

Data alone won't convert GMO skeptics

One of the highlights of the [2016 Plant Biology Conference](#) in Austin, TX was a panel discussion about the [National Academies of Science review of genetically modified crops](#). . . .

. . . in the Q&A session. Someone asked, "How do we better educate the public about this topic?"

I don't remember the answer . . . but it was along the lines of, "Just give them more information."

That is completely the wrong strategy. It has been well established that the public is not motivated to change a position based on . . . data. As scientists. . . . That works for us.

. . . .

. . . .All of the scientific consensus in the world is useless we first establish trust. . . .

. . . [Develop] a relationship with the person asking questions. . . . acknowledge their perceptions and experiences.

. . . establish credibility by finding common ground. . . This happens when we share our values, talk about common concerns that unite us. . . .

Here's the non-intuitive part for us as scientists. Once you show that you understand their concerns and share their values, you likely won't need to draw graphs. . .

They simply will ask you if you think the technology is safe. Reply honestly. . . Done.

"We know better" gets you nothing. . . .

The GLP aggregated and excerpted this blog/article to reflect the diversity of news, opinion and analysis. Read full, original post: Rethinking Plant Science Communication