



Do You “Believe”??



HOW THE LANGUAGE WE USE IS
ALMOST AS IMPORTANT AS THE
MESSAGE ITSELF.

BERLIN - THURSDAY SEP 15, 2011
CE2 – CAMBRIDGE ROOM 11:45 a.m.

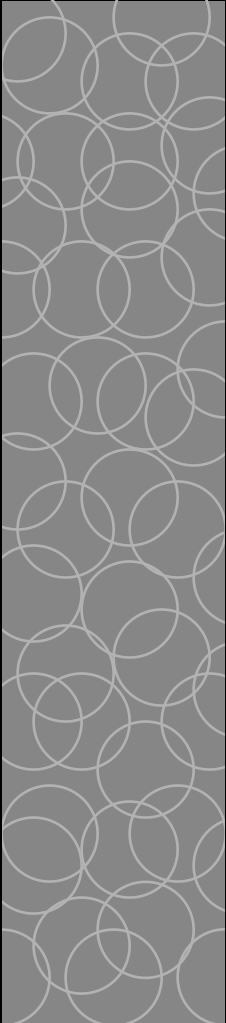
Meet Your Presenter..



- ◆ Claire Martin
- ◆ Senior Meteorologist
CBC News – Canada.
- ◆ Chair I.A.B.M.
- ◆ BSc Maths/Physics-
University of Reading,
UK
- ◆ MSc (Hons)
Meteorology –
University of Alberta,
Canada.

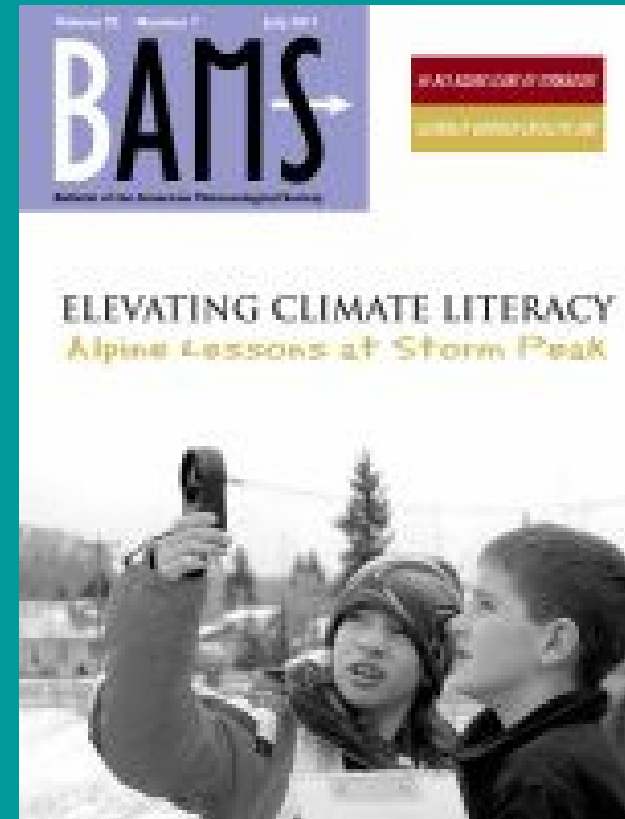


QUESTION FOR YOU..

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- ◆ DO YOU “BELIEVE” IN GRAVITY?
 - ◆ DO “FAITH-BASED” QUESTIONS COLOUR OUR CONCLUSION?
 - ◆ CAN PRE-EXISTING “BELIEFS” SKEW SCIENCE?

Let's Talk NEURO-science

- ◆ Motivated reasoning – implies that reasoning goes hand in hand with emotion.
- ◆ Basic survival skill to keep “threat” away and “friendly” close.



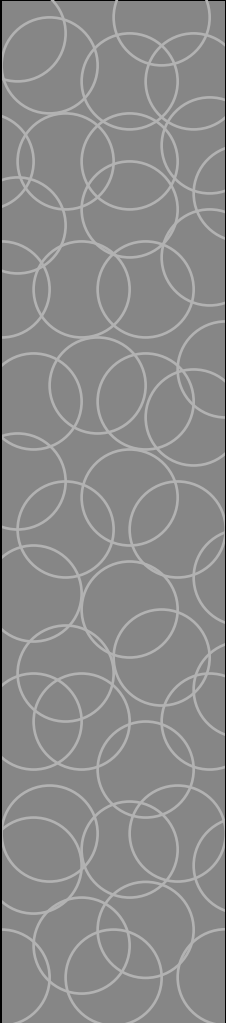
Fight or Flight?



- ◆ Our evolutionary reflex has started to apply to information itself.
- ◆ Quick fire reactions play over educated/academic reasoning.

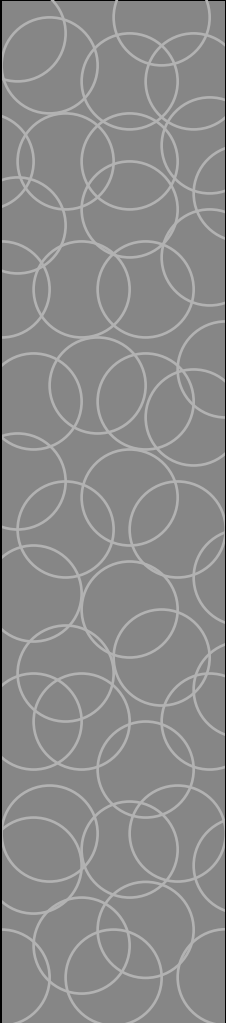


See how quickly you “react”..

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- ◆ Sequestering nuclear waste
 - ◆ Carbon cap and trade
 - ◆ Global warming:
 - Proven/unproven?
 - Scientific aberration?
 - Real or human caused??

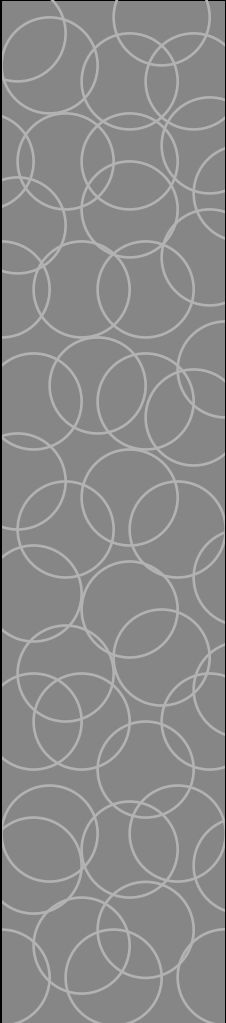


The Media Can Help!

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- ◆ They don't cherry pick news stories
 - ◆ They like “new angles”
 - ◆ They “know the audience” – and will build the story to fit
 - ◆ Journalists love to have relationships with ‘sources’..



Summary

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- ◆ Use the media to do the job of communication
 - ◆ Try to gauge your own level of “belief” – you will be a far more passionate disseminator if you’re not fighting your gut!
 - ◆ Be wary of faith based arguments – careful of your language!