

# Challenges of the Future: Recognition, Reconciliation, and Rewards

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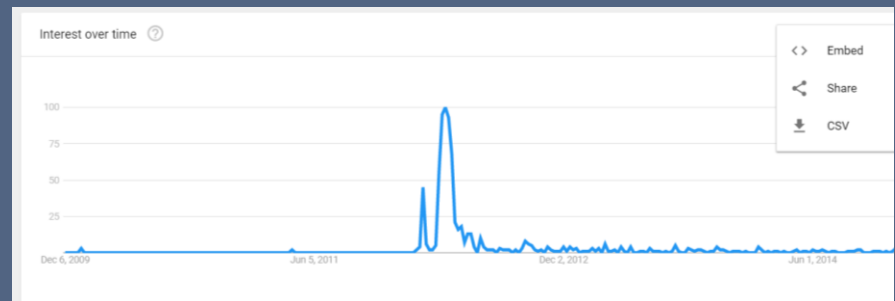
ESFA Conference on Science, Food, Society  
Parma, Italy

# Recognition

*We cannot control the messages that audiences receive.*

# Example: Lean Finely Textured Beef, a.k.a. *Pink Slime*

- Used as beef filler for decades
- Attention grew out of effort to eliminate E. Coli risk in beef by injecting with ammonia
- Nicknamed “pink slime” by a former USDA meat inspector
- 2009 New York Times article first mention of “pink slime” nickname, given by former USDA meat inspector
- Picked up by Jamie Oliver in 2011
- In 2012, uproar to remove it from school lunches, fast food chains, etc.



I believe it is important to  
concern about food  
time.

le's concerns about how their food is made from their

@the ar ... long

Yet the public outcry over pink slime is justified, encouraging and impressively effective. (The response by some food safety officials that it's misguided, and that only "experts" should be determining how food is processed, is shameful [3]) And this is how it's going to be from now on; public pressure will increasingly determine policy, and not only in food: "Before the Internet," says [Bill Marler](#), a food safety lawyer, "companies and governments simply made decisions, assuming the public didn't need to know or even care what was in their food. That is no longer the case."

... products containing it, as did McDonald's, while [Wendy's emphatically insisted](#) that it never has. The United States Department of Agriculture, a major buyer of pink slime for its National School Lunch Program, has [offered](#)

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# Multiple Sources/Contexts



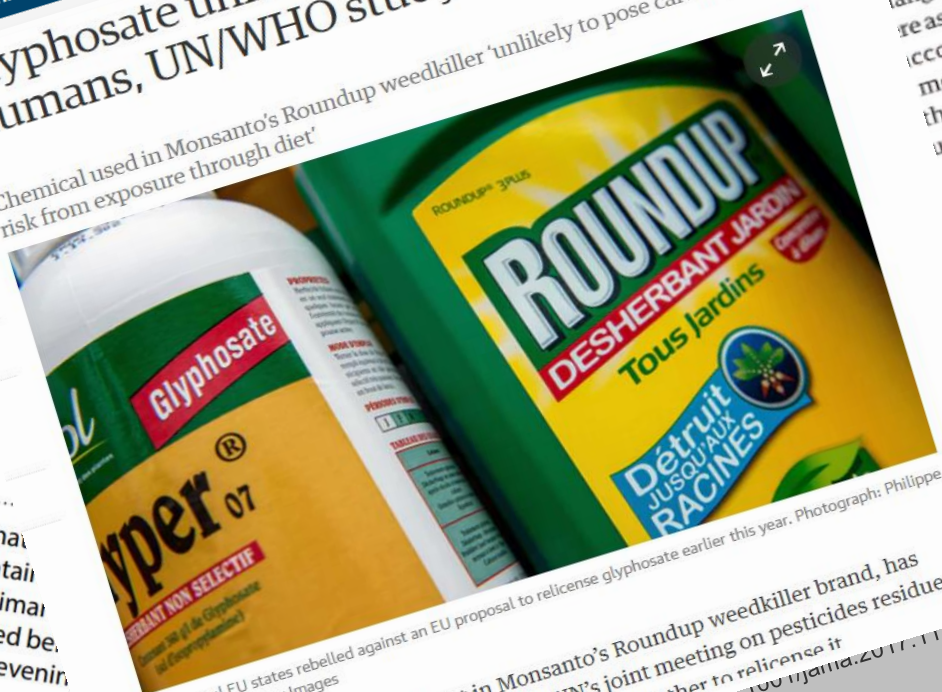
## EfSA explains risk assessment Glyphosate

- ▶ What has EFSA done?
- ▶ Main findings of the assessment
- ▶ Why do some scientists say that glyphosate is carcinogenic?
- ▶ What data was used in the EU assessment?

**Glyphosate** is an active substance that is used in agriculture and horticulture primarily on cultivated crops. They are typically applied before desiccating treatment, accelerating and even...

## Glyphosate unlikely to pose risk to humans, UN/WHO study says

Chemical used in Monsanto's Roundup weedkiller 'unlikely to pose carcinogenic risk from exposure through diet'



Several EU states rebelled against an EU proposal to relicence glyphosate earlier this year. Photograph: Philippe Huguen/AFP/Getty Images

Glyphosate, the key ingredient in Monsanto's Roundup weedkiller brand, has been given a clean bill of health by the UN's joint meeting on pesticides residues (JMPR) two days before a crucial WTO vote on whether to relicence it.

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g/L in 1993-1996 to

ghlin, Elizabeth  
1993 and

## What has EFSA done?

...A and EU Member States have carried out a risk assessment and  
...review that updates our scientific knowledge of the toxicity

EU list of approved active substances as of...



# Reconciliation

*Audiences are not passive recipients but active seekers and filterers of information.*

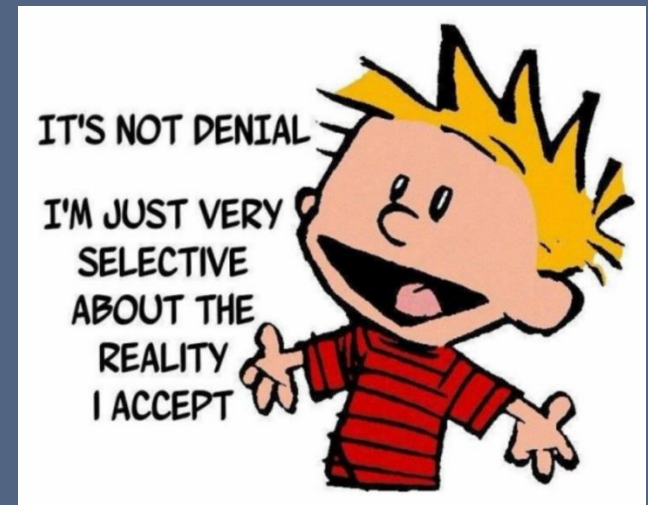
# Not Everyone Will Pay Attention



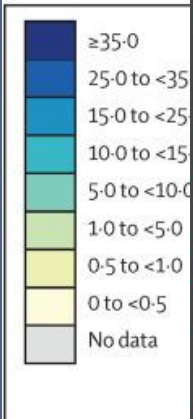
- People are more likely to seek risk information and follow advice when they...
  - Recognize a gap in their knowledge,
  - Believe that people important to them would want them to know about the risk issue,
  - Believe they can access the information they need, and
  - Believe they can do something to solve the problem.
- see, e.g., Yang et al., 2014; Dunwoody & Griffin, 2015; Witte, 1992

# And When They Pay Attention...

- They will filter information through
  - Heuristics and biases, including emotional responses;
  - Risk perceptions;
  - Prior beliefs about topic and source.
  
- see, e.g., Koriat, Lichtenstein, & Fischhoff 1980; Kunda, 1990; Nickerson, 1998; Slovic, 1987; Slovic et al., 2004; Taber & Lodge, 2006; Tversky & Kahneman, 1974; Weinstein, 1989







# Una vita che nasce teme l'alcol

Proteggere la salute del bambino è una responsabilità della madre e un impegno della società.



Con il finanziamento del Ministero della Salute nell'ambito delle azioni di informazione e prevenzione da realizzare ai sensi della Legge 125/2001, e con la collaborazione della Società Italiana di Alcolologia

### Alcuni numeri utili:

Telefono Verde Alcol  
Istituto Superiore di Sanità  
Ministero della Salute  
**tel. 800 632000**  
AICAT-Associazione Italiana dei Club Alcolologici Territoriali  
**tel. 800 974250**  
AA-Alcolisti Anonimi  
**tel. 06 6636620**  
Gruppi Al-Anon/Alateen per familiari ed amici di alcolisti  
**tel. 800 087897**

Consulta anche i siti  
[www.salute.gov.it](http://www.salute.gov.it)  
[www.epicentro.iss.it/alcol](http://www.epicentro.iss.it/alcol)  
[www.dfc.unifi.it/sia](http://www.dfc.unifi.it/sia)  
[www.alcolonline.it](http://www.alcolonline.it)

Info  
[alcol@iss.it](mailto:alcol@iss.it)

# ALCOL e Gravidanza: sei sicura?

proteggi il tuo bambino: in gravidanza non bere!

Molte donne sono convinte, erroneamente, di assumere vino bianco...

L'alcol attraversa la placenta e arriva direttamente al feto...

Inoltre è stato dimostrato che questi...

ence of  
ndrome: a

systematic review and meta-analysis

Svetlana Popova PhD<sup>a, b, c, d, e, f</sup>, Shannon Lange MPH<sup>a, d</sup>, Charlotte Probst MSc<sup>a, e</sup>, Gerrit Gmel MSc<sup>a, f</sup>, Prof Jürgen Rehm PhD<sup>a, b, c, d, e</sup>

Show more



# Rewards

*More ways than ever  
before exist to  
communicate with  
audiences.*



**U.S. FOOD & DRUG  
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### FDA Statement

# Statement from FDA Commissioner Scott Gottlieb, M.D., and Center for Devices and Radiological Health Director Jeff Shuren, M.D., on agency efforts to work with tech industry to spur innovation in digital health

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For Immediate Release

September 12, 2018

### Statement

Owing to digital advances, we're experiencing a reimagination of health care delivery. Consumers are now empowered to take more control of their own health information to make better informed decisions about their medical care and healthy living. These advances enable better health outcomes for patients.

This opportunity is supported by a new technological paradigm of digital health tools, like apps, that enable consumers to have more active engagement and access to real-time information about their health and activities. These tools allow consumers and providers to supersede the traditional, physical constraints of health care delivery and make the most of the opportunities offered by mobile technology.

With these advances has come a new swath of companies that are investing in these

### Inquiries

#### Media

✉ [Stephanie Cacomo](#)  
☎ 301-348-1956

#### Consumers

☎ 888-INFO-FDA

### Related Information

- [De Novo Summaries](#)
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Food Safety

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# Proceed with Caution

- Technologies will continue to outpace our abilities to understand fully their potential benefits and harms.
- Research is needed to understand potential unintended consequences of communication efforts on audiences.



# Final Thoughts

- Although the communication landscape of 21<sup>st</sup> century has fundamentally changed, some fundamentals of human communication have arguably remained constant...
  - There will typically be multiple messengers for any topic;
  - Not everyone will pay attention, and people that do will actively filter messages;
  - The most effective efforts to communicate will incorporate audience values, beliefs, and behaviors into their design and delivery.