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# ***Mellan pest och kolera –*** ***om att balansera forskarens krav på exakthet mot*** ***samhällets krav på begriplighet***

**Jens Mattsson**  
**SVA**

**INTRESSANT**

**Tänk om livet var så där enkelt...**

**Så kan jag inte skriva för då kan  
ju andra forskare tro att...**



# Jag har rätt och du har fel!





# Sant eller falskt

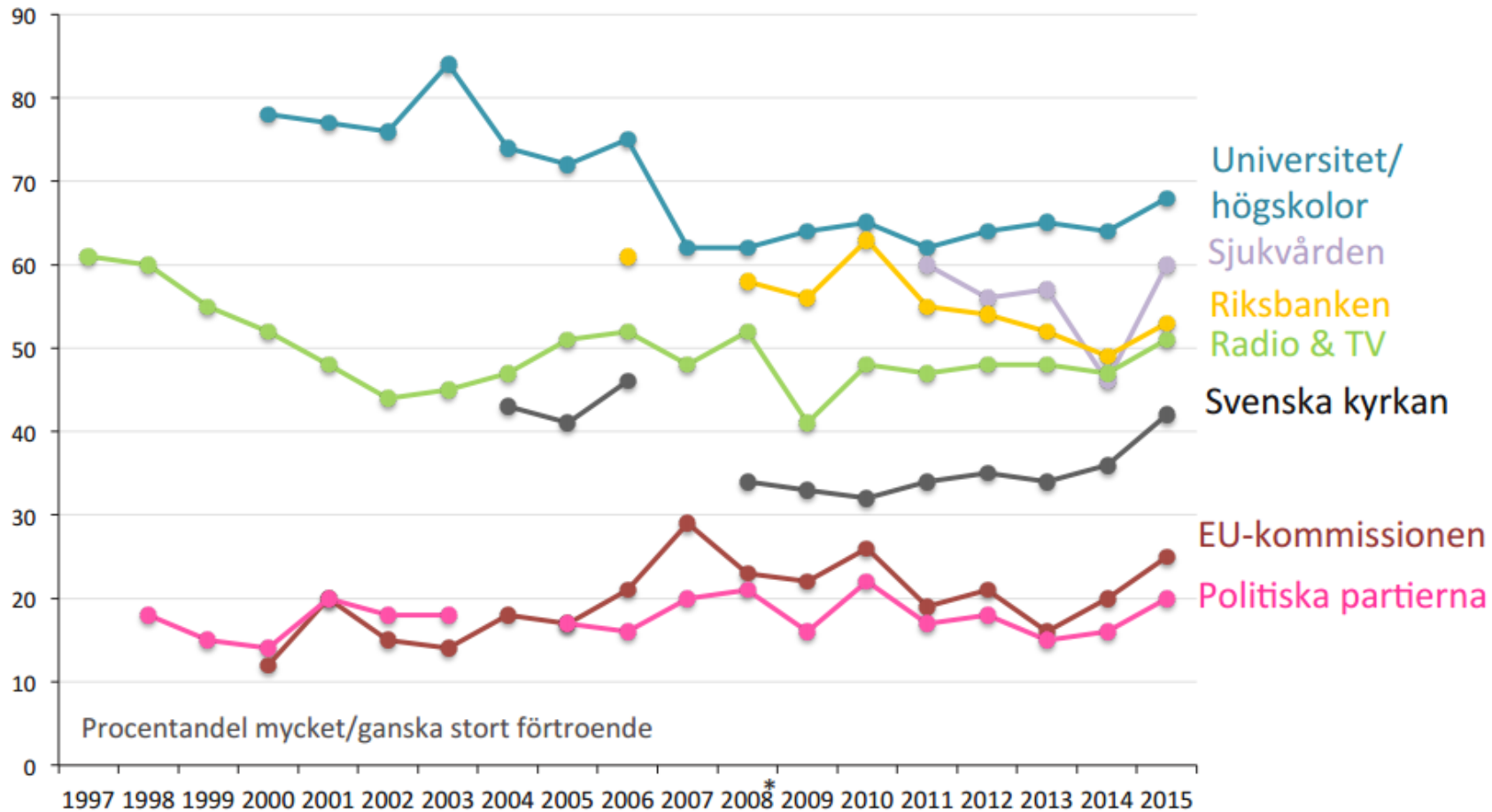
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Scientists aren't always right....

**Jeffrey Kluger**

# FÖRTROENDE FÖR SAMHÄLLSINSTITUTIONER

## UPPÅTGÅENDE FÖRÄNDRING



SEPTEMBER 2007

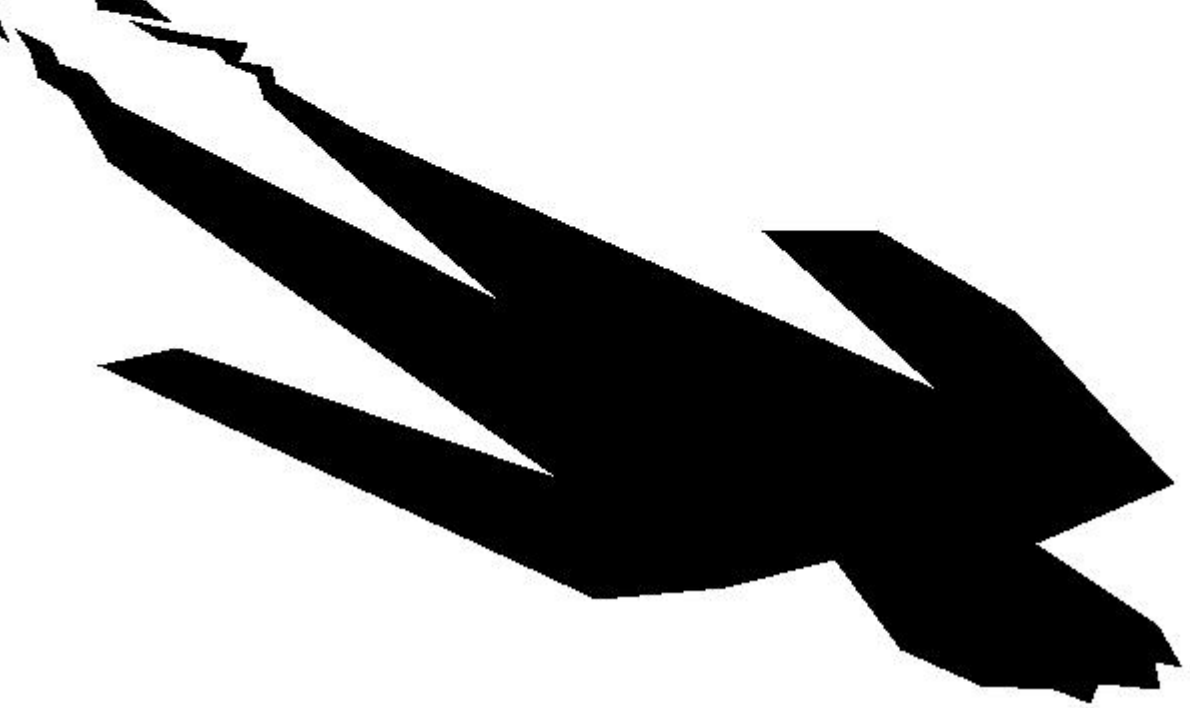




Bara för att forskaren säger något så  
behöver det inte vara sant



# Jobbskuggning?



“Doubters have declared war on the consensus of experts”

**Joel Achenbach, National Geographic**

"I hate the term anti-vax.  
It's so negative."

"How about pro-disease."



RtAVM

ATT TÄNKA  
INNAN MAN TALAR  
ÄR SOM ATT TORKA SEJ  
I RÖVEN INNAN MAN  
SKITER...



CHARLIE 93



# Sant eller falskt

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Scientists aren't always right, but when they talk, they deserve at least the initial presumption of wisdom.

All of us — especially the people who seek to lead us — could well learn something from listening to what they have to say.

**Jeffrey Kluger**

# Risk assessment vs management

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**Experts and scientists**  
Veterinary medicine

**Competent authority**  
Animal health

**Experts and scientists**  
Food

**Experts and scientists**  
Public Health



**Contingency authority**  
Anything w potential crises

# From science to voodoo

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**Experts and scientists**  
Veterinary medicine

**Competent authority**  
Animal health

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Food



**Experts and scientists**  
Public Health

**Contingency authority**  
Anything w potential crises

**Communication experts**

# Different teams

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- Experts
  - epidemiologists
  - diagnosticians
  - scientists
- Communication staff
- Economists
- Legal experts
- Policy makers
- Politicians
- Farmers
- Lobbying organisations
- Journalists
- General public
- “Experts”



# Game changer

- Experts
  - epidemiologists
  - diagnosticians
  - scientists
- Communication
- Economists
- Legal experts
- Policy makers



- Politicians
- Farmers
- Lobbying organisations
- Journalists
- General public
- “Experts”



Svetlana Aleksijevitj

VS

Tomas Lindahl

Paul Modrich

Aziz Sancar