



WATER RESOURCES SCIENCE – A TREE FALLING IN THE WOODS?

DOES YOUR SCIENCE MATTER IF NO ONE
HEARS IT?

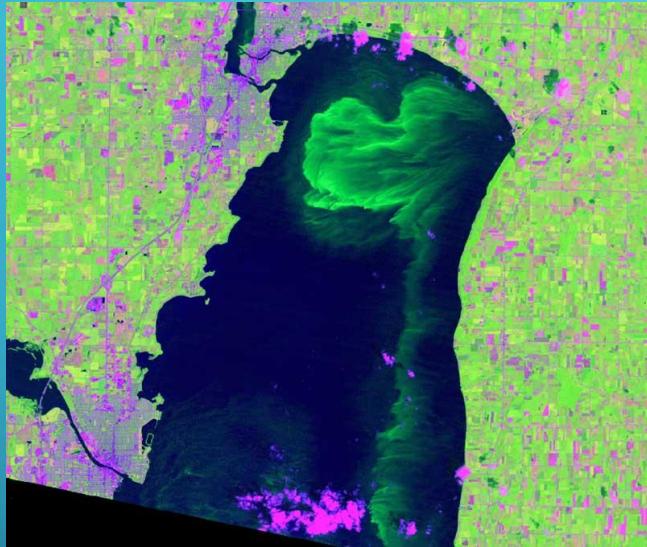
LIVING IN A “POST-TRUTH” WORLD

- Post-truth definition: Relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.
- 'in this era of **post-truth** politics, it's easy to cherry-pick data and come to whatever conclusion you desire'
- Undermines policy
- Undermines democracy
- Not entirely new

CAN YOUR SCIENCE STAND ON ITS OWN?

- Not very often
- It needs to be communicated to an audience that will use it
- and not just to the usual suspects

THE FOOD, LAND AND WATER PROJECT



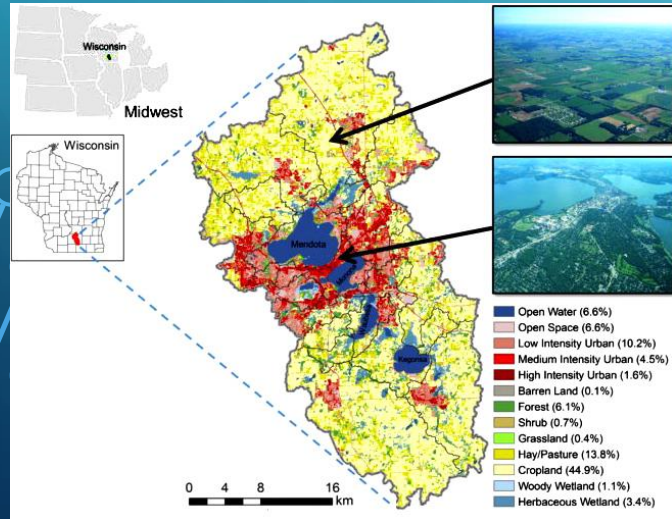
Challenges



THE FOOD, LAND AND WATER PROJECT



Opportunities



SCIENCE AND THE AMERICAN EXPERIMENT

communicating the value of science in an era of digital media and post-truth politics.

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LET'S TALK

