

# “Unbelievable! Science Communication for a Skeptical World

*Michael Robin, science writer*

For Global Biotech Week, presented by Ag-West Bio October 1, 2020

Resources mentioned in the presentation:

1. [Belief: What It Means to Believe and Why Our Convictions Are So Compelling](#) by James Alcock
2. [Why the anti-fluoride haters are attacking a Calgary academic](#), calling her a 'fraud' - *National Post*, January 2, 2018
3. [The Flynn Effect](#) (increasing intelligence of populations, and its reversal)
4. [Why Smart People Are Not Always Rational](#) by Barbara Drescher, *Skeptic Magazine*, 2014 (three article series).
5. [Dunning-Kruger Effect](#) – *Psychology Today*. Original paper: "[Unskilled and Unaware of It: How Difficulties in Recognizing One's Own Incompetence Lead to Inflated Self-Assessments](#)" *Journal of Personality and Social Psychology*, December 1999
6. [Thinking, Fast and Slow](#) by Daniel Kahneman
7. [Information deficit model](#) of science communication – Wikipedia
8. [The Backfire Effect: The Psychology of Why We Have a Hard Time Changing Our Minds](#) by Maria Popova, *Brain Pickings* blog 2014, and rebuttal, [The “backfire effect” is mostly a myth, a broad look at the research suggests](#) - Laura Hazard Owen, the *Nieman Lab* blog, March 2019
9. [Modifying attitudes on genetic modification](#) - Ag-West Bio blog, June 19, 2019
10. [10 ways to combat misinformation: a behavioural insights approach](#) by Terence Flynn and Tim Li, McMaster University on Institute for Public Relations website (infographic pdf available).
11. [The Demon-Haunted World: Science as a Candle in the Dark](#), Carl Sagan, 1995
12. Carl Sagan's [Baloney Detection Kit](#)
13. [Media Bias Chart](#) (American media), Ad Fontes Media
14. [Media Bias/Fact Check](#) (3,000+ media outlets world-wide)
15. [Snopes](#) – fact checking website
16. [Science Writers and Communicators of Canada](#)
17. [Canadian Farm Writers Federation](#)
18. [Café Sci Saskatoon](#) – Julia Boughner, University of Saskatchewan
19. [Cognitive bias cheat sheet](#), with the Cognitive Bias Codex. Buster Benson, Medium (Codex by John Manoogian III)