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The democratization of knowledge



The democratization of knowledge

Information is more available today than in all of history

- Cost of information is declining
- Availability is increasing
- Delivery technologies are expanding, costs of delivery are decreasing

Your job should be easier than it has ever been!



The democratization of knowledge

Information is more available today than in all of history

Cell Phones

Texting

*Twitter**

Hulu

WWW

TV

Newspapers

Magazines

Newsletters

You Tube

E-mail

MySpace/FaceBook

Your job should be easier than it has ever been!



The democratization of knowledge

Information is more available today than in all of history

Search for...

** Water Testing=39,300,000*

** Private Water Well Problems
=270,000,000*

Your job should be easier than it has ever been!



The democratization of knowledge

**Information is more available
today than in all of history**

BUT.....

- *Over abundance of unsorted, unmonitored, questionable information**
- *Multiple, over-lapping & changing sources**
- *Rumors mixed with scientific findings**
- *Conflicting information**
- *Changing usage patterns**

What is best way to deliver information?



The democratization of knowledge



**We are in the most difficult
information transition in the
history of civilization.**



Today's trends...

- **Moving to on-demand information and entertainment.**
- **Use of internet for news has now passed newspapers for the first time (10 months ago)**
- **Local TV news is most popular source...but with major declines.**
 - **64% in 1998 and 52% in 2008**



And now...

To the next problem...



Science means nothing....truth is useless...

Perception Is Reality

"Our world is made up of our perceptions and nothing else matters"



Science means nothing....truth is useless...

If Perception Is Reality...

Our communication
task is to change
perceived reality....



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MOTOFLIRT

MOTOROLA
V535

be the star video clip recording
don't miss it digital camera
feel free with wireless Bluetooth® technology
get personal with games and ring tones

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The advertisement features a man and a woman in a romantic embrace, kissing. A silver Motorola V535 flip phone is prominently displayed in the foreground, held by the man. The phone's screen shows a video clip of a man singing. The Motorola logo is in the top right corner. The background of the ad is a soft-focus image of the couple. The overall aesthetic is romantic and intimate.

Problem #1: The Limits of Truth

PARLIAMENT

Menthol Lights



THE PERFECT RECESS



Problem #1: The Limits of Truth

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.

8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1998



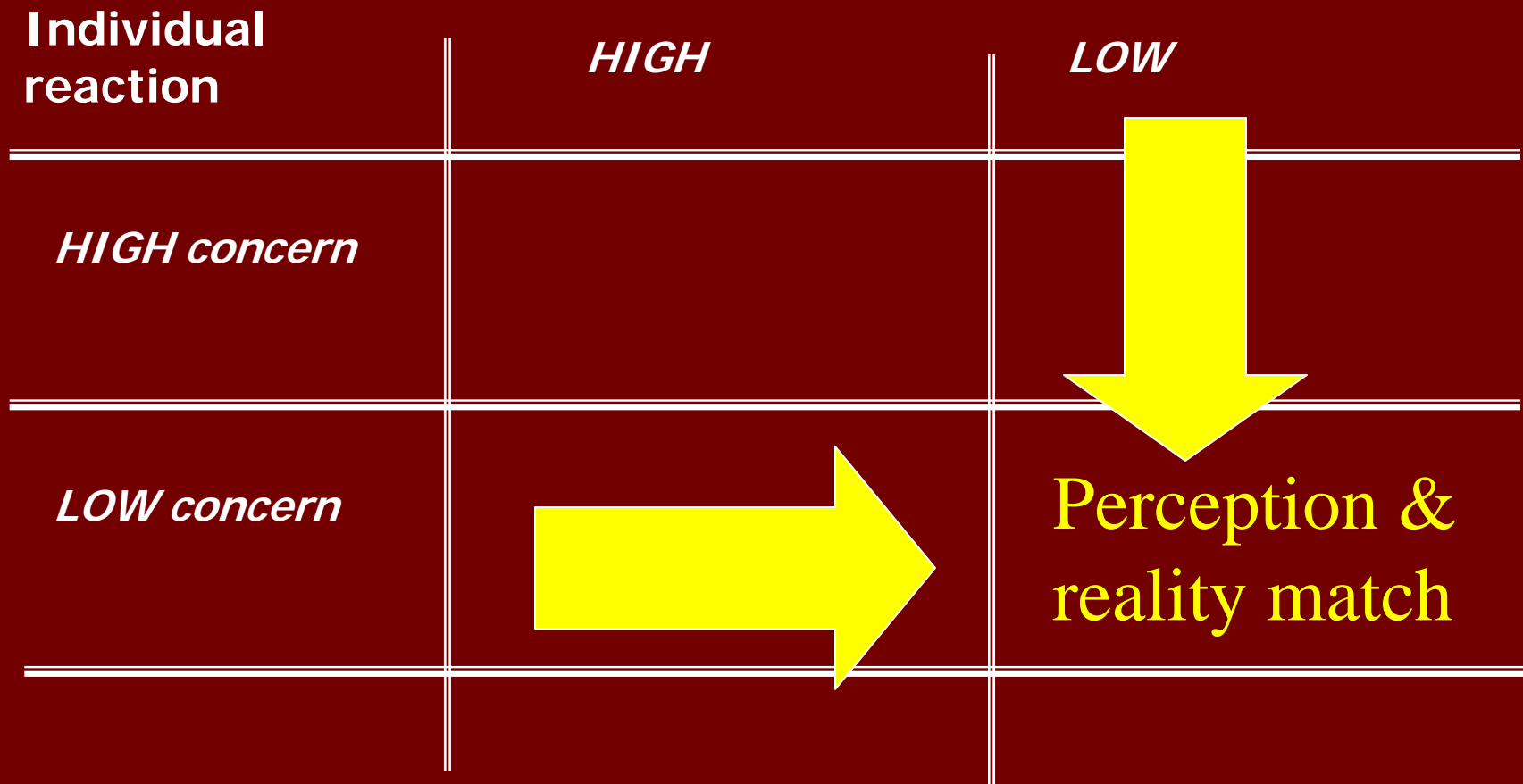
Problem #1: The Limits of Truth

Our constraints (opportunities?)

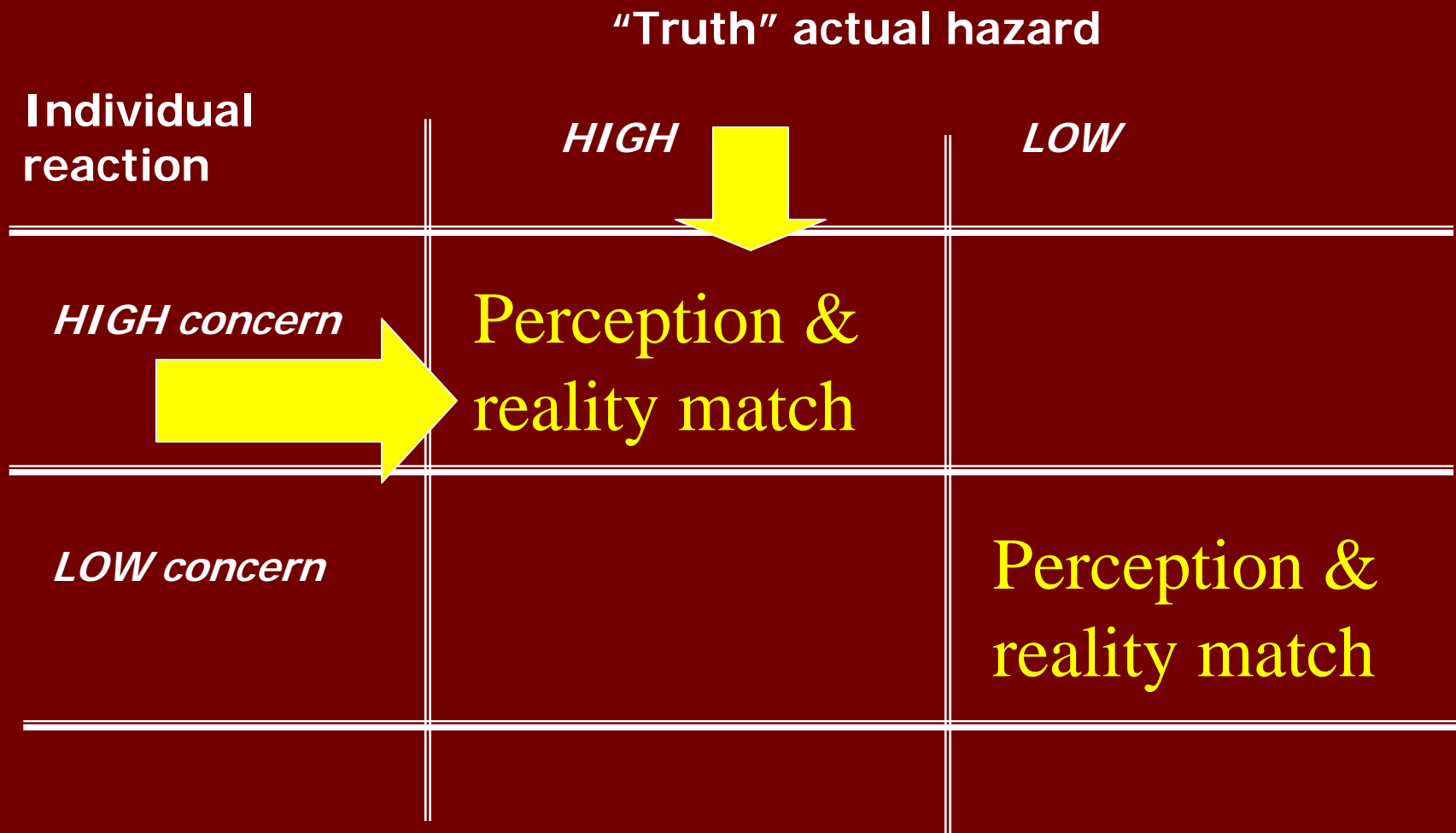
- The democratization of knowledge
- The constraints of truth
- The psychology & sociology of risk

Problem #2: The mismatch between perception and reality

"Truth" actual hazard



Problem #2: The mismatch between perception and reality



Problem #2: The mismatch between perception and reality

"Truth" actual hazard

Individual reaction	<i>HIGH</i>	<i>LOW</i>
<i>HIGH</i>		Overreaction
<i>LOW</i>		

Problem #2: The mismatch between perception and reality

"Truth" actual hazard

Individual reaction	<i>HIGH</i>	<i>LOW</i>
<i>HIGH</i>		Overreaction
<i>LOW</i>	Under-reaction	

Problem #2: The mismatch between perception and reality

"Truth" actual hazard

Individual reaction	<i>HIGH</i>	<i>LOW</i>
<i>HIGH</i>	"Channel" decision-making	
<i>LOW</i>	Under-reaction	

Problem #2: The mismatch between perception and reality

"Truth" actual hazard

Individual
reaction

HIGH

LOW

HIGH

"Channel"
decision-making

LOW

Under-reaction

Tend to be less interested in information, worry less, and retain knowledge less





*Factors influencing how we react
to potential hazards.*

The Communication of Risk

1. Risk Optimism

We tend to believe that bad things will happen to others, but won't happen to us.



The Communication of Risk

- The nature of the hazard influence perceptions...

2. ***Control***

Risks under our personal control
are more acceptable

- *But if I'm on a water system controlled by others, I want it tested daily!*

The Communication of Risk

The nature of the hazard influence perceptions...

3. *Voluntariness*

The Communication of Risk

The nature of the hazard influence perceptions...

3. ***Voluntariness***

Risky activities we do willingly are seen as less risky.

*"We use the water daily...
what's the problem? "*

The Communication of Risk

The nature of the hazard influence perceptions...

4. ***Familiarity***

The Communication of Risk

The nature of the hazard influence perceptions...

4. ***Familiarity***

Exotic is perceived as more risky than familiar.

Drinking water is not exotic.

The Communication of Risk

The nature of the hazard influence perceptions...

5. **Availability Heuristic**

Risks which are easier to visualize are perceived as less acceptable.



The Communication of Risk

The nature of the hazard influence perceptions...

6. **Media attention**

More media attention increases
perception of risk

VERY little

The Communication of Risk

The nature of the hazard influence perceptions...

7. *Good-Bad Rule*

The Communication of Risk

The nature of the hazard influence perceptions...

7. *Good-Bad Rule*

Good things don't cause harm

*Basic fallacy-most good things are also a risk

We underestimate some risks because they are seen as "good"

Others are seen as more risky because they are seen as "bad" (pesticides)

The Communication of Risk

8. *Children*

Risks seen as higher if children are involved

Children need protection

The Communication of Risk

The nature of the hazard influence perceptions...

9. *The Example Event* (Availability Heuristic)

When we have a specific example—an event—we often change our behavior temporarily.

The Communication of Risk

9. *The Example Event*

(Availability Heuristic)

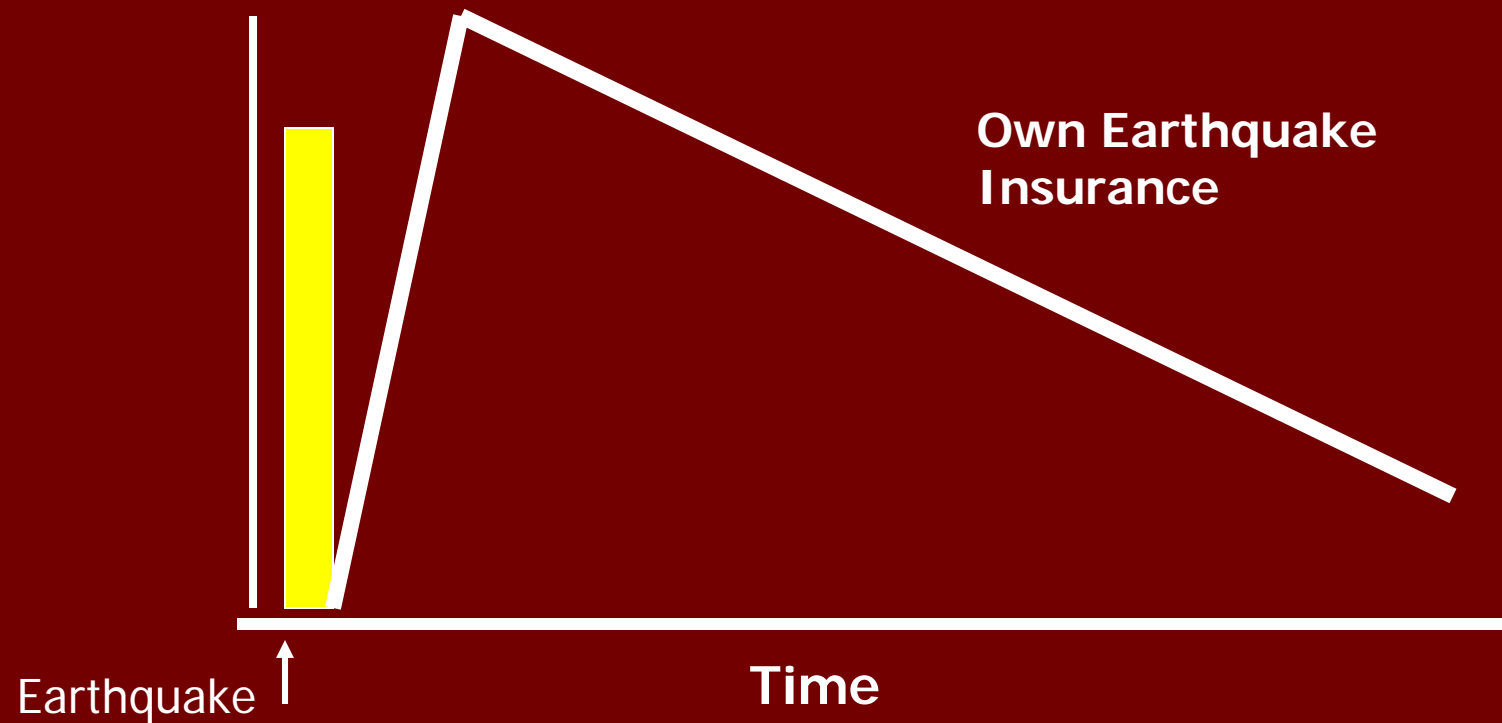
*** Specific
identifiable
victims
increases
concern**



*** Statistical
victims
results in
less
concern**

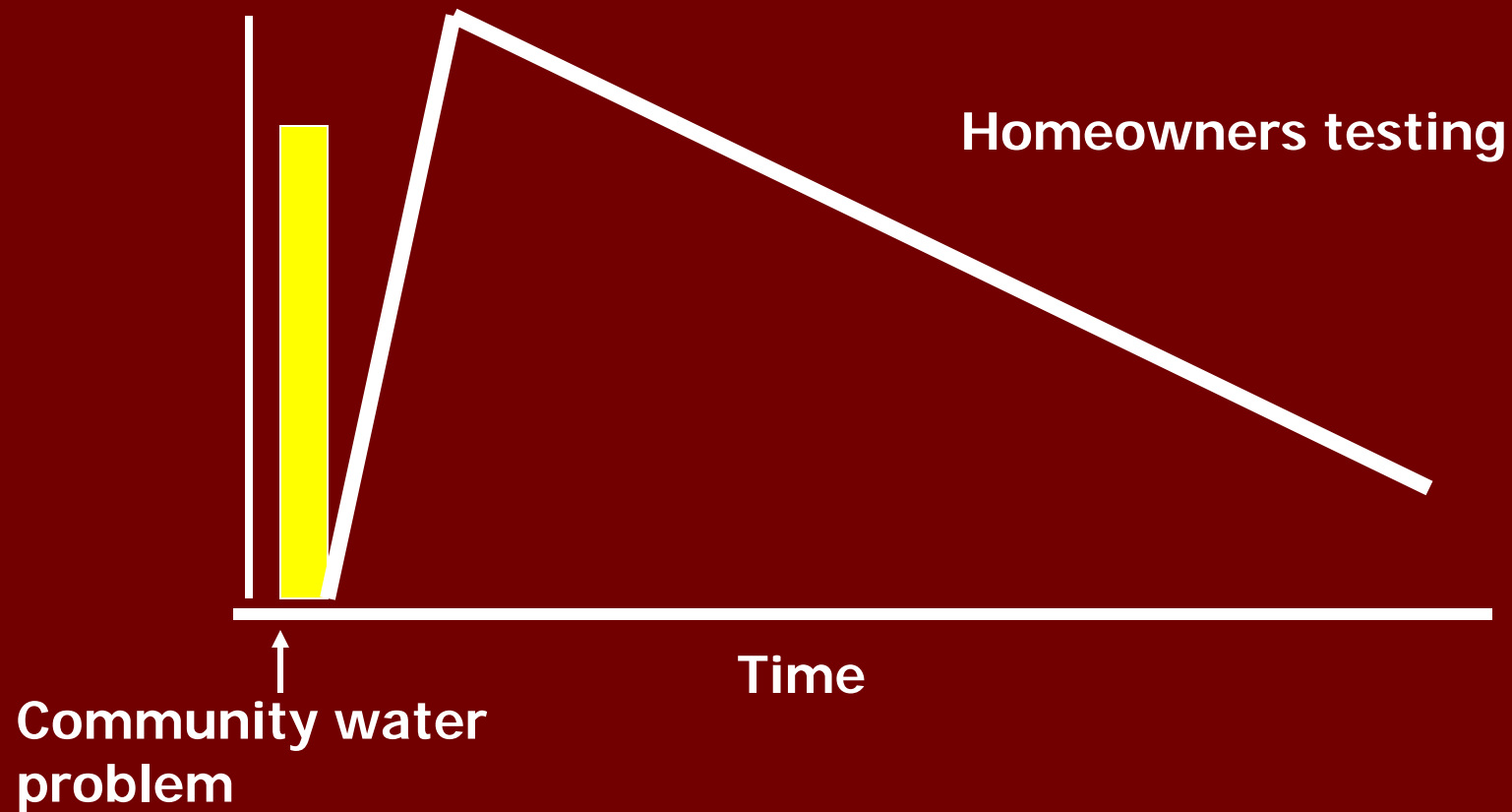
The Communication of Risk

Example Rule:



The Communication of Risk

Example Rule:



The Communication of Risk

*Turning Theory
in to Strategies
for Change*

The Communication of Risk

*Turning Theory
in to Strategies
for Change*

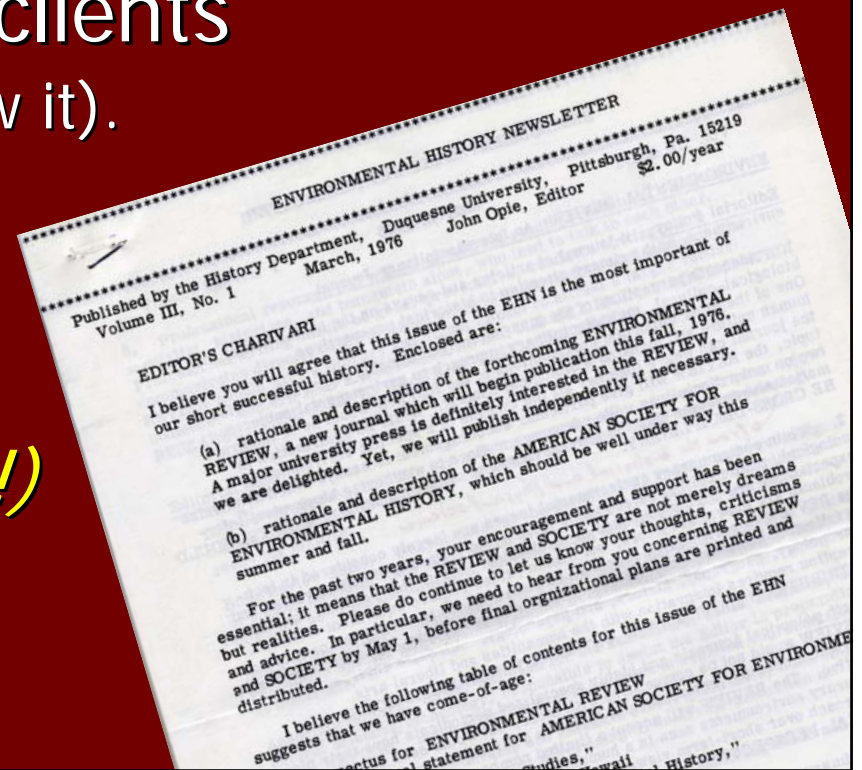


Push vs. Pull

■ **PUSH**—you have information *you think* clients need (clients may not know it).

– Challenges—Get their attention

(Make them want it!)





Push vs. Pull

PULL—you have information and your clients want it—they demand it, seek it, need it.

–Challenges—deliver information in a timely, efficient and appropriate way.

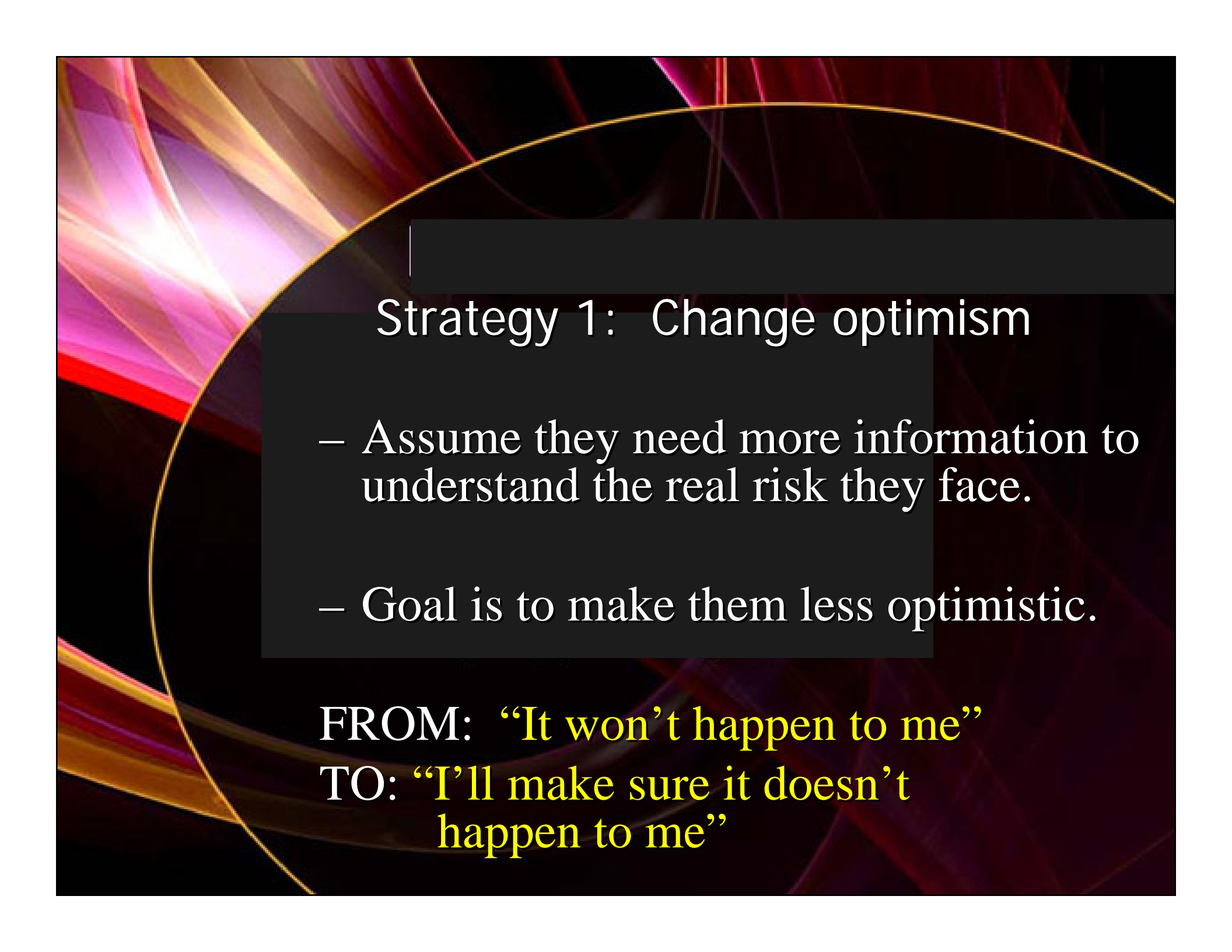


Challenge—

**Push information has
lots of competition**



Strategies for
Pushing information....

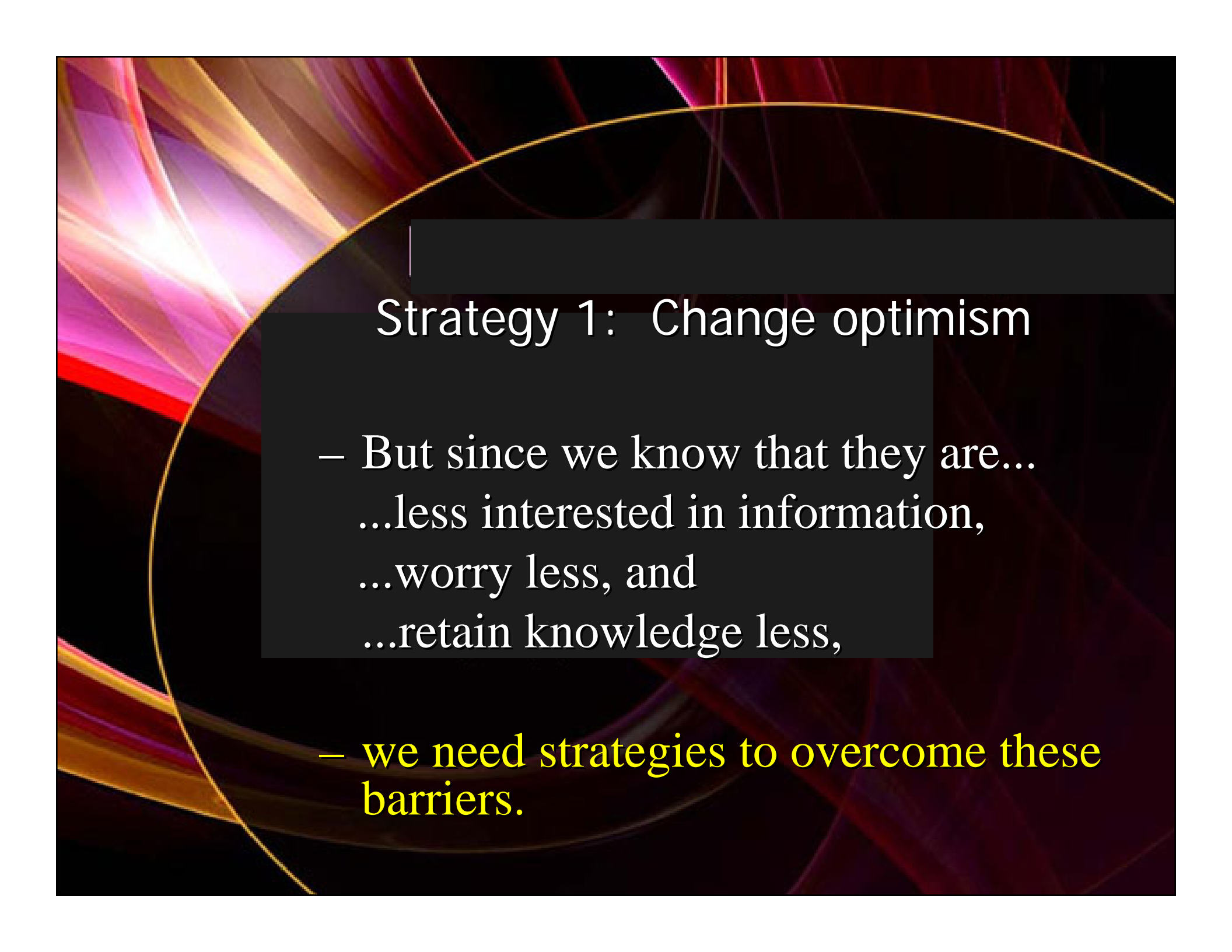


Strategy 1: Change optimism

- Assume they need more information to understand the real risk they face.
- Goal is to make them less optimistic.

FROM: “It won’t happen to me”

TO: “I’ll make sure it doesn’t
happen to me”



Strategy 1: Change optimism

- But since we know that they are...
...less interested in information,
...worry less, and
...retain knowledge less,

- we need strategies to overcome these barriers.

The Communication of Risk

Strategy 2: Use the Example Rule

- Describe specific cases of water problems and why testing is important.

Narrative vs. statistics

The Communication of Risk

Strategy 3: Build reasons well-owners need to protect their health (and their children)

The Communication of Risk

Strategy 4: Demonstrate how

Using Fear Appeals to Develop Risk Messages

Fear appeals—Messages that evoke fear by focusing on severe and probable threats in order to induce adherence to recommended courses of action.

Fear Appeal Theory

- 1. Increase perceived threat by emphasizing the severity of the threat and the probability of the threat occurrence.
- 2. Increase efficacy about the recommended response

Fear Appeal Theory

- Danger Control: When an individual realizes that they are susceptible to serious threat and believe they can avoid it...they become motivated to control the danger.

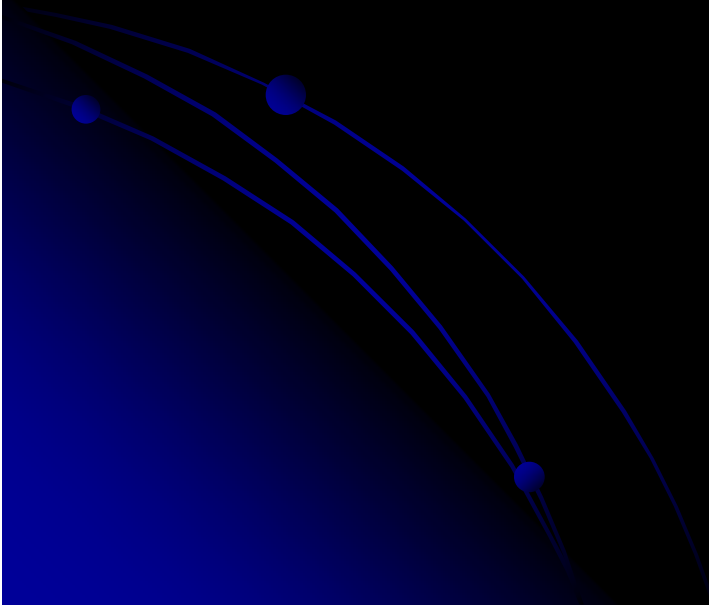
Fear Appeal Theory

- Fear Control: Very high levels of fear result in “Fear control”
- Reaction to high fear information is—
 - * that can't be true
 - * I don't believe that
 - * It won't happen to me.



■ Message Success

Getting to
Successful Communication



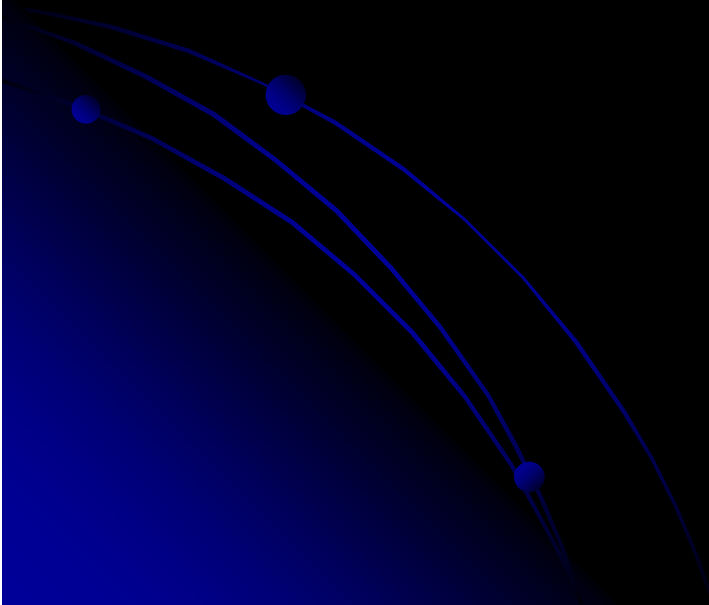
Getting to

Successful Communication

- Stage 1: Exposure to the communication
- Stage 2: Attending to message
- Stage 3: Being interested
- Stage 4: Comprehending
- Stage 5: Believing
- Stage 6: Remembering message
- Stage 7: Deciding on basis of information
- Stage 8: Behaving in accord with decision
- Stage 9: Sustaining behavior

Getting to Successful Communication

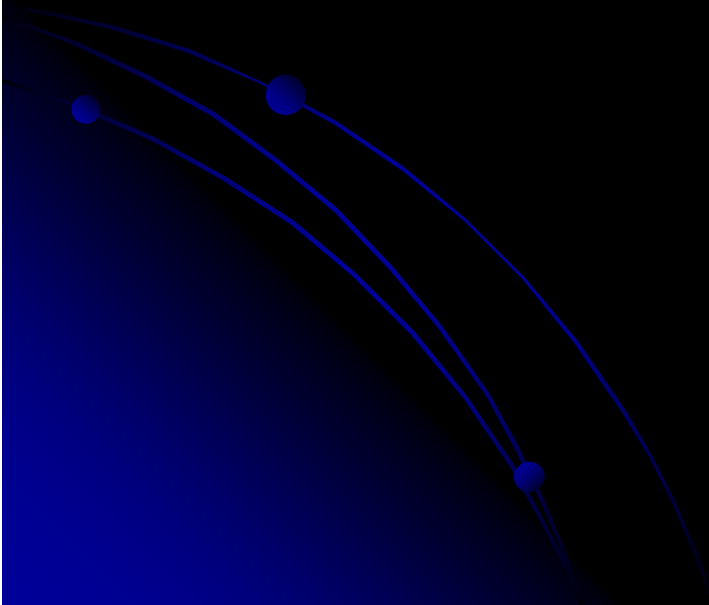
Stage 1: Exposure to the
communication 1,000



Getting to Successful Communication

Stage 1: Exposure to the
communication

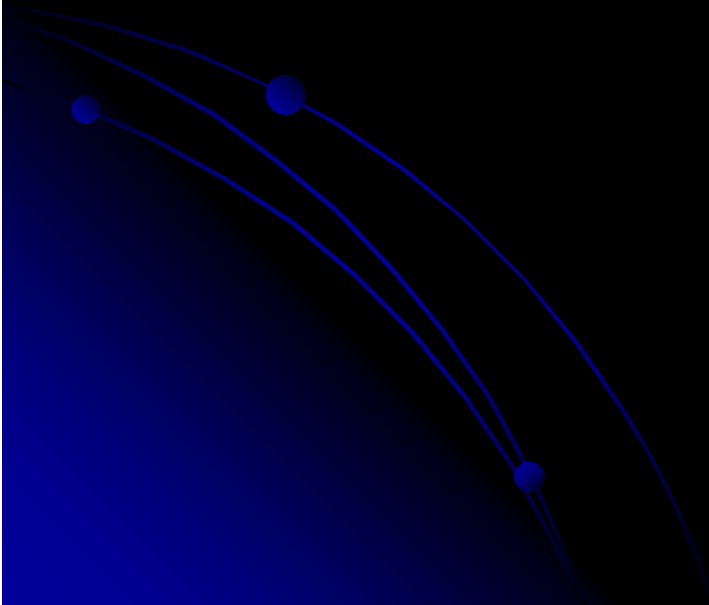
1,000 @ 50% = 500



Getting to Successful Communication

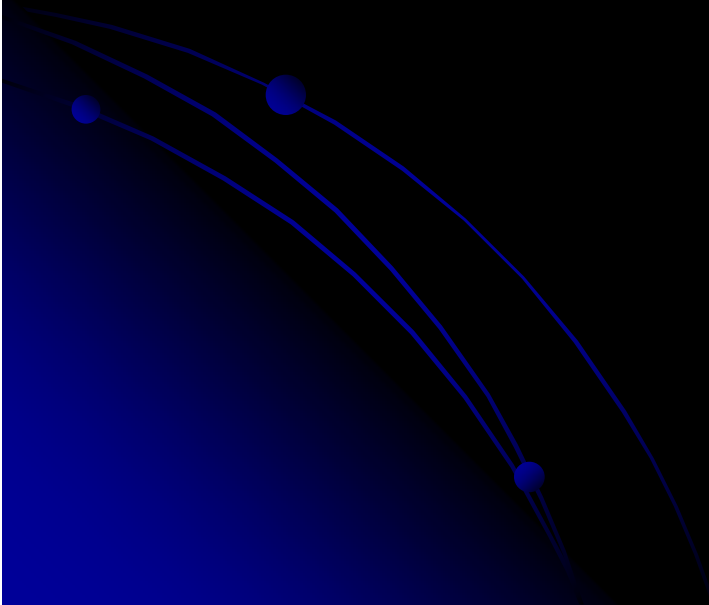
Stage 1: Exposure to the communication 1,000 @ 50% = 500

Stage 2: **Attending to message**



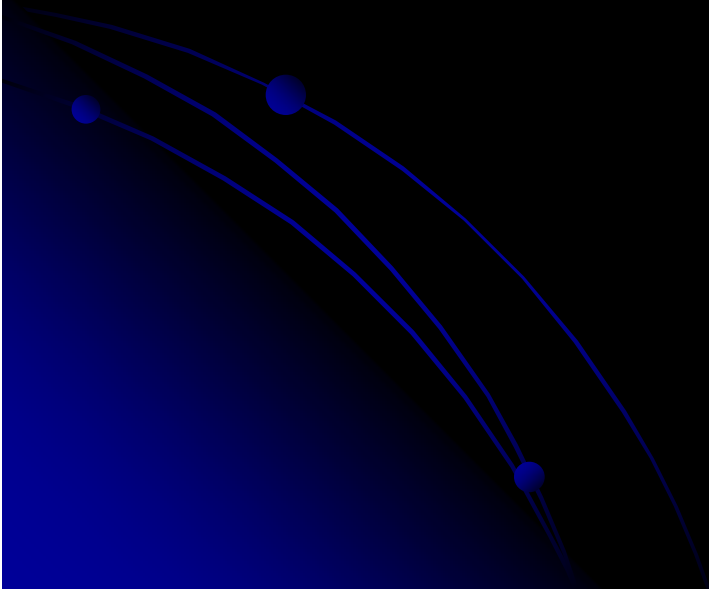
Getting to Successful Communication

Stage 1:	Exposure to the communication	$1,000 @ 50\% = 500$
Stage 2:	Attending to message	$500 @ 50\% = 250$



Getting to Successful Communication

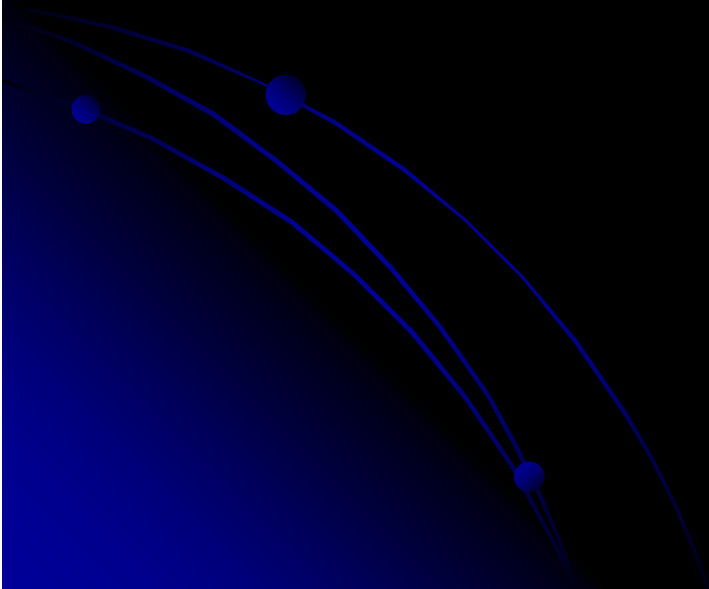
Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50% = 125



Getting to

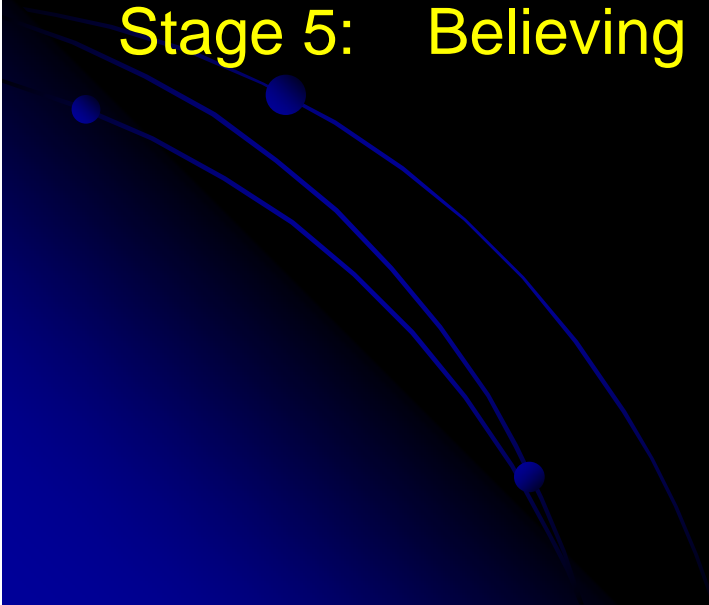
Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50% = 125
Stage 4:	Comprehending	125 @ 50% = 63



Getting to Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50% = 125
Stage 4:	Comprehending	125 @ 50% = 63
Stage 5:	Believing	63 @ 50% = 31



Getting to

Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50%= 125
Stage 4:	Comprehending	125 @ 50%= 63
Stage 5:	Believing	63 @ 50%= 31
Stage 6:	Remembering message	31 @ 50%= 16

Getting to

Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50% = 125
Stage 4:	Comprehending	125 @ 50% = 63
Stage 5:	Believing	63 @ 50% = 31
Stage 6:	Remembering message	31 @ 50% = 16
Stage 7:	Deciding on basis of information	16 @ 50% = 8

Getting to

Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% = 500
Stage 2:	Attending to message	500 @ 50% = 250
Stage 3:	Being interested	250 @ 50% = 125
Stage 4:	Comprehending	125 @ 50% = 63
Stage 5:	Believing	63 @ 50% = 31
Stage 6:	Remembering message	31 @ 50% = 16
Stage 7:	Deciding on basis of information	16 @ 50% = 8
Stage 8:	Behaving in accord with decision	8 @ 50% = 4

Getting to

Successful Communication

Stage 1:	Exposure to the communication	1,000 @ 50% =	500
Stage 2:	Attending to message	500 @ 50% =	250
Stage 3:	Being interested	250 @ 50%=	125
Stage 4:	Comprehending	125 @ 50%=	63
Stage 5:	Believing	63 @ 50%=	31
Stage 6:	Remembering message	31 @ 50%=	16
Stage 7:	Deciding on basis of information	16 @ 50@=	8
Stage 8:	Behaving in accord with decision	8 @ 50%=	4
Stage 9:	Sustaining behavior	4 @ 50@=	2

Getting to

Successful Communication

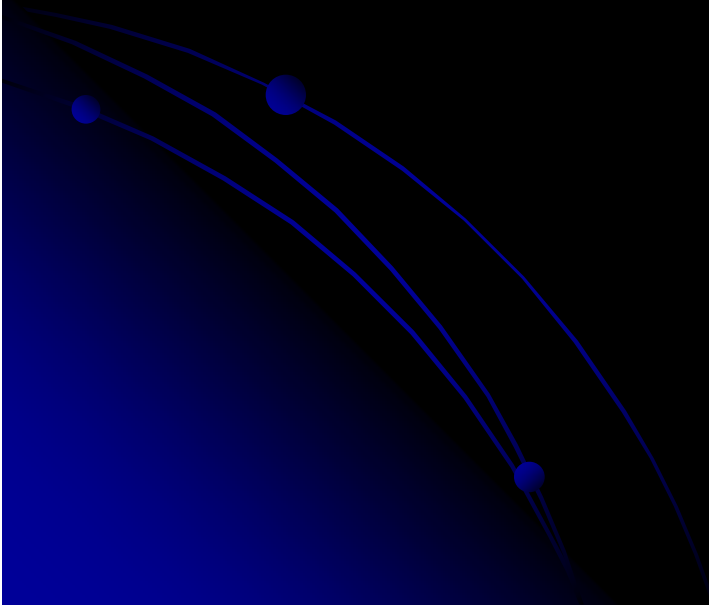
Stage 1:	Exposure to the communication	1,000 @ 50% =	500
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Stage 5:	Believing	63 @ 50% =	31
Stage 6:	Remembering message	31 @ 50% =	16
Stage 7:	Deciding on basis of information	16 @ 50% =	8
Stage 8:	Behaving in accord with decision	8 @ 50% =	4
Stage 9:	Sustaining behavior	4 @ 50% =	2

Getting to

Successful Communication

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Stage 5:	Believing	63 @ 50% = 31
Stage 6:	Remembering message	31 @ 50% = 16
Stage 7:	Deciding on basis of information	16 @ 50% = 8
Stage 8:	Behaving in accord with decision	8 @ 50% = 4
Stage 9:	Sustaining behavior	4 @ 50% = 2

Getting to Successful Communication



Next???