

Data-Driven Insights into Science Advocacy

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ScienceCounts

ICHEP 2016



A new nonprofit formed to bolster **public** awareness of and support for **federal funding** of science.

- Emphasize Basic Research
- Work Across Disciplines
- Focus Outside DC
- Engage Sympathetic, Non-science Communities

PARTNERS



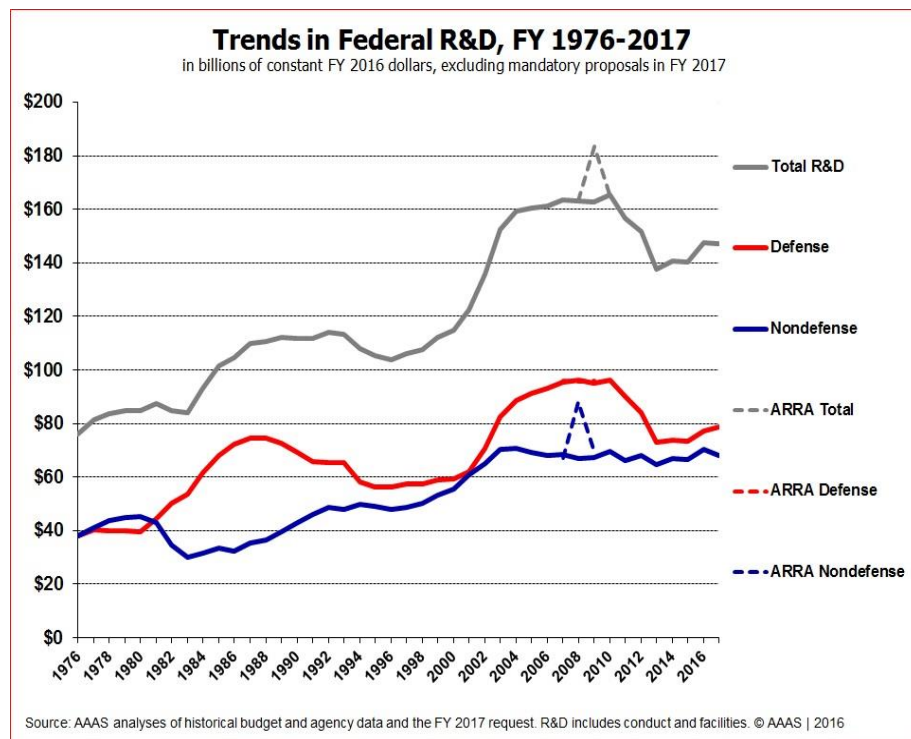




Trends in Federal Budget

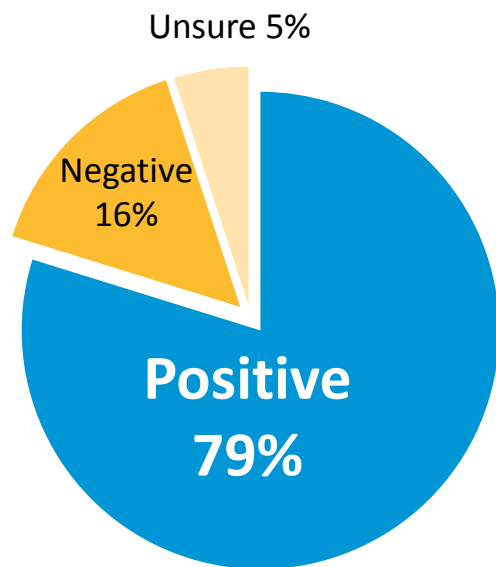
Total Expenditures
Mandatory Programs
Net Interest
Discretionary Programs
(half defense / half nondefense)

<u>2005</u>	<u>2015</u>
2.4 T	3.7 T
54%	62%
7%	6%
39%	32%



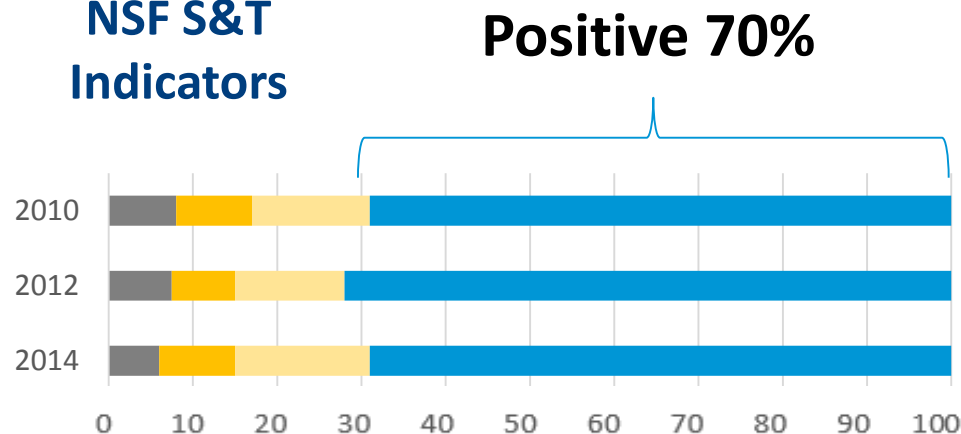


Public's Overall View of Science

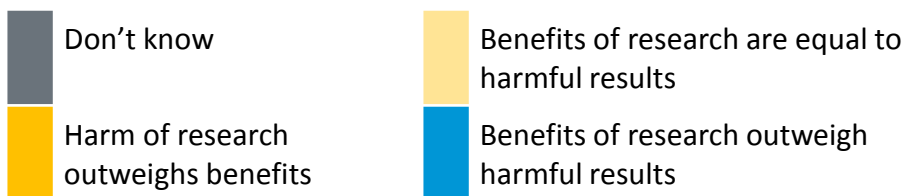


PEW/AAAS 2015

NSF S&T Indicators



Source: NSF S&T Indicators 2010 – 2014.



Public's view of science and scientists is overwhelmingly positive



Doesn't Translate Directly to Policy

<i>Top Domestic Program Willing to Cut to Reduce Deficit Among All Voters</i>	2015
Scientific Research	25%
Unemployment Benefits	19%
National Defense	14%
Roads, Bridges, and Other Infrastructure	9%
Public Education	8%
Medical Research	7%
Medicare	4%
Social Security	2%
Veterans Benefits	2%
None of these	28%

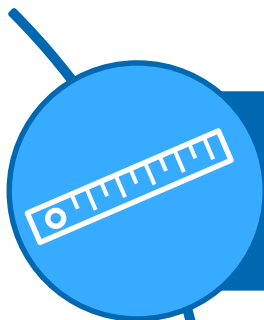
Congressional Adage:

*“Consult the Experts
when Spending;
Consult Your
Constituents When
Cutting.”*

Source: Public Opinion Strategies/Greenberg Quinlan
Rosner – Research Funding – 2015.



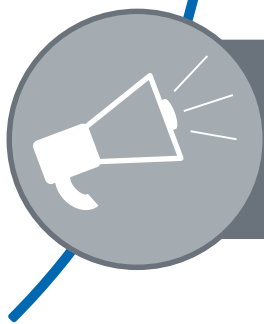
Benchmark Study Objectives



DIG DEEPER into public attitudes about science, scientists, and the government's role in scientific research.



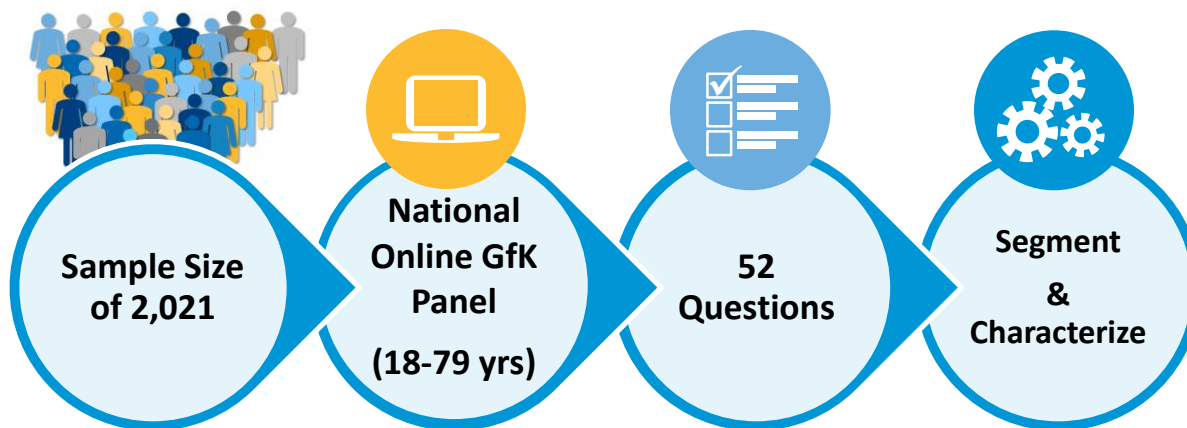
SEGMENT public and tailor message and medium to each groups unique attributes and behaviors.



DEVELOP & TEST messaging platforms for a initiative to activate public support of science research.

Phase 1. National Benchmark Segmentation Survey

- Based upon discovery research and exploratory focus groups in Dallas.



Phase 2. Qualitative Audience Research

- Focus groups with priority audiences in Atlanta & Denver.



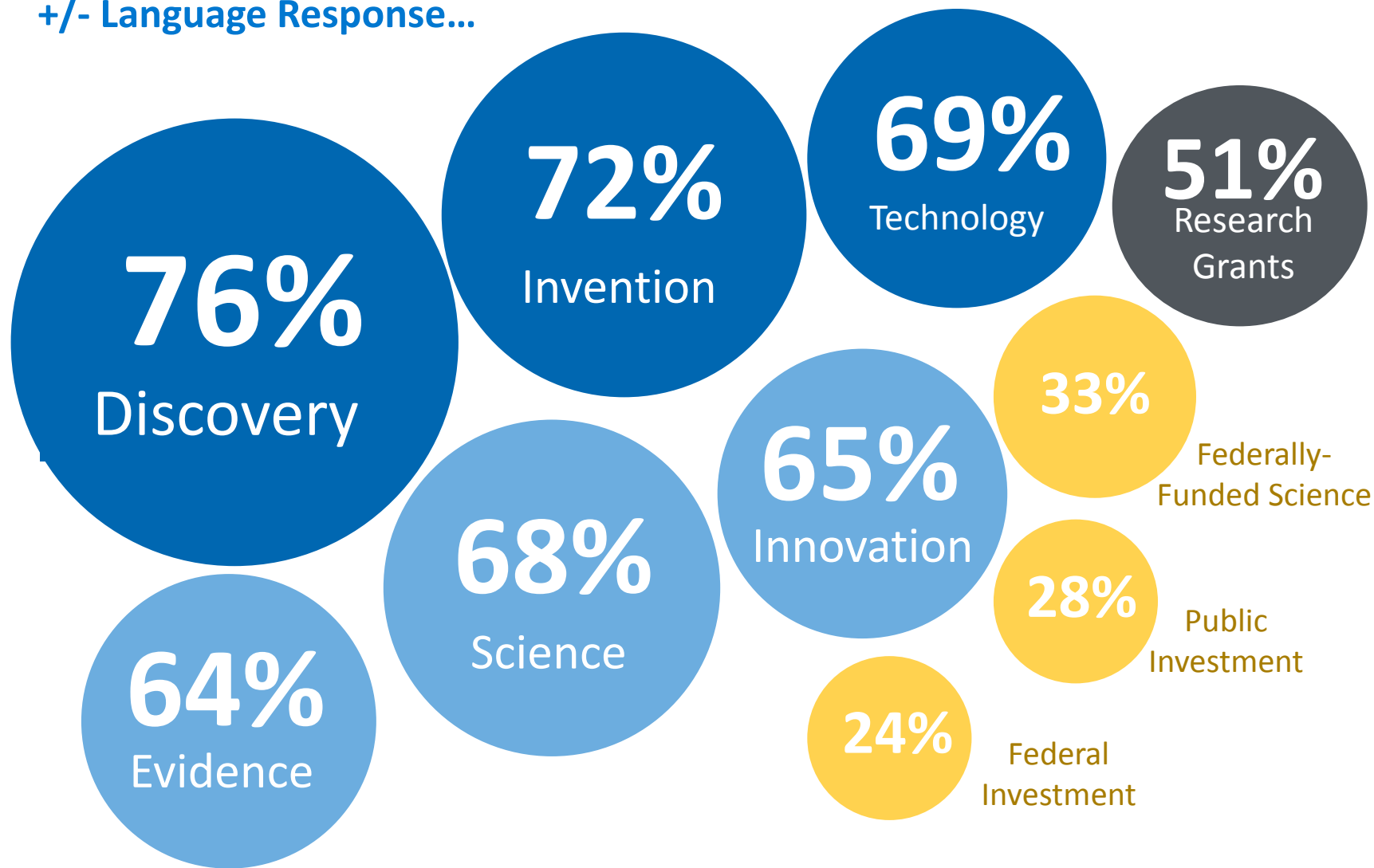


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RESEARCH
AMERICA
AN ALLIANCE FOR DISCOVERIES IN HEALTH

Lessons in Language

+/- Language Response...



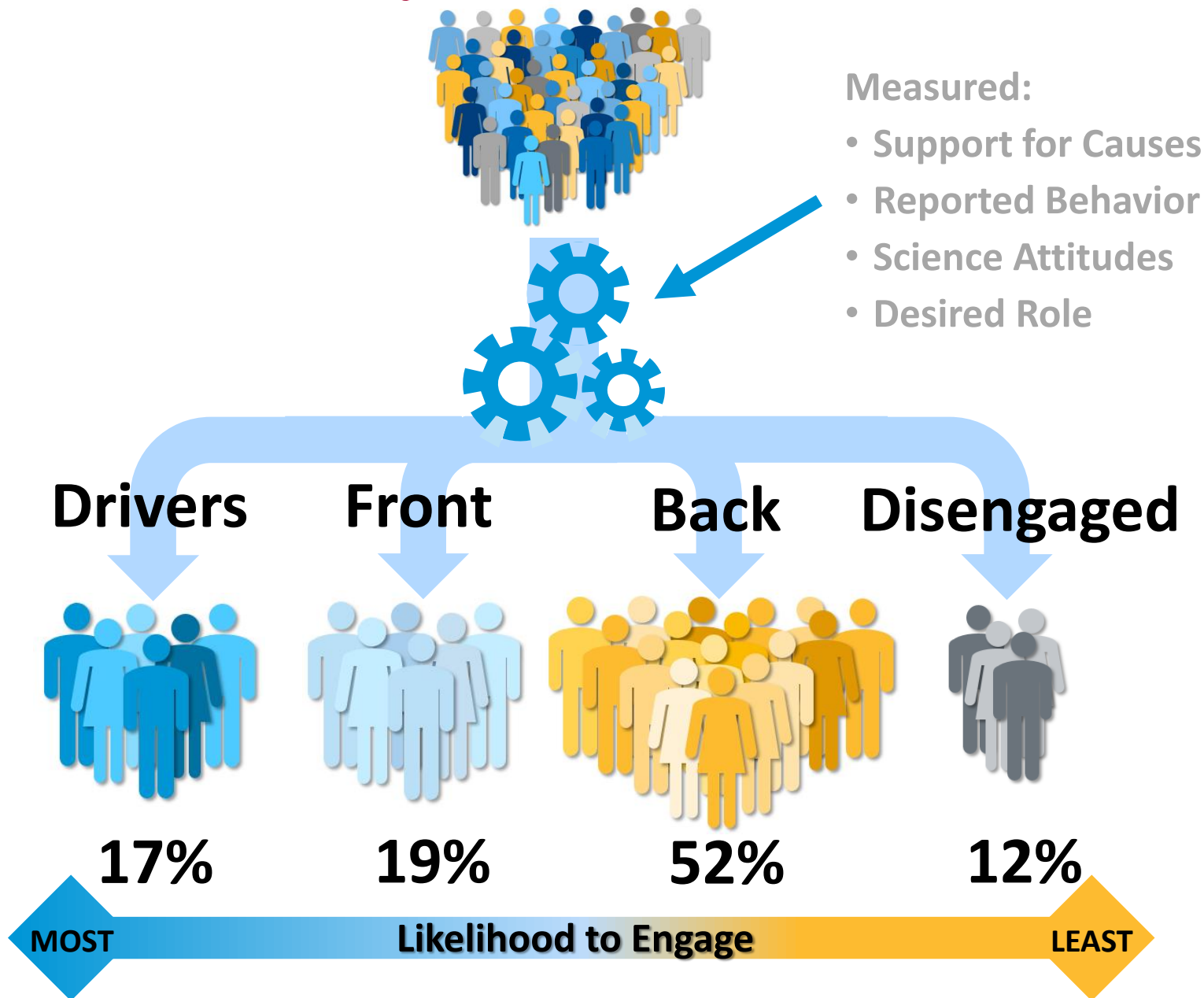
Display of positive associations



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AMERICA
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Segmentation





Segmentation Profiles



DRIVERS

- Older
- Skew white
- Most liberal (46%)
- Most education
- Strong finances
- Strong voters (87%)



FRONT SEATERS

- Skew male (60%)
- More young children
- Concentration in south



BACK SEATERS

- Skew female (56%)
- More conservative
- Most religious



DISENGAGED

- Skew female
- More millenials
- Slightly minority
- Less education
- Least religious
- Weak voters (37%)



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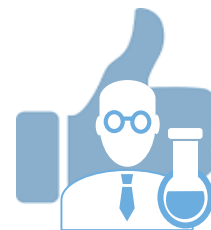


Key Findings: ATTITUDES

1

THE SCIENCE BRAND IS STRONG

70% trust scientists to conduct beneficial research, and **74% trust** scientists to tell the truth.



Public is already on board:
need to get them engaged

2

NO GOV FUNDS, NO BIG DEAL

Only **1 in 4 Americans** believe government's role in funding science is **irreplaceable**.



Ignorance is bliss:
must relay gov's essential role

3

PRIVATE & PUBLIC IN HARMONY

Sentiment is **private research is better at solving specific problems**, while **government research is better at serving the greater good**.



Key Findings: SEGMENTS

4

THE MOST LIKELY TO ENGAGE

One can categorize the public from **most to least likely to engage**: **DRIVERS** (17%), **FRONT SEATERS** (19%), **BACK SEATERS** (52%), and **DISENGAGED** (12%).



Drivers



Back seaters



Front seaters



Disengaged

5

WILLINGNESS TO RECONSIDER

When presented with stories speaking to benefits of government funded research, every segment shifted their position in a positive way.

58% began positive
13% more shifted positive

24% began positive
27% more shifted positive

32% began positive
24% more shifted positive

5% began positive
16% more shifted positive

6

NO BIG ANTI-SCI CONSPIRACY

The disengaged group is best characterized as being equally lib/con, younger, and largely uninvolved with any kind of advocacy.



DISENGAGED is a small, apathetic minority:
an ideologically based anti-science contingent does not exist

7

SCIENCE IS HOPE

The most compelling themes **capture forward-looking, optimistic, and elevating messages**. Themes of fear fall flat.

"Science gives power over things we feel powerless about. Science is about hope."

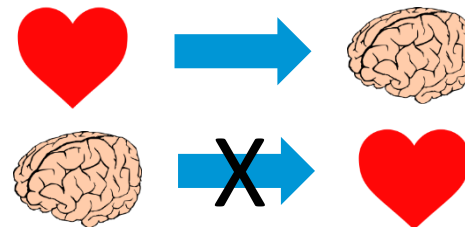
Denver Focus Group Participant



8

TALK BENEFITS, NOT FEATURES

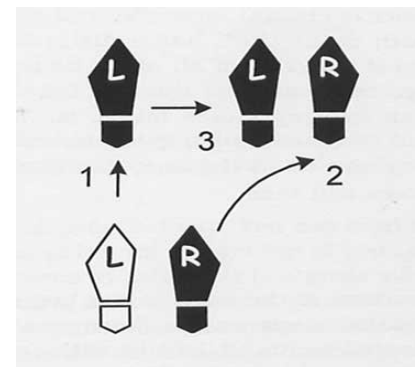
Stories exemplifying human and community benefits are essential. Data-laden **facts and figures don't connect** in a lasting manner.



9

RIGHT STEPS, RIGHT ORDER

Desired results are highly dependent on the order that arguments are presented. Starting with **show and tell does not sell**.





SCIENCE IS HOPE

Americans view science as a path to a better tomorrow, a means to serve the greater good. Science is a source of optimism, a catalyst for personal and communal aspirations.

For more information or to get involved, please contact Chris Volpe at:
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www.sciencecounts.org



Assessing Conventions in Public Outreach & Advocacy

Convention

SC Findings

Who's the audience?

Everybody

Only about 20% willing to act
Another 20% possibly persuadable

What's the theme?

Science is crucial to daily life
Investment in science is essential
for jobs & economy
Federal funding is under siege
Nobility of exploration

Science apologetics a turn-off
Jobs/economy message played out
Dream big; science is about greater
good and moving society forward
Exploration & discovery are
part of the American identity

How is the case made?

Show and tell
Historical perspectives
Charts, graphs and tables
Local Connections

Tracing history of discoveries a
curiosity, but doesn't evoke emotion
Starting with data, figures, or money
leads to emotional dead-end
Human side of science & scientists

Keywords?

Investment, Discovery, Public

Discovery, Innovation, Science



The Power of Imagery

How do we capture 'science is hope' through imagery?



OR





Previous Survey

<i>Top Domestic Program Willing to Cut to Reduce Deficit Among All Voters</i>	2015
Scientific Research	25%
Unemployment Benefits	19%
National Defense	14%
Roads, Bridges, and Other Infrastructure	9%
Public Education	8%
Medical Research	7%
Medicare	4%
Social Security	2%
Veterans Benefits	2%
None of these	28%

Source: *Public Opinion Strategies/Greenberg Quinlan Rosner – Research Funding – 2015.*

Note that some respondents gave more than one answer

This Survey

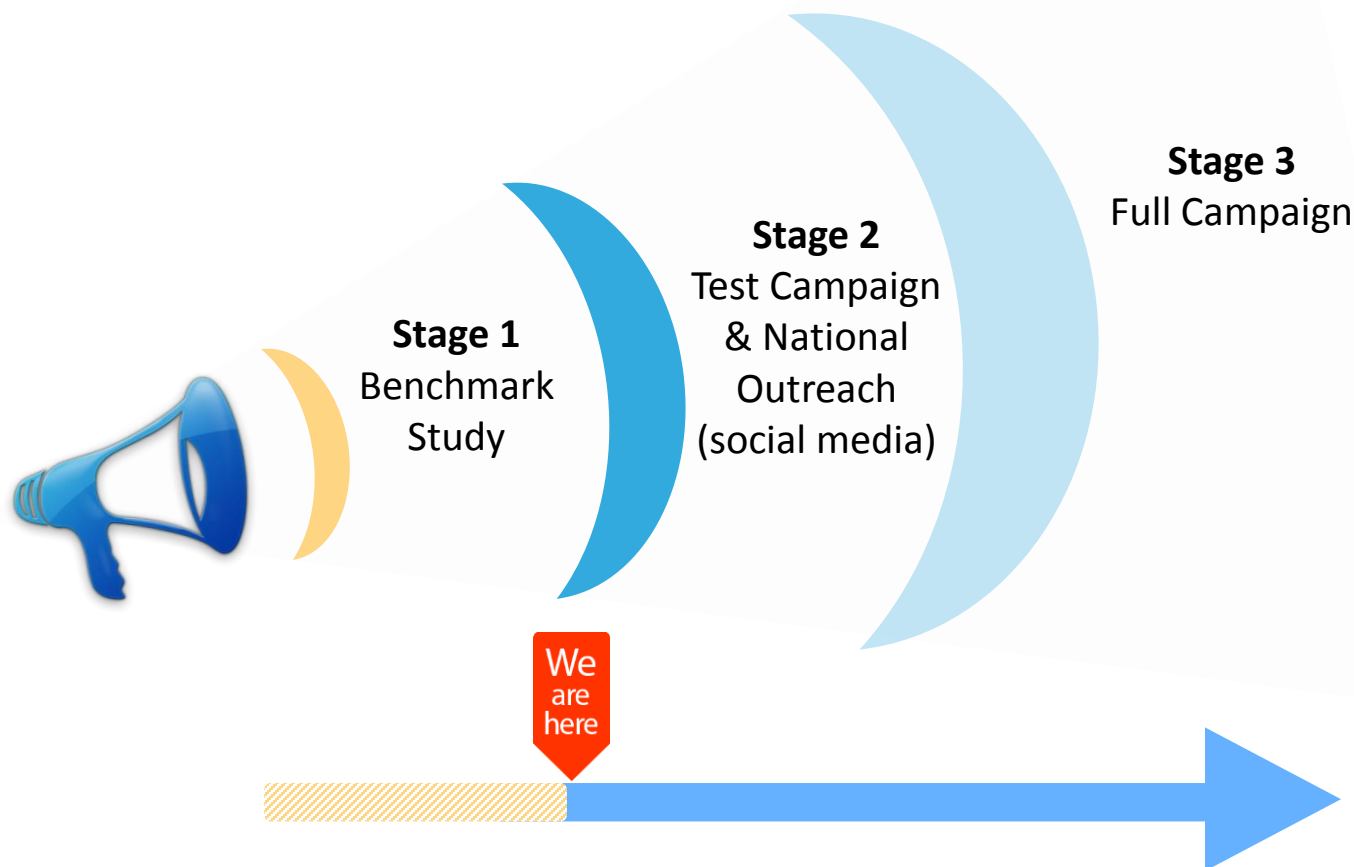
<i>Top Domestic Program Willing to Cut to Reduce Deficit Among All Voters</i>	2016
National Defense	21%
Unemployment Benefits	19%
Roads, Bridges, and Other Infrastructure	5%
Public Education	5%
Scientific Research	5%
Medical Research	2%
Medicare	2%
Social Security	2%
Veterans Benefits	2%
None of these	39%

Source: *Raising Voices for Science – ScienceCounts and Research!America - 2016*



Key Goals in 2016:

- Assemble a community of enthusiastic partners to support a collective impact effort
- Develop and initiate a test campaign & national outreach


















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Demographic Highlights

	Drivers 	Front Seaters 	Back Seaters 	Disengaged 
	NE & Pacific	SE & SW	Rep US	Mtn & Mid-Atl
	53/47	60/40	44/56	45/55
	skew older	Rep US	Rep US	skew younger
	skew white	skew minority	Rep US	skew minority
	81%	54%	58%	41%
	75% own	63% own	71% own	54% own
	2.65	2.91	2.78	2.97
Lib-Con	46-22	28-33	24-33	17-18
	59%	64%	68%	54%
	87%	68%	70%	37%