

COMMUNICATING
GEOSCIENCE
A VIEW FROM LANCASHIRE

Anna Szolucha

Department of Social Anthropology
University of Bergen

anna.szolucha@uib.no

The critic...


“

is not the one who debunks, but the one who assembles. The critic is not the one who lifts the rugs from under the feet of the naive believers, but the one who offers the participants arenas in which to gather.

”

- Bruno Latour

Why communicating
geoscience
may often leave the public
feeling **disappointed**
and researchers - **unhappy**



*We are just doing
the science,
but we are being criticised
from all sides.*

More information
does not necessarily change people's perception of risk



Why does scientific research about shale gas, instead of abating risk perceptions, sometimes actually exacerbate citizens' distrust?

The public are interested in science but... it's complicated

“It’s all fact-based. We’re researching this like it was an academic study. We want the best information, looking at peer-reviewed studies that have come out of America and all over the world.”



The forms of expert knowledge and political authority **are changing**



Residents speak before the
start of Public Inquiry in
Blackpool,
February 2016

Public **doubt**



Trust in science



Building on **public doubt** and **knowledge** does not subtract the “factness” from our research but **expands our empiricism**.

