

**Institute on Science for Global Policy workshop:
Communicating Science for Policy**

Sept. 9–10, 2015

Sheraton Imperial Hotel, Durham, North Carolina

Presenters

William K. Hallman, Ph.D.

Dr. Bill Hallman is a professor and Chair of the Department of Human Ecology at Rutgers University, New Jersey, and the current Chair of the Risk Communication Advisory Committee of the U.S. Food and Drug Administration. A member of the Rutgers' graduate faculty of the Department of Nutritional Sciences, and of the Bloustein School of Planning and Public Policy, Dr. Hallman is the former Director of the Food Policy Institute at Rutgers. He also serves on the Executive Committee of Rutgers Against Hunger (RAH), and helped to found the New Brunswick Community Farmers Market. His research examines public perceptions of controversial issues concerning food, health, and the environment. Recent research projects have looked at consumer perceptions and behaviors concerning genetically modified foods, animal cloning, avian influenza, accidental and intentional food contamination incidents, and food recalls. His current research projects include studies of public perceptions and responses to food safety risks, the safety of fresh meat, poultry, game, and seafood products purchased on the Internet, the use of nanotechnology in food, and public understanding of health claims made for food products.



Arthur Lupia, Ph.D.

Dr. Arthur "Skip" Lupia is the Hal R. Varian Collegiate Professor of Political Science at the University of Michigan. He currently serves as Chair of the National Academy of Science's Roundtable of the Application of Social and Behavioral Science Research, is an executive member of the Board of Directors of Climate Central, and is on the Advisory Board of the National Academies' Division of Behavioral and Social Science and Education. Dr. Lupia has held a range of scientific leadership positions including Principal Investigator of the American National Election Studies, and founder of TESS (Time-Sharing Experiments in the Social Sciences), which has helped hundreds of scientists from many disciplines run innovative experiments on opinion formation and change using nationally representative subject pools. Dr. Lupia's research examines how people make decisions when they lack information and how they manage complex information flows. His topics of expertise include information processing, persuasion, strategic communication, and civic competence. His newest book is "Uninformed: Why People Know So Little About Politics and What We Can Do About It" (Oxford University Press, forthcoming).



Elizabeth Neeley, M.A.

Ms. Liz Neeley is Executive Director of The Story Collider, an organization dedicated to the idea that there is power in true, personal stories about science, told live. She is the former Assistant Director of Science Outreach for COMPASS, a nonprofit dedicated to helping scientists effectively engage in public discourse and decision-making about the environment. An experienced professor and workshop leader, Ms. Neeley's approach to science communication is strongly influenced by network science and her graduate research into the evolution of



visual communication systems in tropical reef fishes. Ms. Neeley has co-authored the peer-reviewed journal articles "COMPASS: Navigating the Rules of Scientific Engagement," and "A critical evaluation of science outreach via social media: its role and impact on scientists," and contributed chapters to the books "The Complete Guide to Science Blogging" (Yale University Press, forthcoming), "Effective Risk Communication" (Routledge, 2014), and "Escape from the Ivory Tower" (Island Press, 2010). A member of The National Association of Science Writers and Public Communication in Science and Technology, she has more than 10,000 Twitter followers, including hundreds of scientists she has trained in the use of social media.