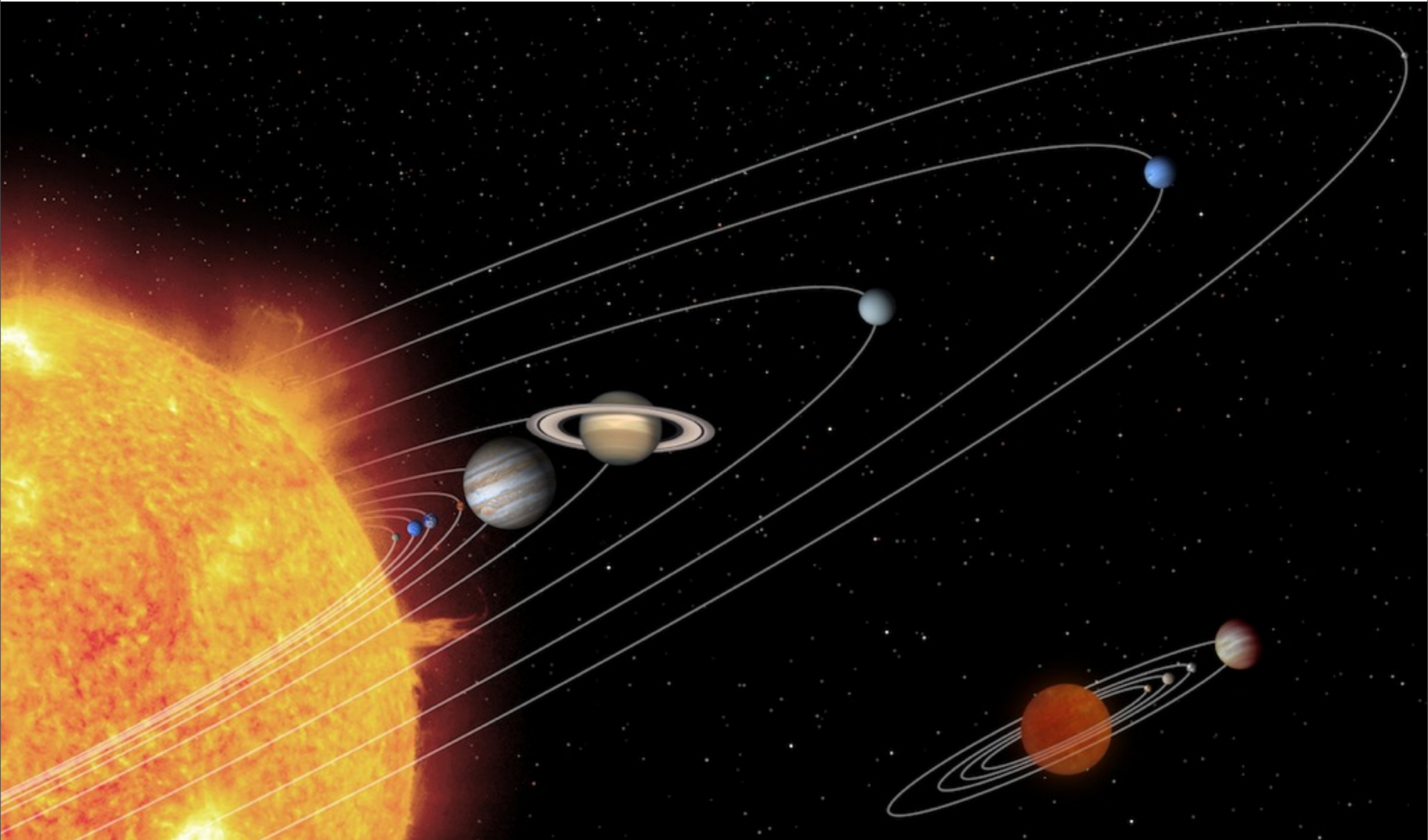


EMS/ECAC Media & Communication



Scientists - CONTEXT IS KEY - Media

- What about the such and such study? • Science is not about sides
- Bias is based on perspective • It's not 50/50
- Redirection • It's more like 97/3, or better
- Explain context • Are you asking the right question?
- Confidence Level • Check the Confidence Level
- Dr. So and So said (peer R&R/CI) • Dr. So and So said (peer R&R/CI)
- Explain Noise (context by comparison) • Respected Journal?