



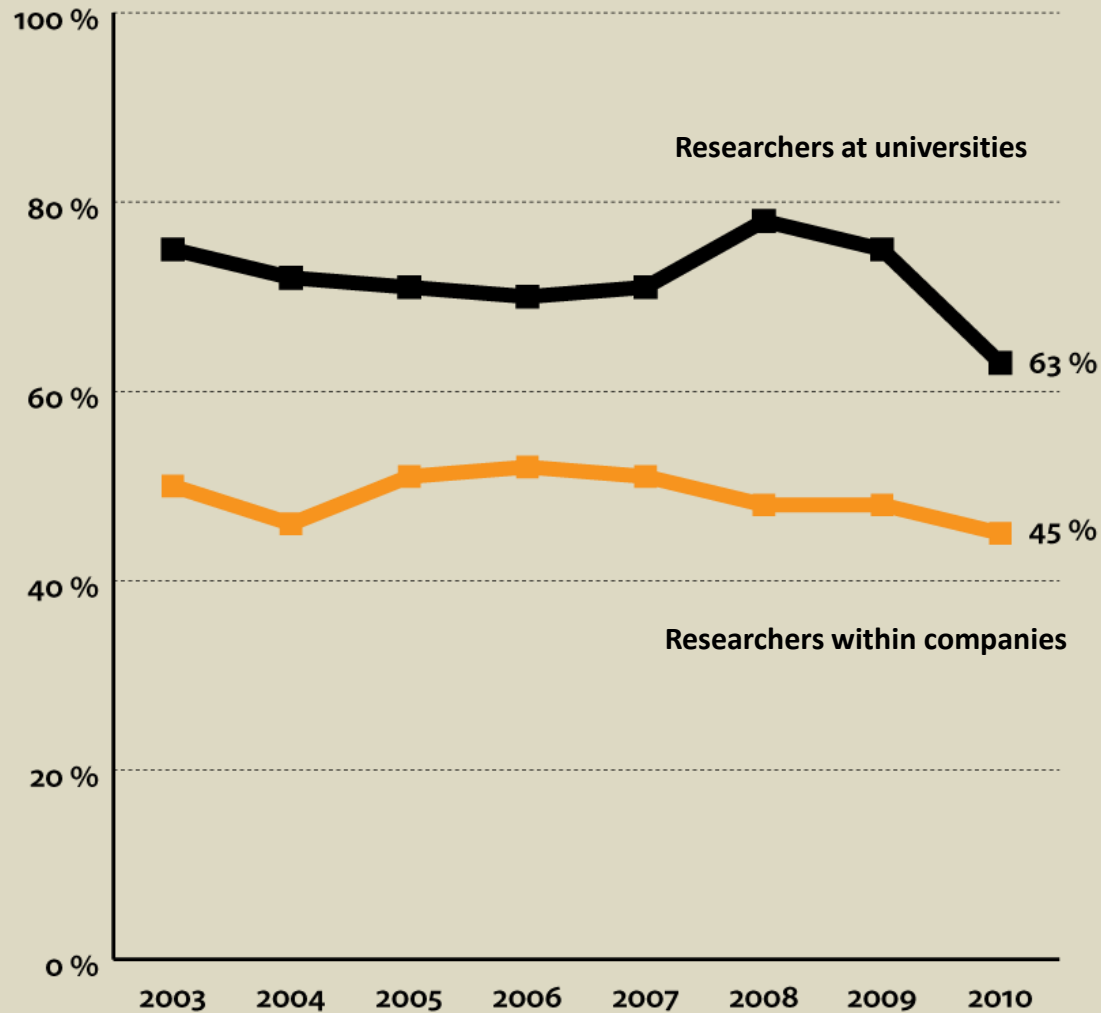
**vetenskap & allmänhet**

**Fudged and flaky...?**

*– a survey of public confidence in researchers*

*May 2011*

# Loss of confidence in researchers



*High or very high*  
level of confidence in...



# Reasons for high/low confidence in researchers

## *High:*

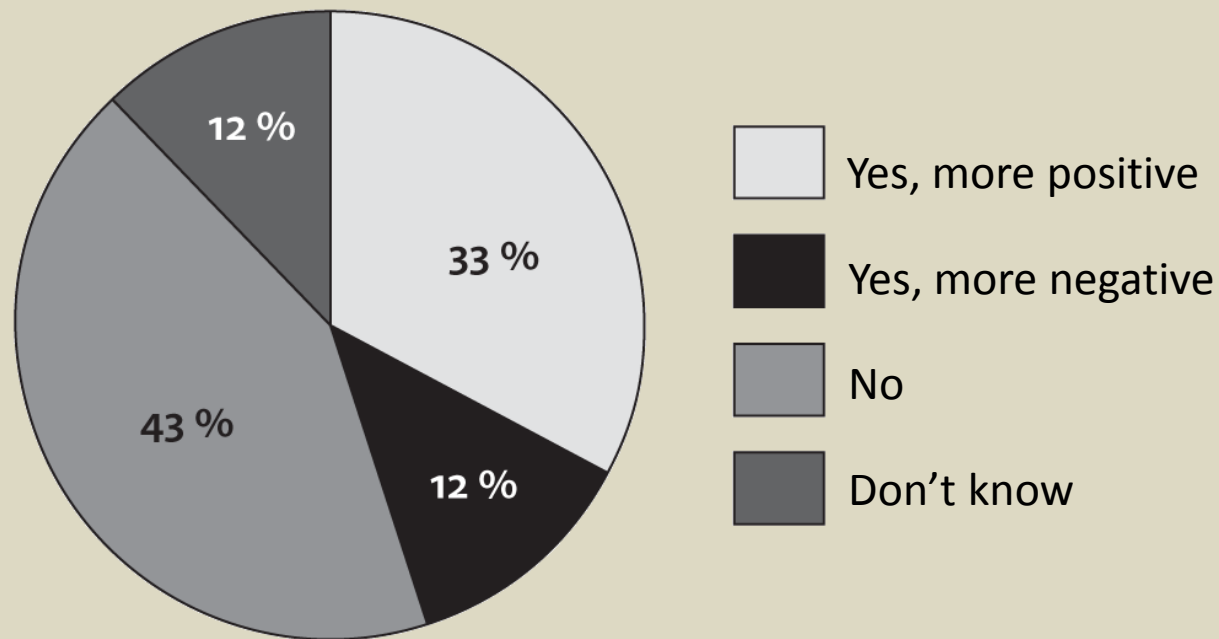
- They are well educated and very engaged in their work
- Research gives results
- The scientific method, strict control

## *Low:*

- Commercial, political or other interests
- Strange topics, "fudge", not useful, unnecessary
- One day they say this, the next day that  
– who to believe?



# Have you seen anything in the news that made you more positive or more negative towards research or researchers?



# What was the news about?

## *Positive:*

- Results from medical research
- Research results (not specified), environment, energy

## *Negative:*

- Fraud. Commercial or political interests in research
- Various research news on e.g. climate change
- One day they say this, the next day that  
– who to believe?



# Important for Confidence and Credibility

- *The people (the researchers)*
- *The results*
- *Control, openness* and handling of scientific fraud

**Strengthen the science – society dialogue!**



# The survey

- **Web survey with several open questions**
- **December 2–7 2010**
  
- **1 000 Swedes**
- **Representative sample (gender, age and region)**
- **501 men, 499 women**
  
- **Survey: Novus Opinion. Analysis: VA.**

