In Whom Do We Trust?

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2019 National Agriculture in the Classroom Conference
Hot Topics in Agriculture

• Golden Rice
• Glyphosate
• AquaAdvantage Salmon
• Cultivation of GMO crops
• Celery juice
• Climate change
• Beef’s impact on the environment
• Cell-based “meat”
Can I rely on this claim?

• Credibility
  • Is this compatible with my own prior knowledge; is it logically coherent?

• Trustworthiness
  • Are there any reasons to suggest that the source is not trustworthy?
Bias That Shapes My World View

- Confirmation bias
- Myside bias
- Dunning-Kruger effect
- Cognitive dissonance

We all struggle with perceiving something outside of our experience level.

~J. Marshall Shepherd

Why Facts Don’t Change our Minds
How do we make the most informed decision?

https://www.youtube.com/watch?v=t654yDVIIDpo
TRUST = COMPETENCE + RELIABILITY + INTIMACY
SELF-MOTIVATION
1. Federal Regulatory Agencies
2. Food Companies
3. Farmers
4. State Regulatory Agencies
5. Family
6. Grocery Stores
7. Family Doctor
8. Restaurants
9. Nutrition Advocacy Groups
10. University Scientists
11. Dietitians

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*Results are similar for ensuring healthy food*
Social media takes advantage of our need for sense of:

- Community
- Acceptance
- Inclusion
Ten Red Flags

- Expertise
- Conflicts
- Communication
- Errors
- Balance
- Scholarship
- Transparency
- Track record
- Insults or libel
- Freedom-of-information requests
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