

Psychological Biases as Obstacles to Environmental Communication

Authors : De Biase Ilaria, Della Rocca Mattia

Abstract : Our work aims to highlight the role played by cognitive biases in the reception of environmental information, including scientific communication from expert to the lay public, especially in relationship with environmental data coming from biological and biotechnological recording. Some alternative strategies are suggested in order to maximize public awareness on environmental changes.

Keywords : science communication, environment and psychology, cognitive biases, environmental awareness

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