

## News &amp; Comments

## Reasons Behind Anti-Science Thinking and its Solution

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Many people reject science, refusing vaccines and denying climate change. What is the cause of the anti-science sentiment? According to recent [research](#), people reject scientific information for four key reasons, and to increase scientific acceptance, it is imperative that we understand these psychological reasons for being anti-science. The primary reason behind the anti-science belief is the lack of credibility of scientists. People deem them untrustworthy and biased. More than often because they are seen as cold, having no feeling, and many scientists are observed to be biased against religious and conservative values. The solution is to increase their credibility, by communicating to the public, and they should increase trustworthiness by conveying that their work is motivated by selfless goals. Secondly, the rejection of scientific information by people can be when it conflicts with their social identities. For example, video games don't like the scientific evidence against the harms of playing video games. The key to tackling this is to find a shared identity between the communicator and the audience. Scientists have shown, for example, that once they found a common identity with their audience, they were able to share recycled water suggestions more effectively.

Another reason for the rejection of science is because of the beliefs, attitudes, and values of people. People feel uncomfortable when scientific information contradicts what they believe to be true or good. By rejecting the science, they resolve this discomfort. The wide spread of misinformation often contradicts scientific information. It is hard to correct misinformation once it has been spread, particularly if it explains the problem causally. To combat this, prebunking is one effective strategy - informing people that misinformation is coming, and then refuting it so that they can resist it more effectively. The fourth reason is that information is not being presented in the right learning style. A mismatch between how information is presented and the style best suited to the receiver is the most straightforward of the four bases. For example, they might prefer abstract information over concrete information, or they might focus on promotion or prevention. A solution is making use of some of the same tactics that anti-science forces have been using. Similarly, researchers should use metadata to better target messaging based on people's profiles based on their internet habits, as is done in the technology and advertising industries.

### KEYWORDS

Solutions, Anti-science thinking, anti-science, scientific information, public health, credibility, scientific acceptance

