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## Communicating crises in a post-truth society: Facts argue against emotions

*Tuesday, 30 May 2017 16:25 (45 minutes)*

Research on the human brain involves tests on primates, which prompts activists against animal testing. Neutron research needs nuclear reactors, running on highly enriched uranium and producing radioactivity, which alarms critics and causes fears in the neighbourhood. Can facts from the authorities and good research results really stand up against fears, emotions and alternative truths? We invite the managers of these and other presented issues to discuss in a panel best practices, no-goes and possible solutions in communicating risks in a post-truth society:

Dr. Christina Beck (Head of Communications Max-Planck Society),

Dr. Ulrich Marsch (Head of Corporate Communication Center Technical University of Munich)

Ms. Sandra Dawson (Thirty Meter Telescope International Observatory)

Sophie TESAURI (CERN)

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