

A scientific approach to a difficult problem



SCIENCECOUNTS WAS CREATED TO SOLVE A MYSTERY

An uneasy feeling.
Troubling data.



GOOD FEELINGS ABOUT SCIENCE ONLY GO SO FAR

“Which one of the following domestic programs would you be willing to cut government spending in order to reduce the federal deficit?”

<i>Willing to Cut to Reduce Deficit</i>	2011
Scientific Research	23%
National Defense	22%
Unemployment Benefits	14%
Roads, Bridges, and Infrastructure	7%
Public Education	9%
Medical Research	6%
Medicare	5%
Social Security	6%
Veterans Benefits	3%
None of these	26%

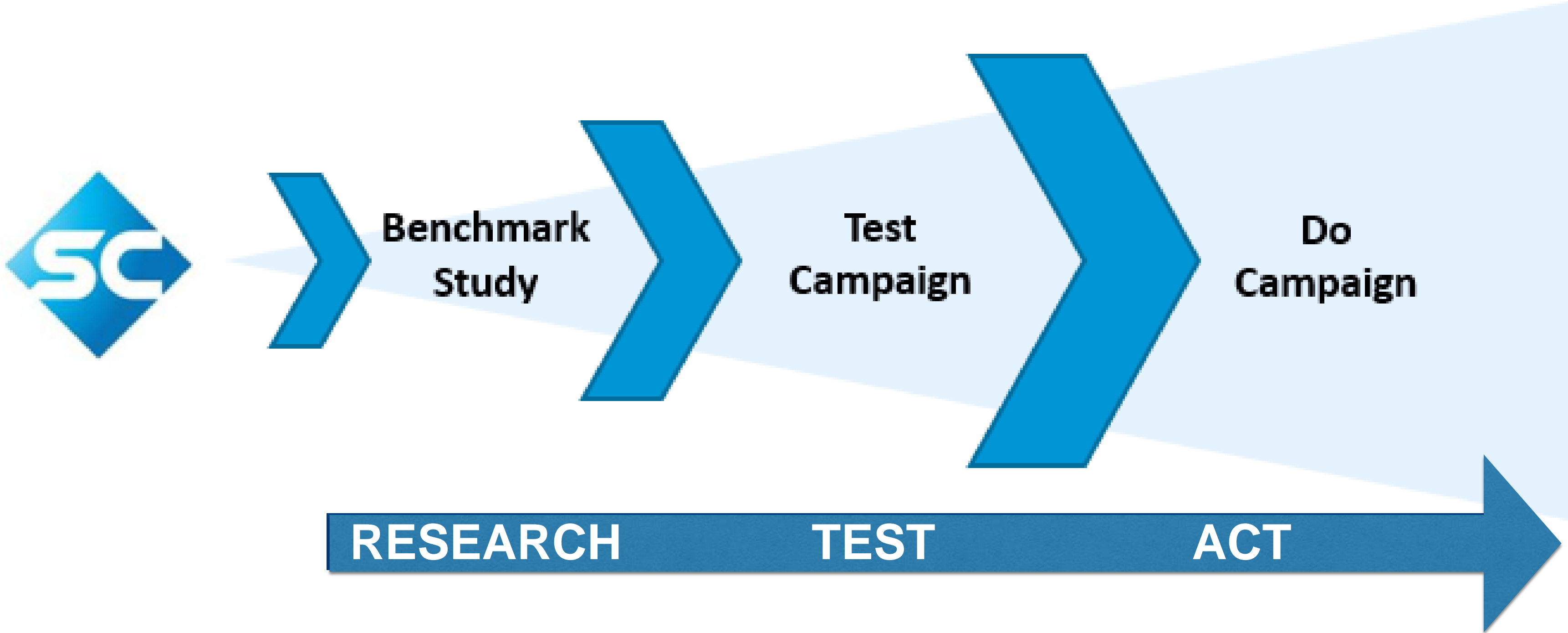
Public Opinion Strategies / Greenberg Quinlan Rosner – Research Funding (2011) – courtesy of the Science Coalition, AAU, and APLU.

AN IDEA AT THE 2012 WORLD SCIENCE FESTIVAL

ScienceCounts' Big Bang



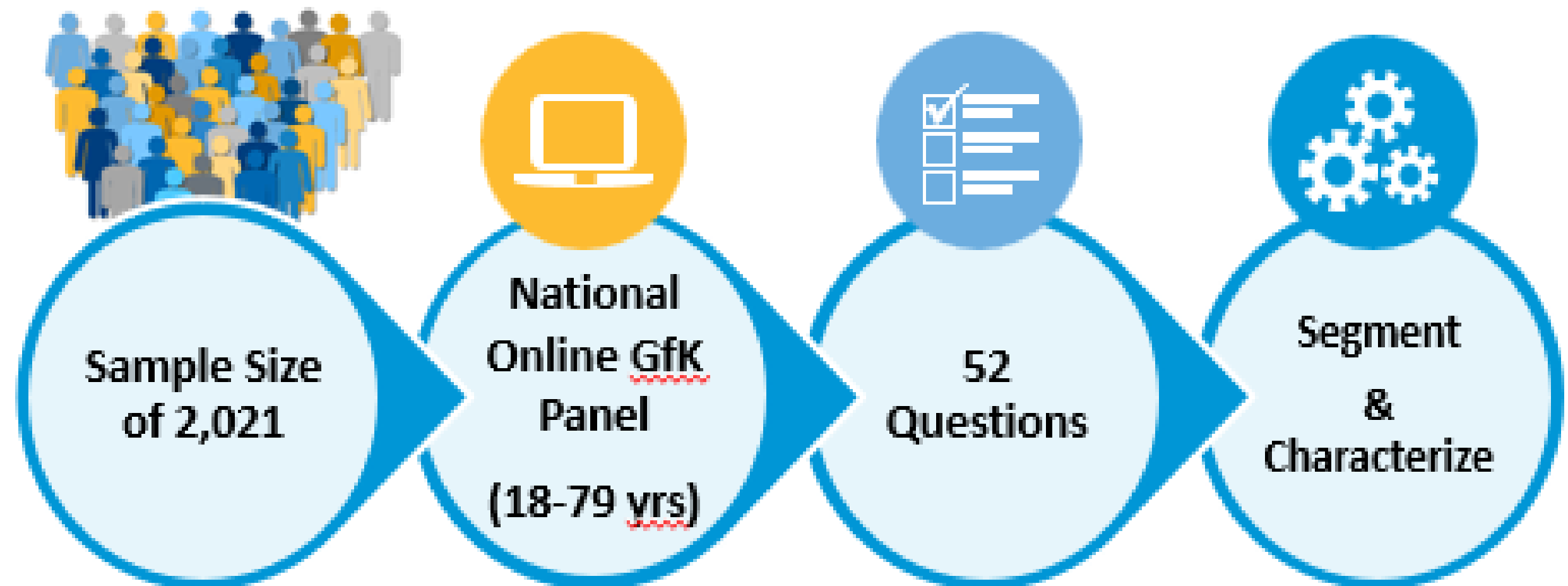
A DATA-DRIVEN, SYSTEMATIC APPROACH



RESEARCH: A BENCHMARK STUDY

National Benchmark Segmentation Survey

- Probe public's views on science, research, and the role of government support



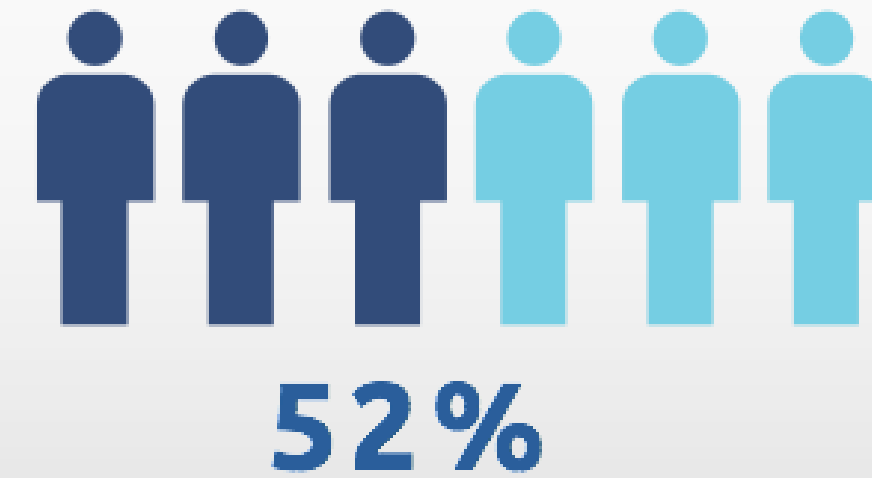
Nine Focus Groups

- Focus groups in Dallas, Atlanta, and Denver.



Getting
the
who,
what,
and
why

Americans are detached from the scientific enterprise



Half don't link US
leadership in science to
their quality of life



Only 1 in 4 see role of
government in science
as essential

Words associated with science



POSITIVE

- ✓ Discovery
- ✓ Curiosity
- ✓ Invention
- ✓ Optimism
- ✓ Youth

NEGATIVE

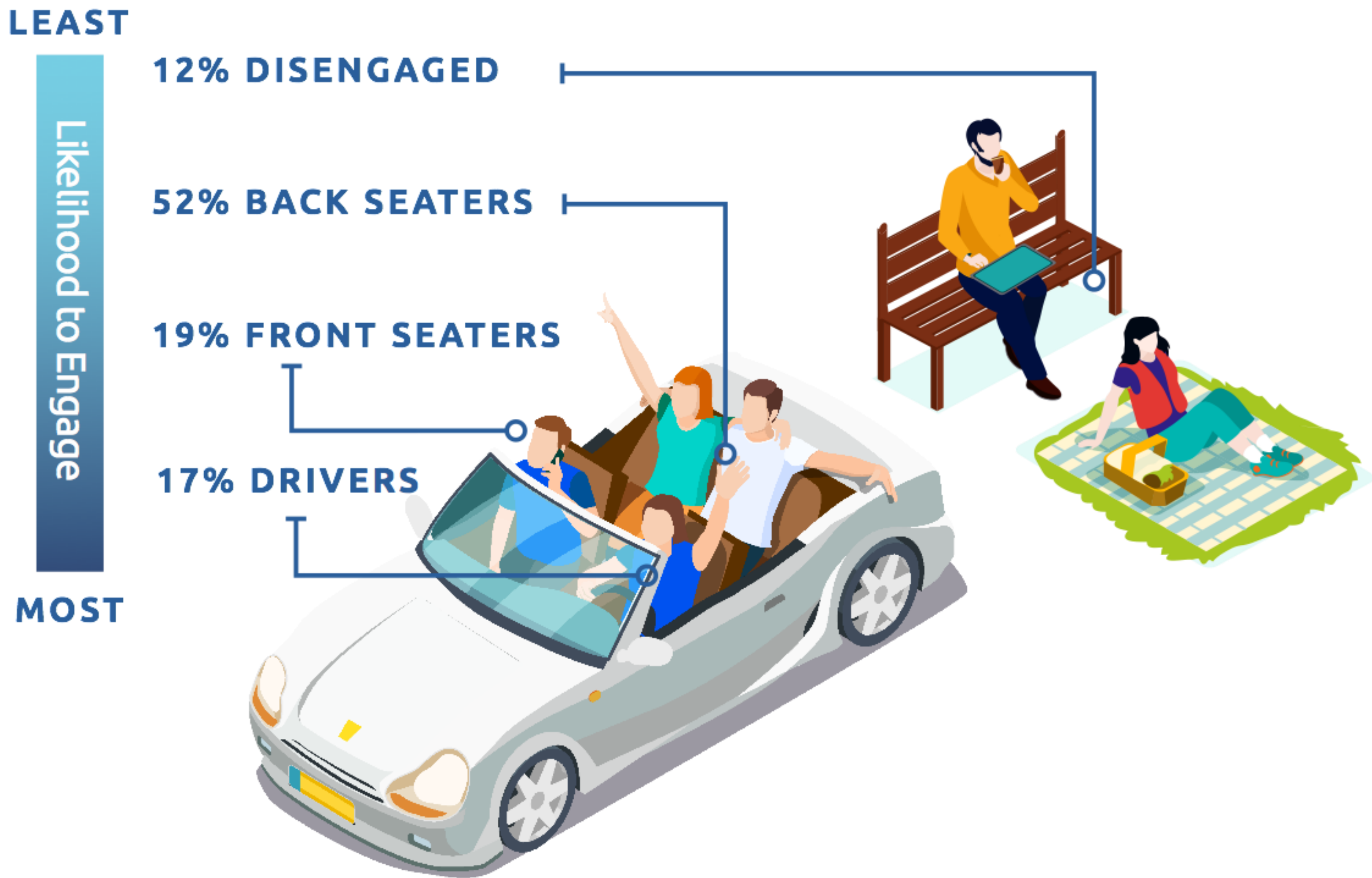
- X Investment
- X Competition
- X Budget
- X Funding
- X Grant

We say science,
They hear hope



WHO'S READY TO ROLL?

Likelihood to engage



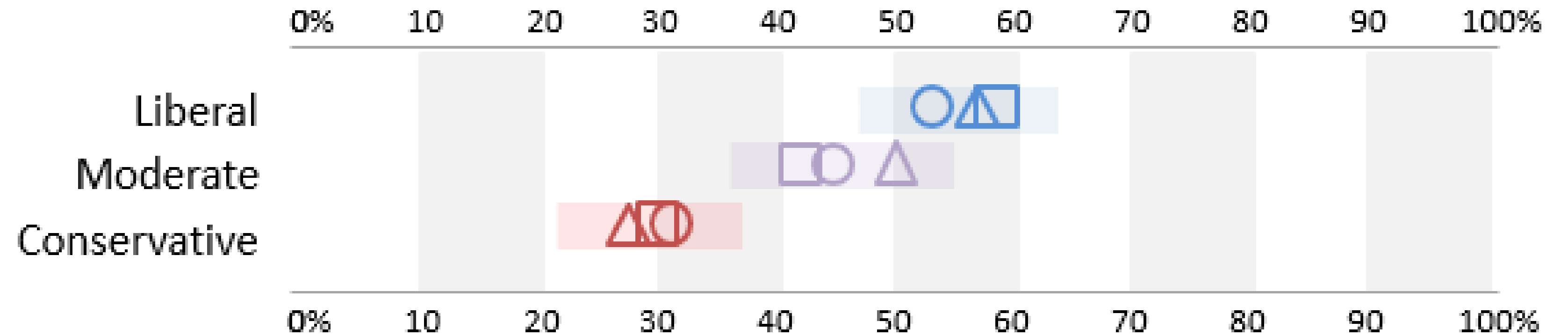
Urgent Outcomes

Percentage of US adults who say issue should be an **urgent focus** of scientific research:

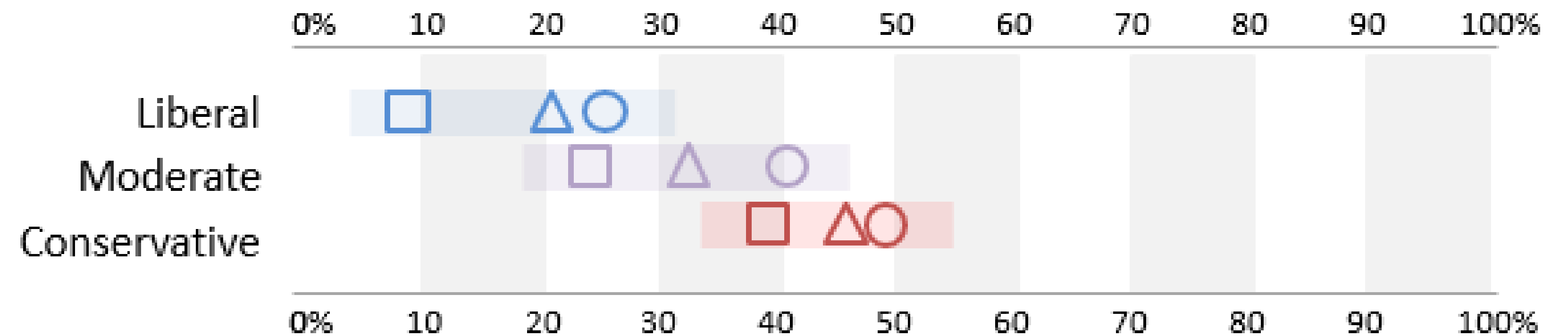
- COLLEGE OR MORE
- SOME COLLEGE
- HIGH SCHOOL OR LESS

Fine details in segmentation

ENVIRONMENT



NATIONAL DEFENSE



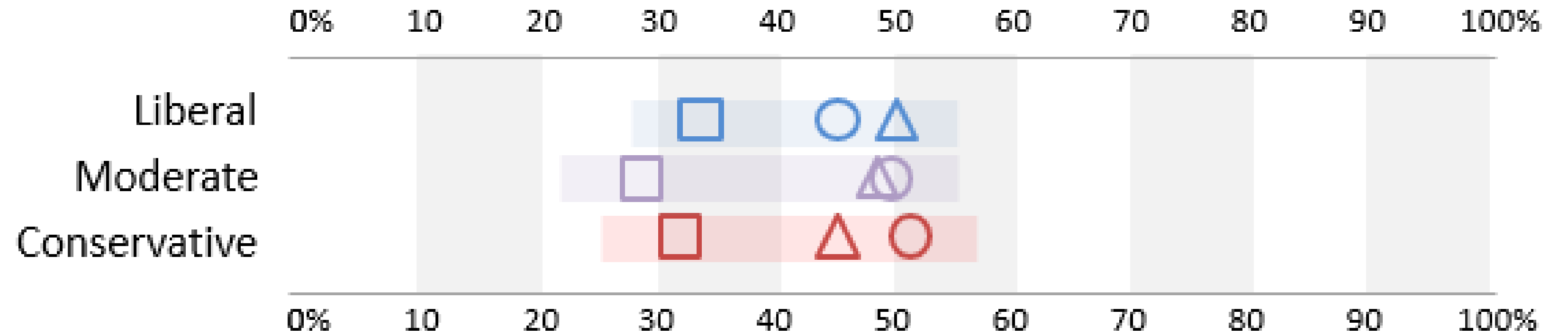
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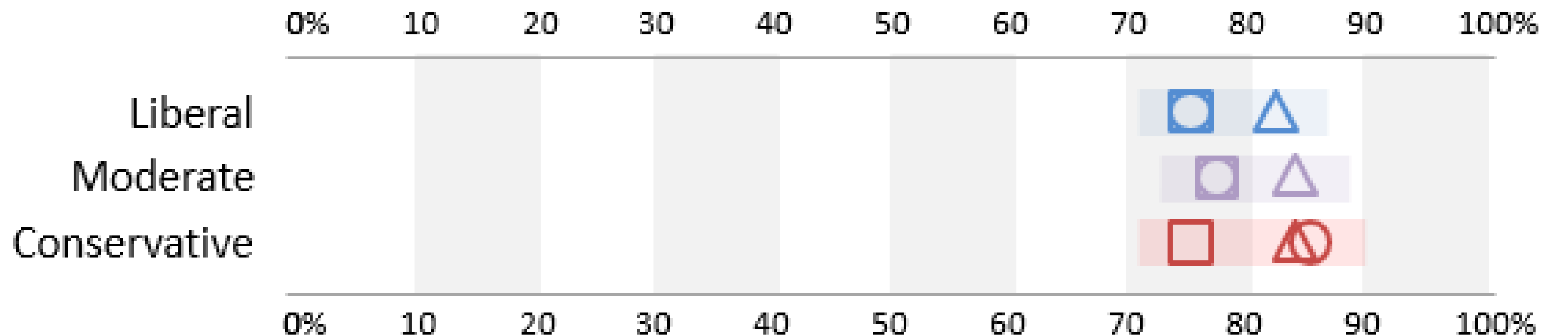
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Fine details in segmentation

THE DISABLED



HEALTH AND MEDICINE



We took the research for a test drive

- Digital Ad Campaign (display and social)
- Five Test Markets: Cincinnati, Dallas, Jackson, Madison, and Orlando
- Targeted Drivers and Front Seaters only
- Three Month Duration



Hope is a powerful brand,
but it must be handled
properly



We tested the appeal of three themes



Aspirational



Intellectual



Controversial

Insights from some hits and misses

1. We can effectively reach pro-science segments digitally
2. We have to connect the dots for the public – what's the personal benefit?
3. Messages must come from recognizable, credible sources



WHAT COMES NEXT?

Change must
start with us



CHANGE #1: CORRECT OUR REFERENCE FRAME

We're in a marketplace not a classroom



Science is hope, but...

...in the absence of a clear benefit,
the promise of science becomes weak and generic,
losing much of its appeal.



What's the Dream?

- Boost scientific enterprise?
(a supply-side challenge)
- Boost science's social impact?
(a demand-side challenge)

Two different issues requiring fundamentally different strategies and tactics

What's next for ScienceCounts?

More Research.

More Testing.

More Action.



ScienceCounts is grateful for the partnership and support of the following organizations

