

The Science Trust Project

Building a Grass-Roots Community to
Counter Misinformation

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Why should APS respond to misinformation?

- APS members care
- Misinformation is a destabilizing force in our society
 - APS upholds and defends the truth



Question: Can the tactics of grassroots political advocacy be effective in a public-facing campaign to confront misinformation?

Experts we consulted

Bill Novelli

Former CEO Tobacco Free Kids, ran global PR firm Porter Novelli

Rose Hendriks

Program Director, Civic Science Initiative

Ellie Dehoney

VP of Advocacy, Research!America

Georges Benjamin

Exec Director, American Public Health Association

Chris Volpe

Exec Director, Science Counts

Rachel Kerestes

Exec Director, Science is US

Mike Ranney

Prof of Education, Reasoning Research Group, UC Berkeley

Steven Sloman

Prof of Psychology, Brown

Reed Tuckson

Organizer of the [The Conversation Between Us](#) campaign

Kathleen Jamieson

Prof of Communication, Annenberg Center, Penn

Katherine Mathieson

CEO, British Science Association

Ed Maibach

Former social marketer, Prof of Communications, GMU

David Scales & Jack Gorman

Critica, Inc.

Initial experiment



Issue: Vaccine hesitancy

Participants: 60 APS members from a variety of locations around US

Training: Provided by Critica, experts at empathy-based conversation

Mobilization: Participants initiated conversation on NextDoor.com

Monitoring: Evaluation of engagement



Things we learned

- APS members aren't just concerned about misinformation, they are willing to take action
- APS members are willing to take a substantial amount of training to be effective
- This approach can have an impact, but only if there is a supporting community of practice

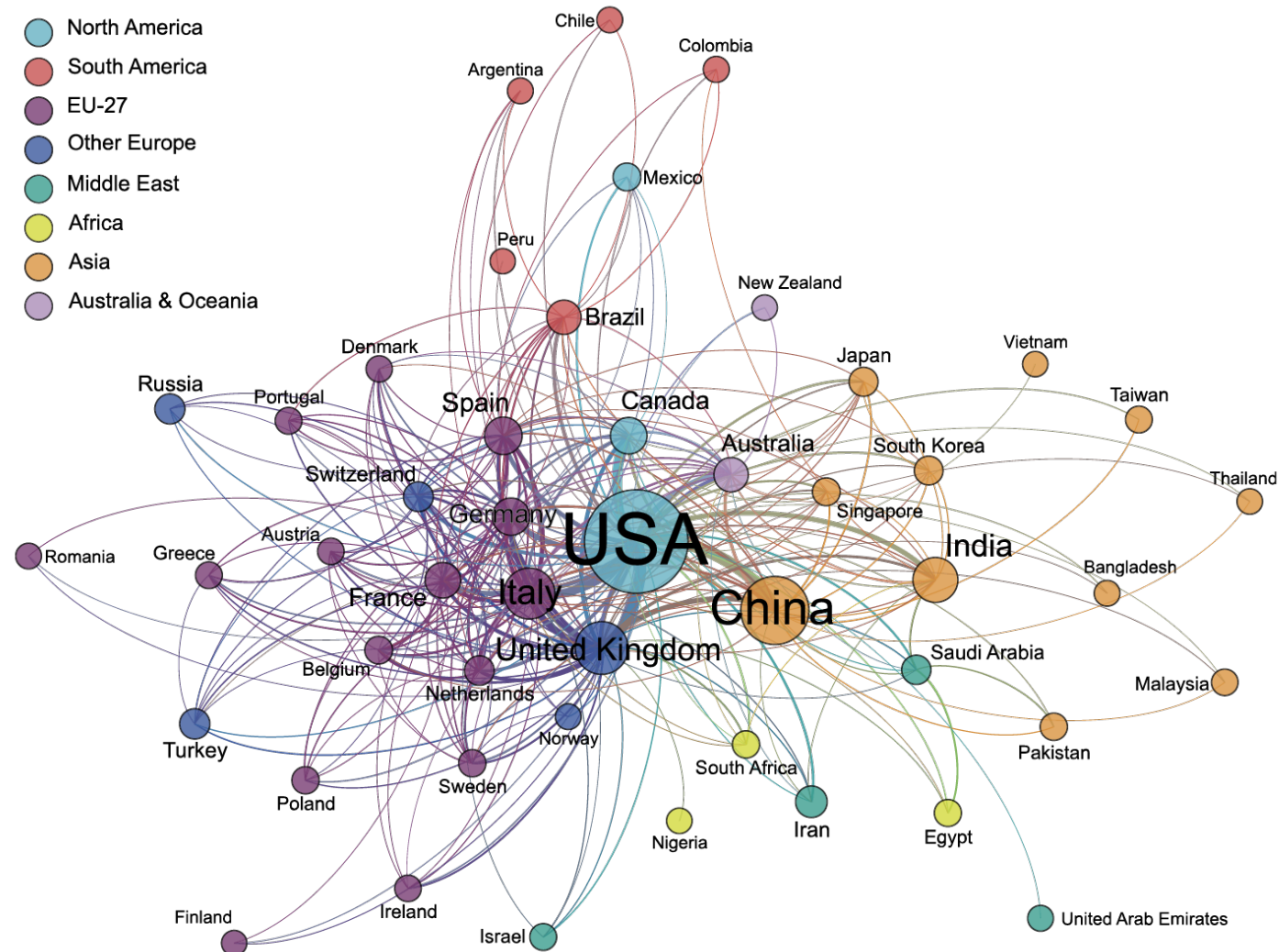
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- Establishing an infrastructure to enable APS members to counter misinformation, with a focus on climate change
 - Drafting an enduring APS Statement about the value of public engagement, solidifying its relevance within the physics community
 - Exploring formal partnerships with other organizations to enhance the project's capability and impact



Our Goals

- To build a cohort of physicists who are skilled at listening and effectively engaging the public
 - To experiment with ways that his growing cohort can create community conversation to counter misinformation and propel action

USA: Keystone of global S&E ecosystem



COVID-19 Collaborations
NSB

Global Physics Roundtable

French Physical Society
Chinese Physical Society
Indian Physical Association
Canadian Association of Physicists
The Physical Society of Japan
The Netherlands Physical Society
Italian Physical Society
Korean Physical Society
American Institute of Physics
South African Institute of Physics
German Physical Society
International Union of Pure & Applied Physics
The Japan Society of Applied Physics
Institute of Physics
Optica
The European Physical Society
The American Physical Society