Applying the Science of Psychology to a Public that Distrusts Science

- don't present too many numbers to the public, they'll get bored and confused

- leave them w/ an anecdote

- they don't want long, boring explanations

Flaws in Thinking

- using an anecdote or personal story to refute a point

- using correlational data, regardless of whether the data are factual

- using emotional language instead of providing reasons or evidence

- viewing the alternatives as black vs. white or good vs. bad, without seeing any middle ground

Confusing Data and a preference for Anecdotes

- people are distrustful of what they do not understand

- sample vs. population

- Good Research Methods

     - Generalizing

     - Randomizing

     - Statistical Significance

Discussion

- landlines vs. cell phones, younger people are more likely to only have cell phones

- throwing too much information at people can make them defensive

  - many people do not even understand basic data collection

Correlation vs. Causation

- the whole idea of correlation

- positive correlations vs. negative correlations

-     -1 to +1

- correlations closer to 0 are not as strong

Controversies and Debates in Science

- do we accept results if we do not like them?

- do we pick and choose?

- the children in daycare issue

Discussion

- the study about stay-at-home moms and levels of aggressiveness in children

- sometimes the media only focuses on certain aspects of a study and ignores others

How to Get Research Accepted by the Public

- dissemination of the research

- building a partnership w/ the media

- educating the public

- collaboration and communication within the community