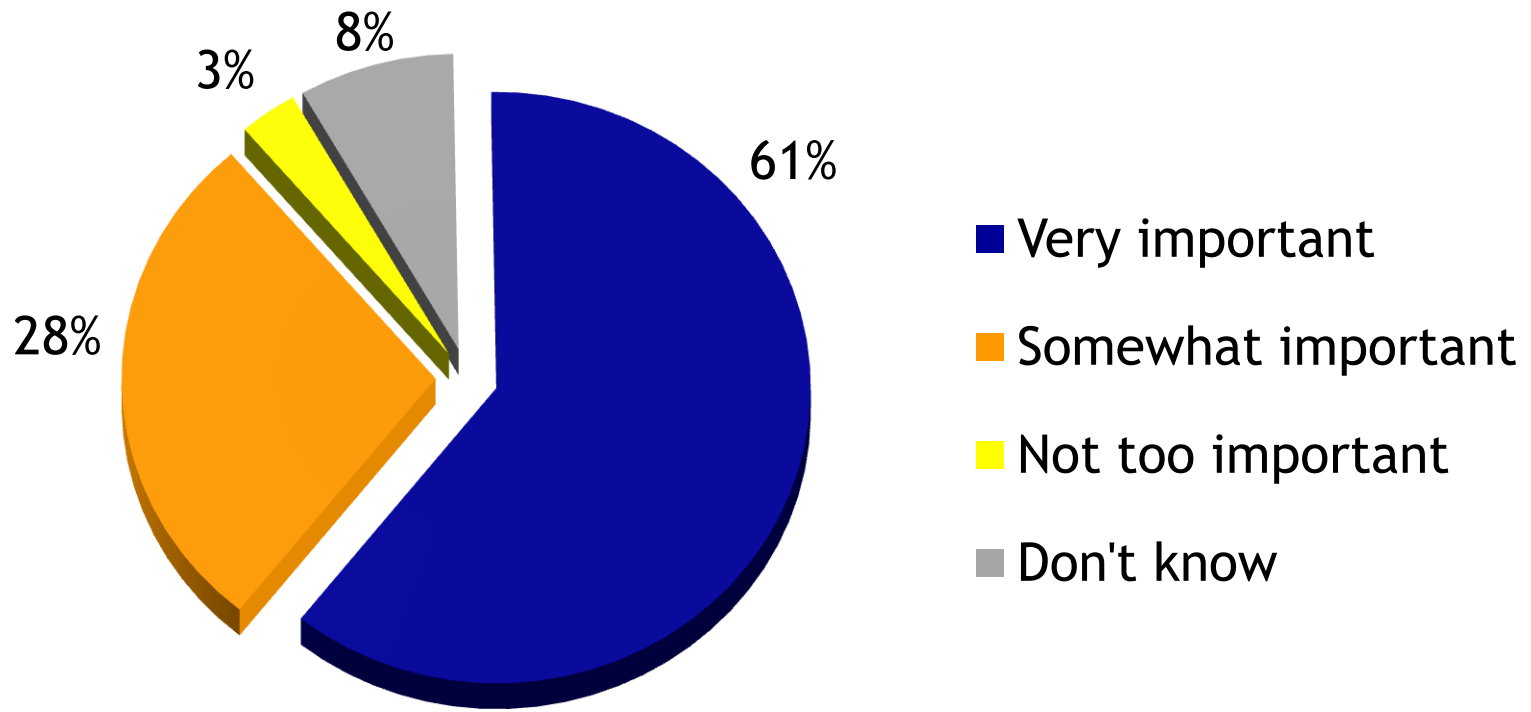
How important is it for Maryland to be a leader in science and medical research?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Very Important for Maryland to Be a Leader in Public Health Research

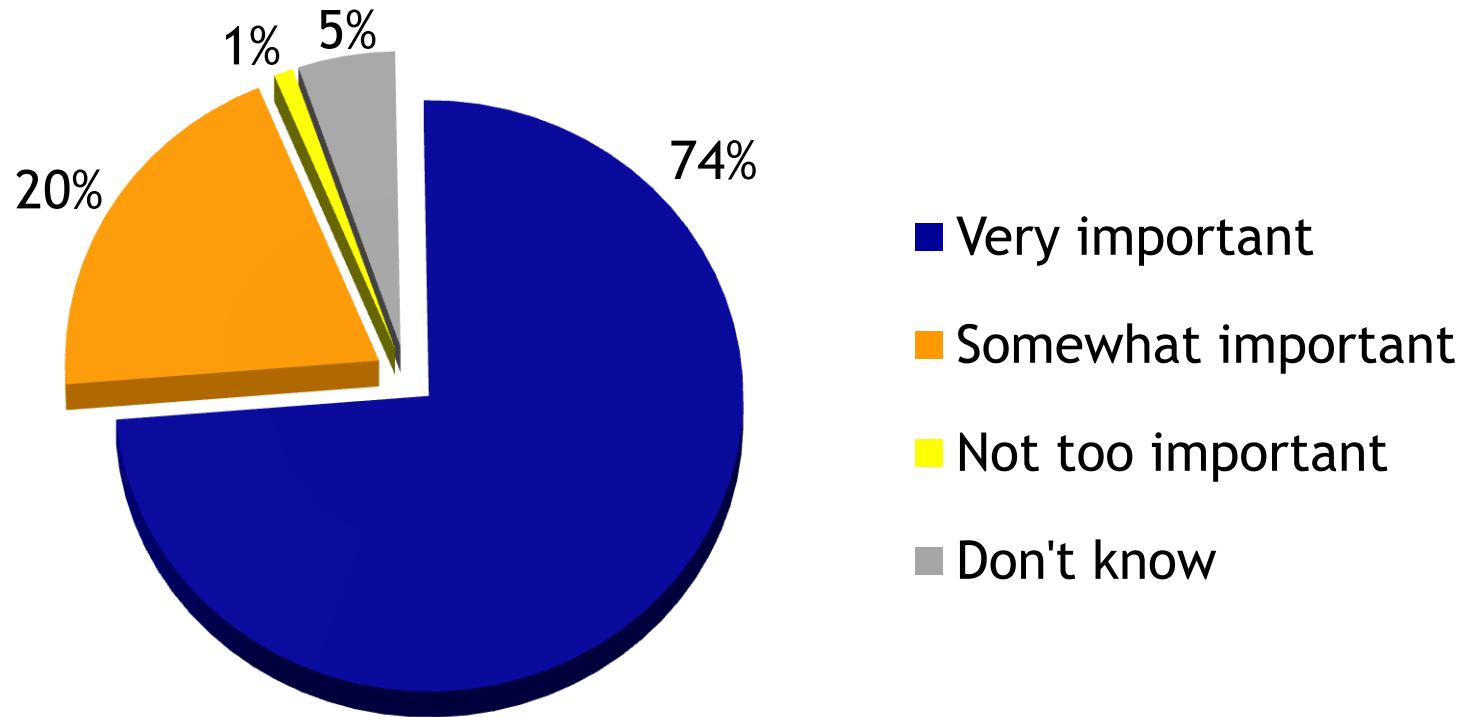
How important is it for Maryland to be a leader in public health, prevention and wellness research?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# STEM Education Very Important to U.S. Competitiveness

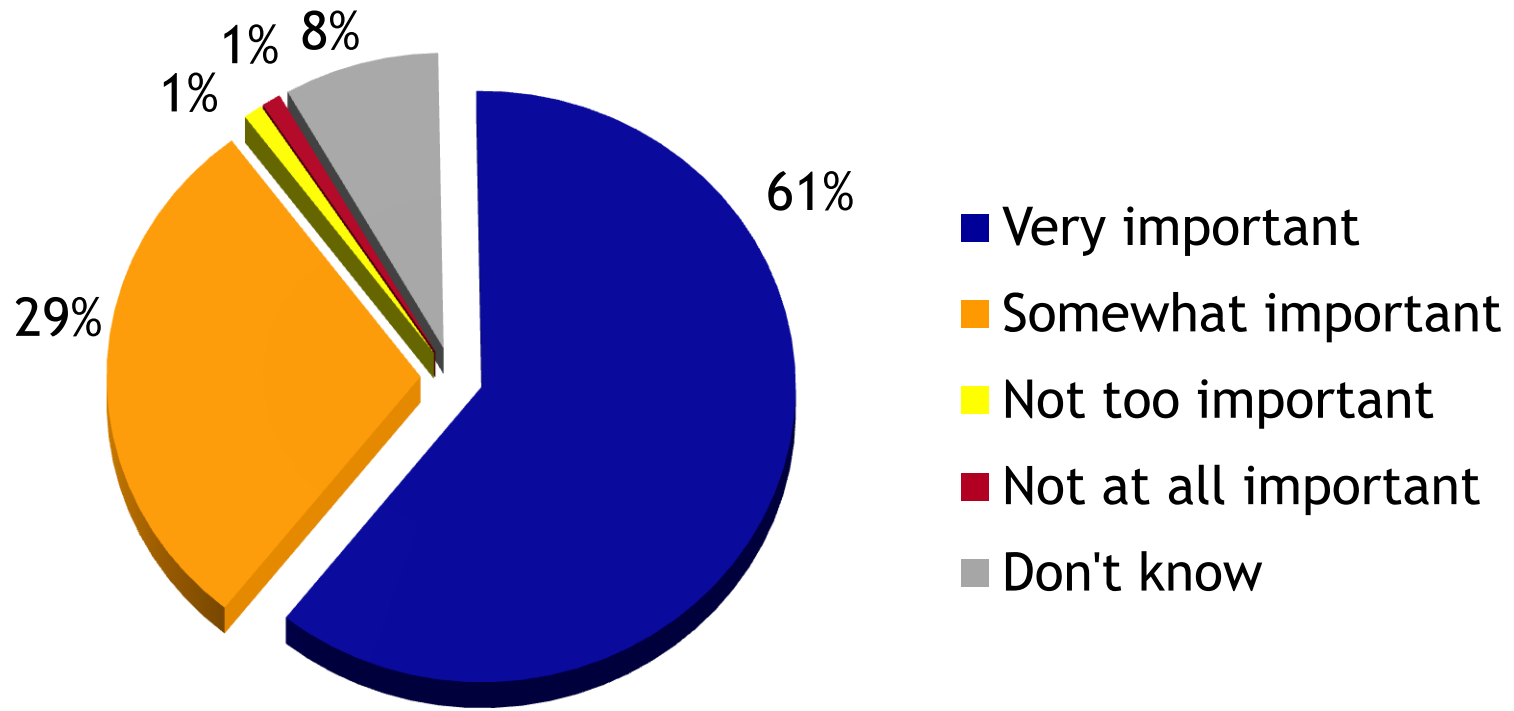
How important do you think education and training in science, technology, engineering and mathematics is to U.S. competitiveness and our future economic prosperity?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Very Important to Create Science Career Opportunities in Maryland

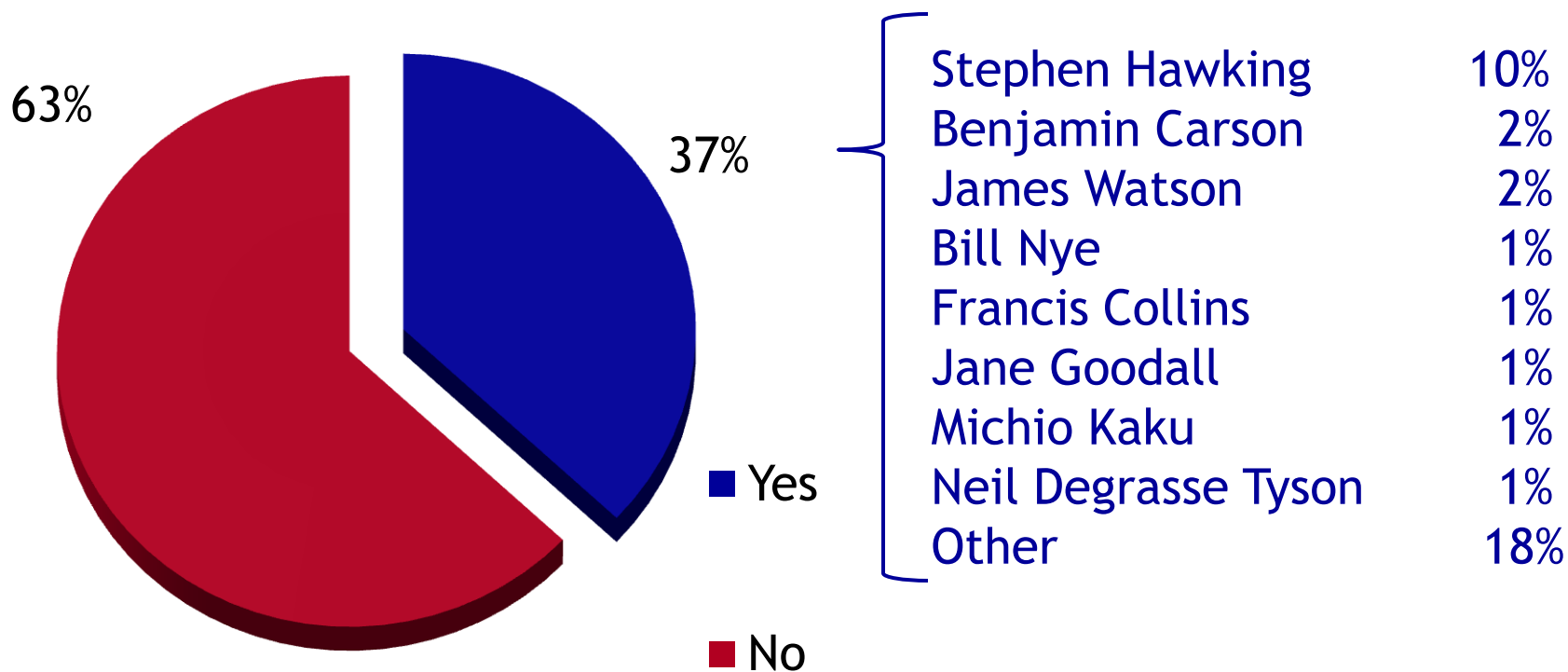
How important is it for Maryland to create more opportunities for careers in science and research for its young people?



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Majority of Marylanders Can't Name a Living Scientist

Can you name a living scientist? (first volunteered responses)



Source: Maryland Public Opinion Poll, April 2011  
Charlton Research Company for Research!America

# Majority of Marylanders Can Name a Living Journalist

Can you name a living journalist? (first volunteered responses)

