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**“When Beliefs and Facts Collide” Summary**

In the article “When Beliefs and Facts Collide”, published in the *New York Times* on 5 July 2014, Brendan Nyhan explains current research showing that in regards to many controversial issues, people know the facts but refuse to acknowledge them because the facts go against their religious and/or political views. In the recent past, studies have shown that the American public overall don't understand the views of the academic community on issues such as climate change or evolution, leading to the development of activist campaigns to increase the awareness of the public. However, a new study conducted by Yale professor Dan Kahan, comes to a very different conclusion, the public is aware of the views of the scientific community, they just don’t believe in them for political and/or religious reasons. One major implication of this research is that it questions the value of purely educational campaigns, because according to Kahan, the issue is not that the public is not aware, rather, the public knows but doesn’t believe, a very different problem, with a very different answer. Instead of education, Nyhan suggests that organizations need to “break the association between identity and factual beliefs”, showing the public that they can accept scientific fact without challenging their cultural, religious or political views. Nyhan believes that this problem is not isolated; rather it is part of a broader issue that the public tends to only participate in public life when they are defending their personal viewpoints, causing peoples opinions to be stronger than usual, and increasing the likelihood that they will be ignorant of the facts.