

The Impact of Public (Mis) Perception on Technology Transfer & Commercialization

AATF Seminar – FARA General Assembly

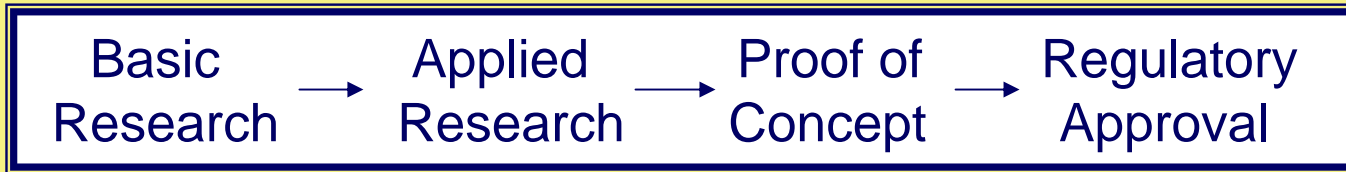
**Adrienne Massey, PhD
A. Massey and Associates
Chapel Hill, North Carolina**

Why is it increasingly essential for scientists to communicate with the public and media about science and technology ?

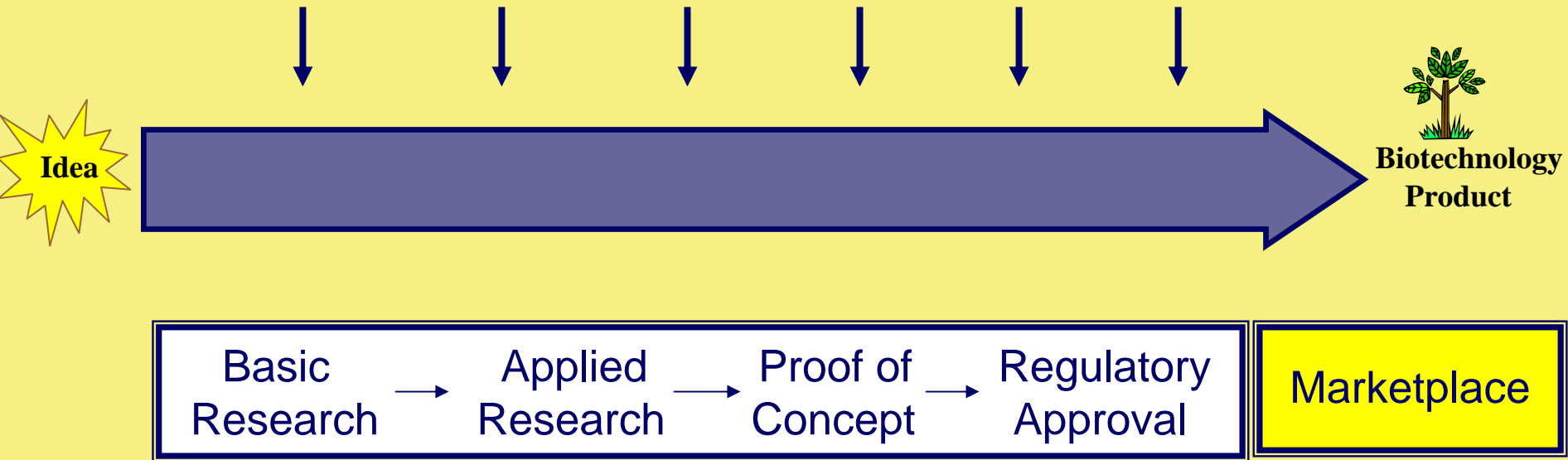
Technology-Based Product Development Pathway



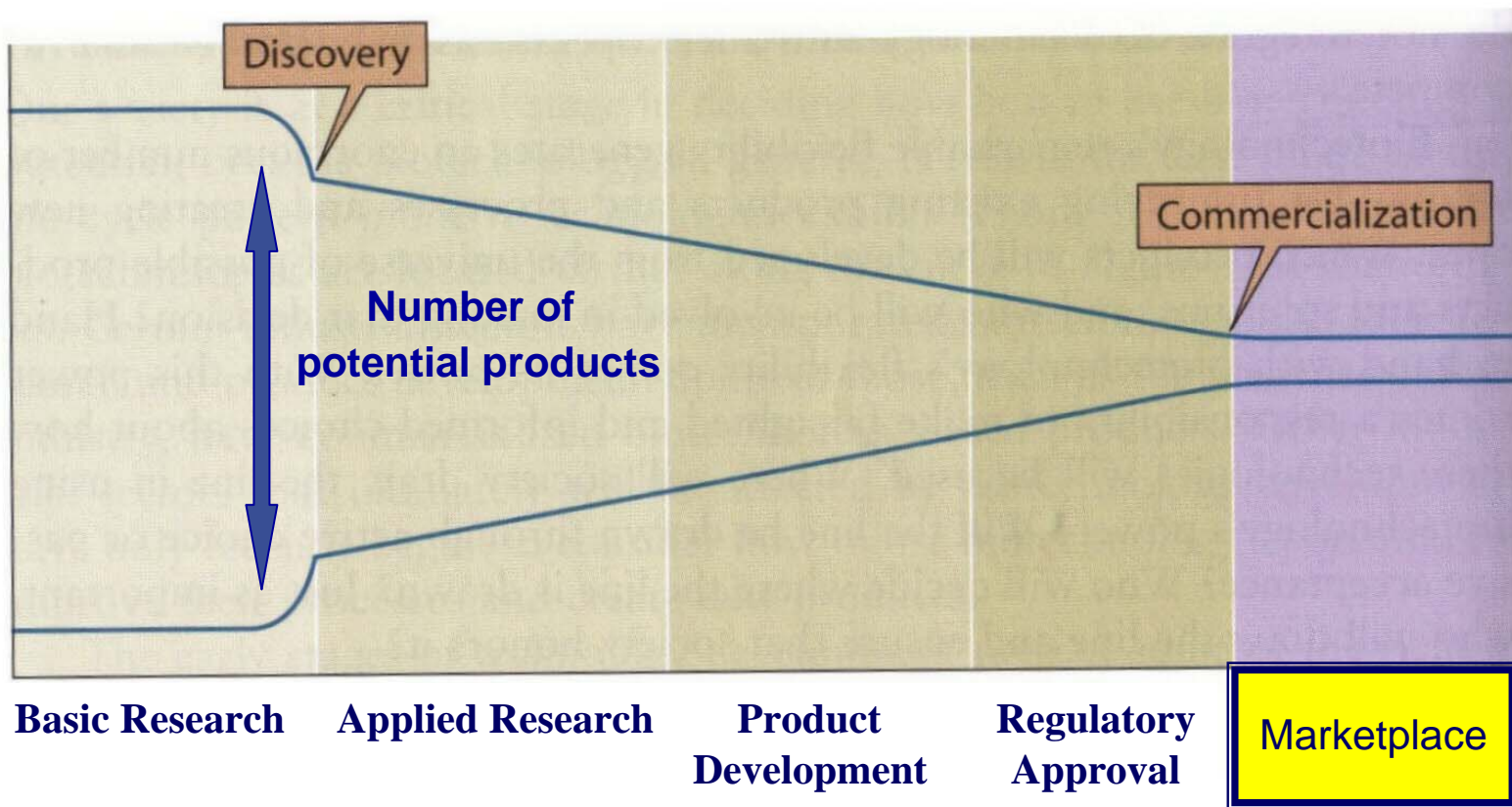
**Biotechnology
Product**



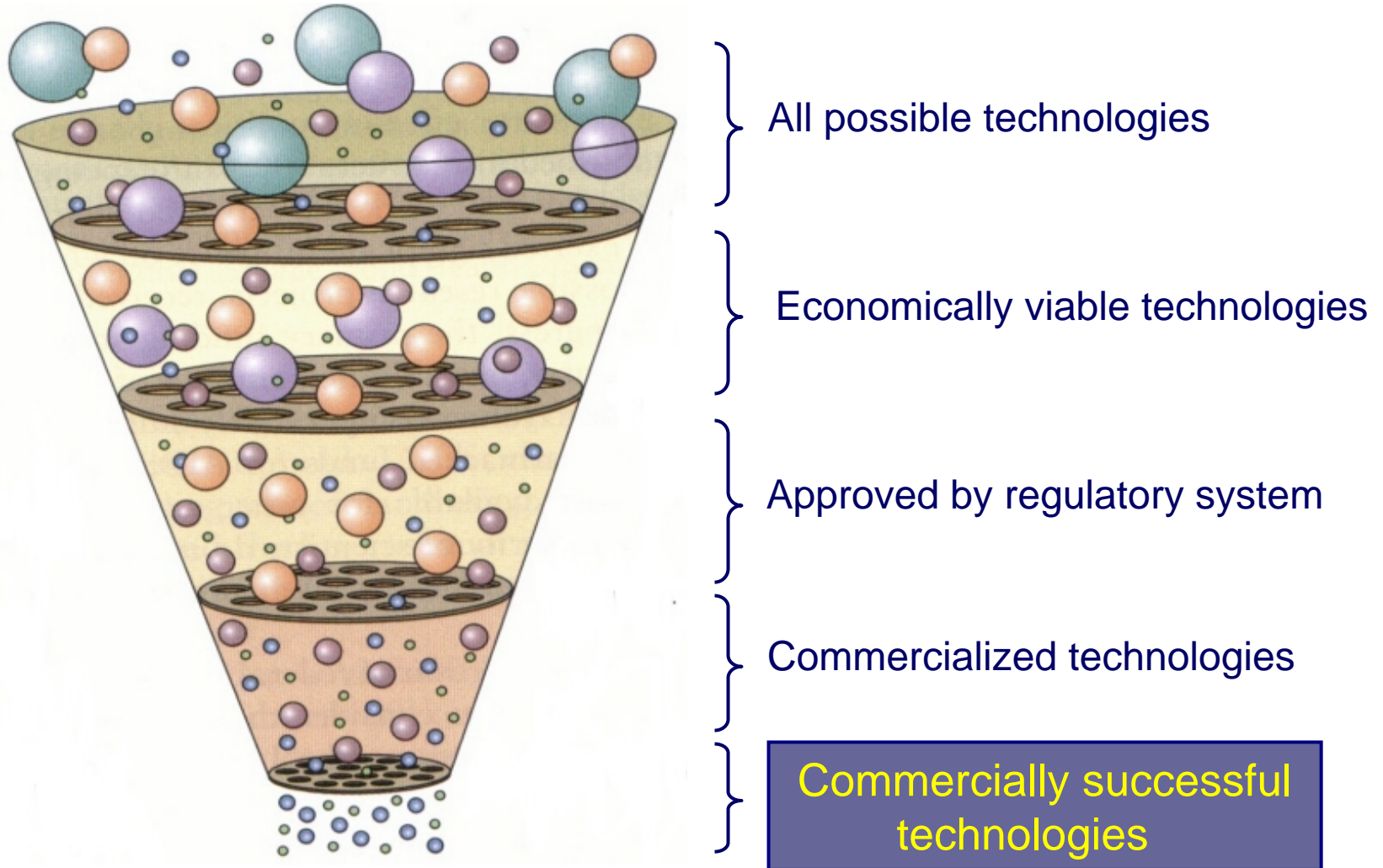
Technology-Based Product Development



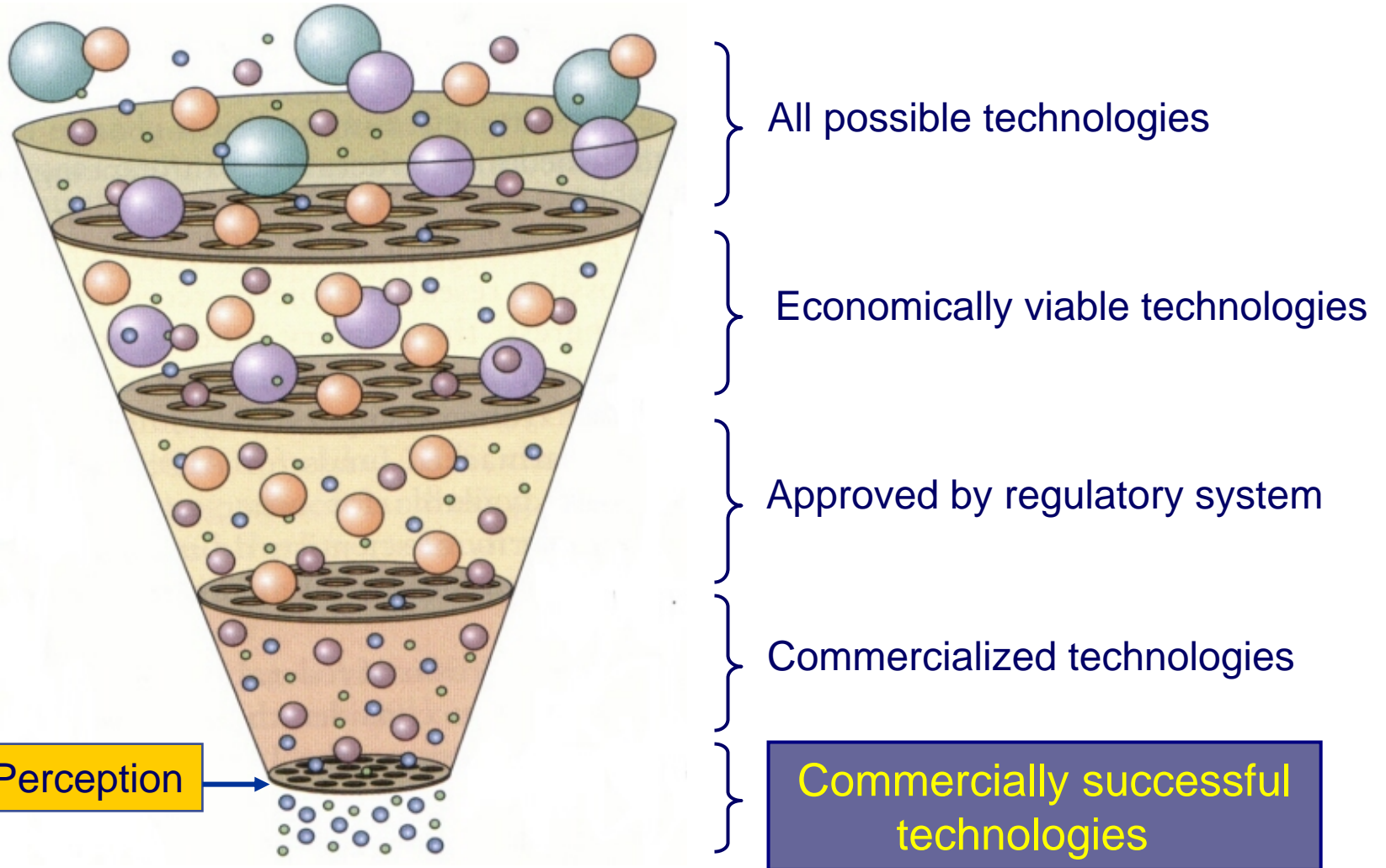
Technology-Based Product Development



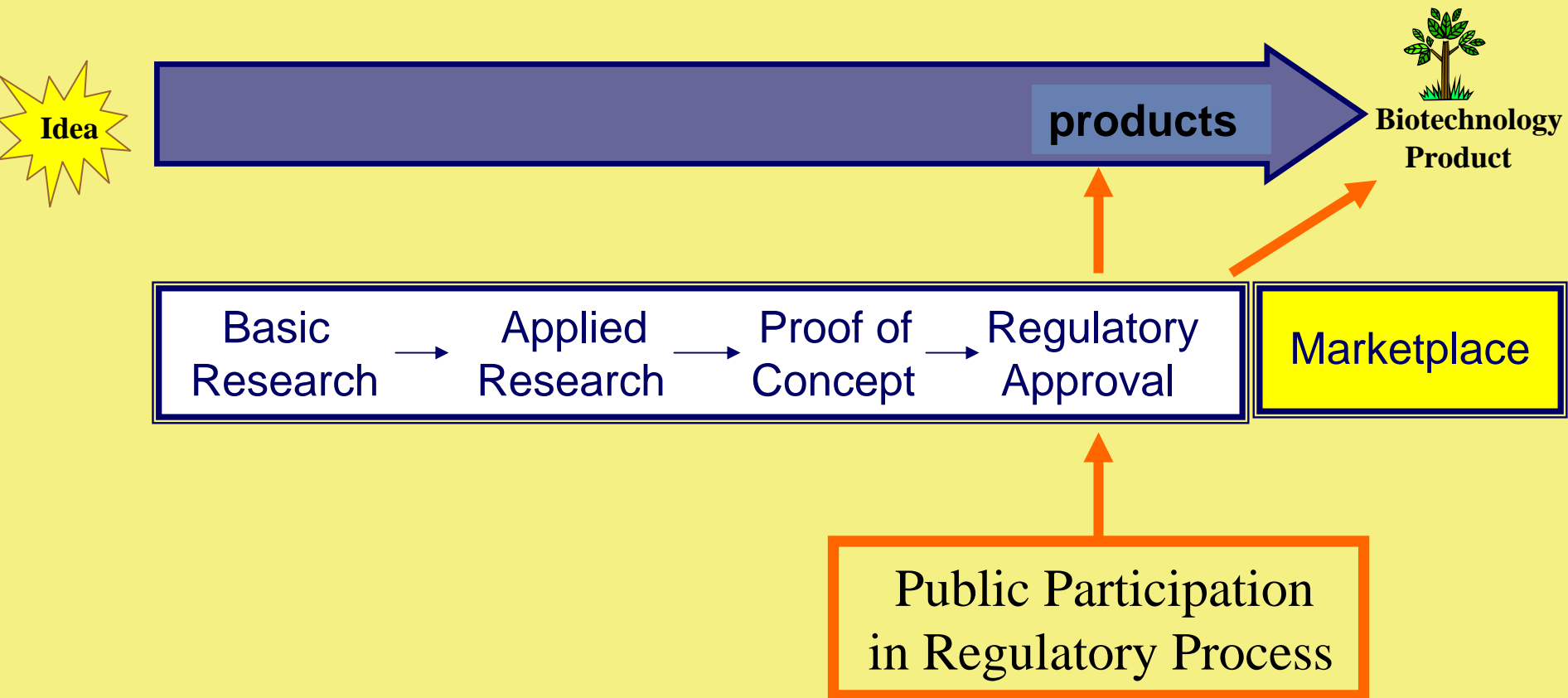
Technology-Based Product Development



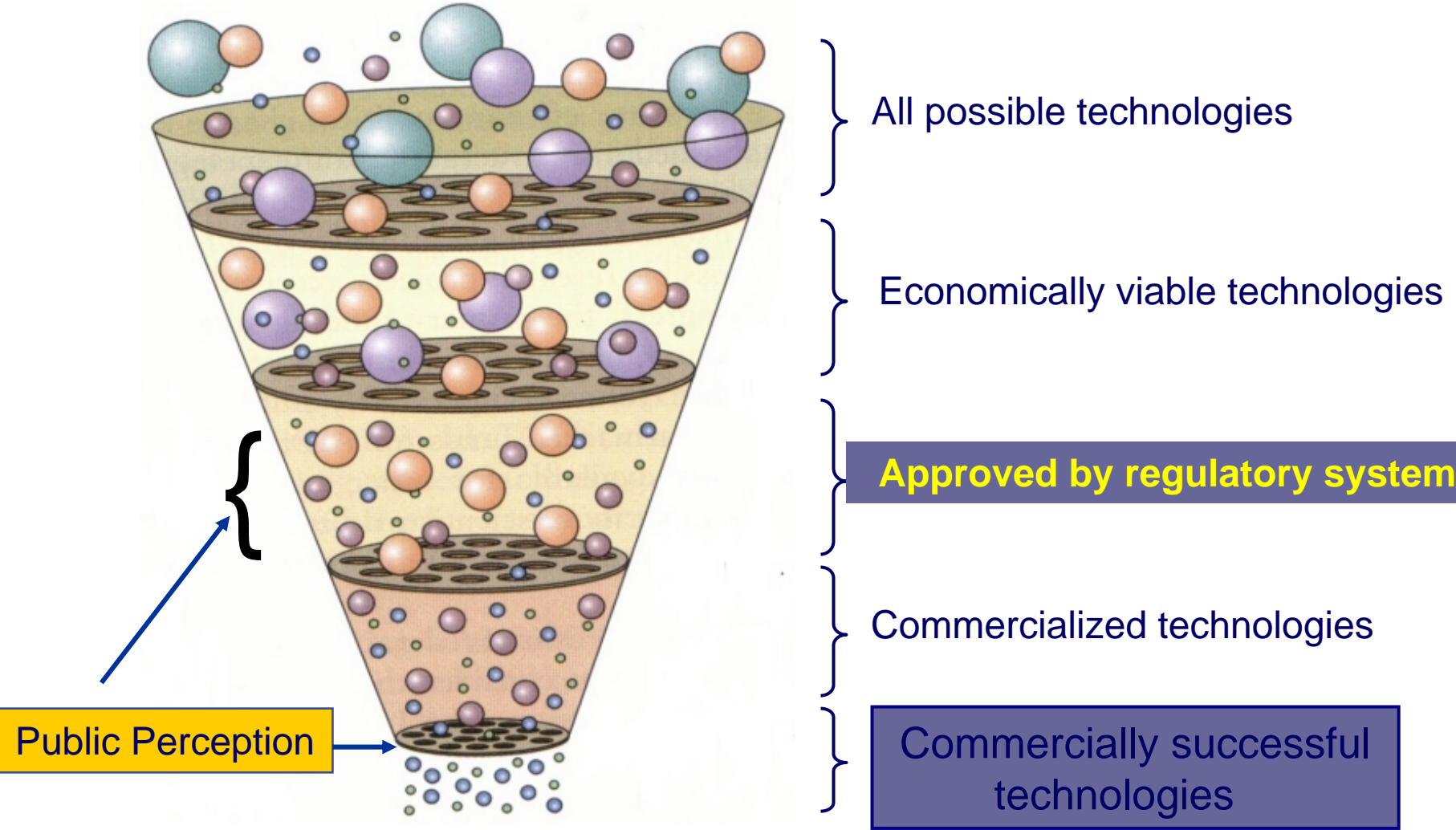
Traditional View of Public's Impact on Technology Development



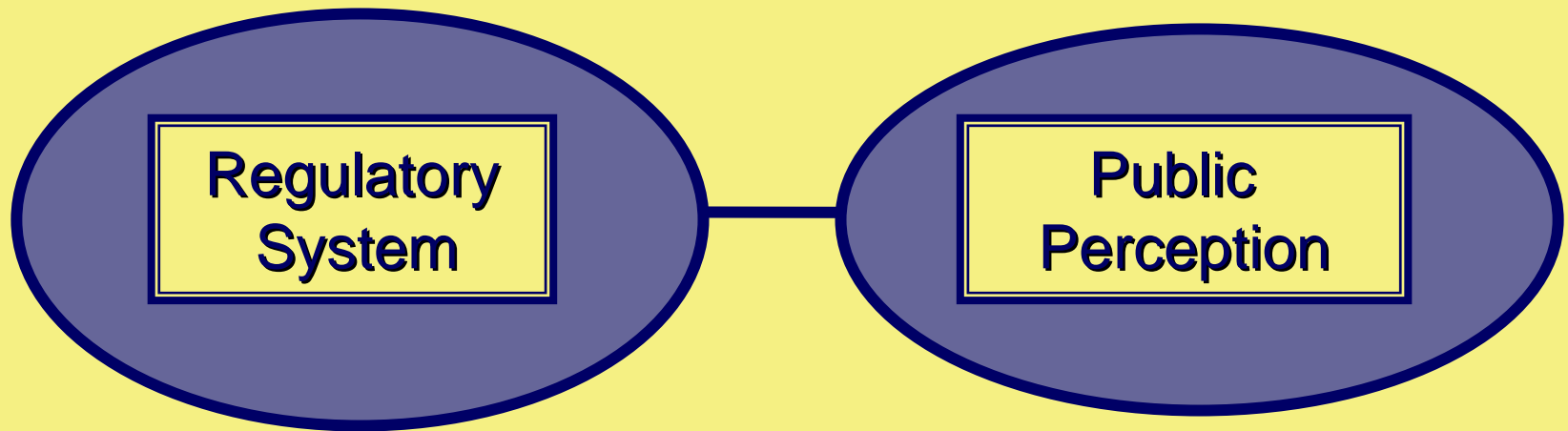
Traditional View of Public's Impact on Technology Development



Traditional View of Public's Impact on Technology Development

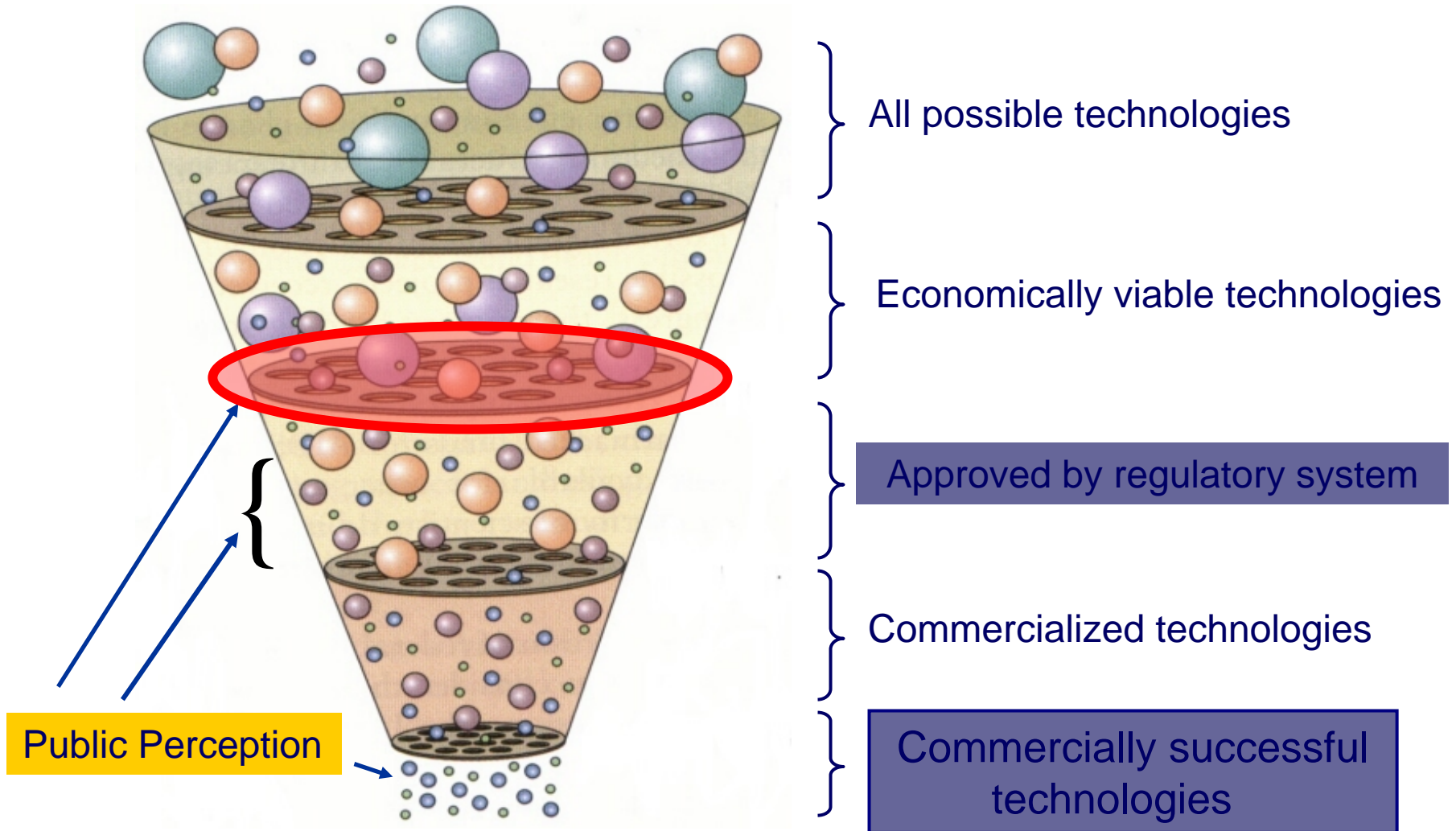


Public Perception and the Regulatory System

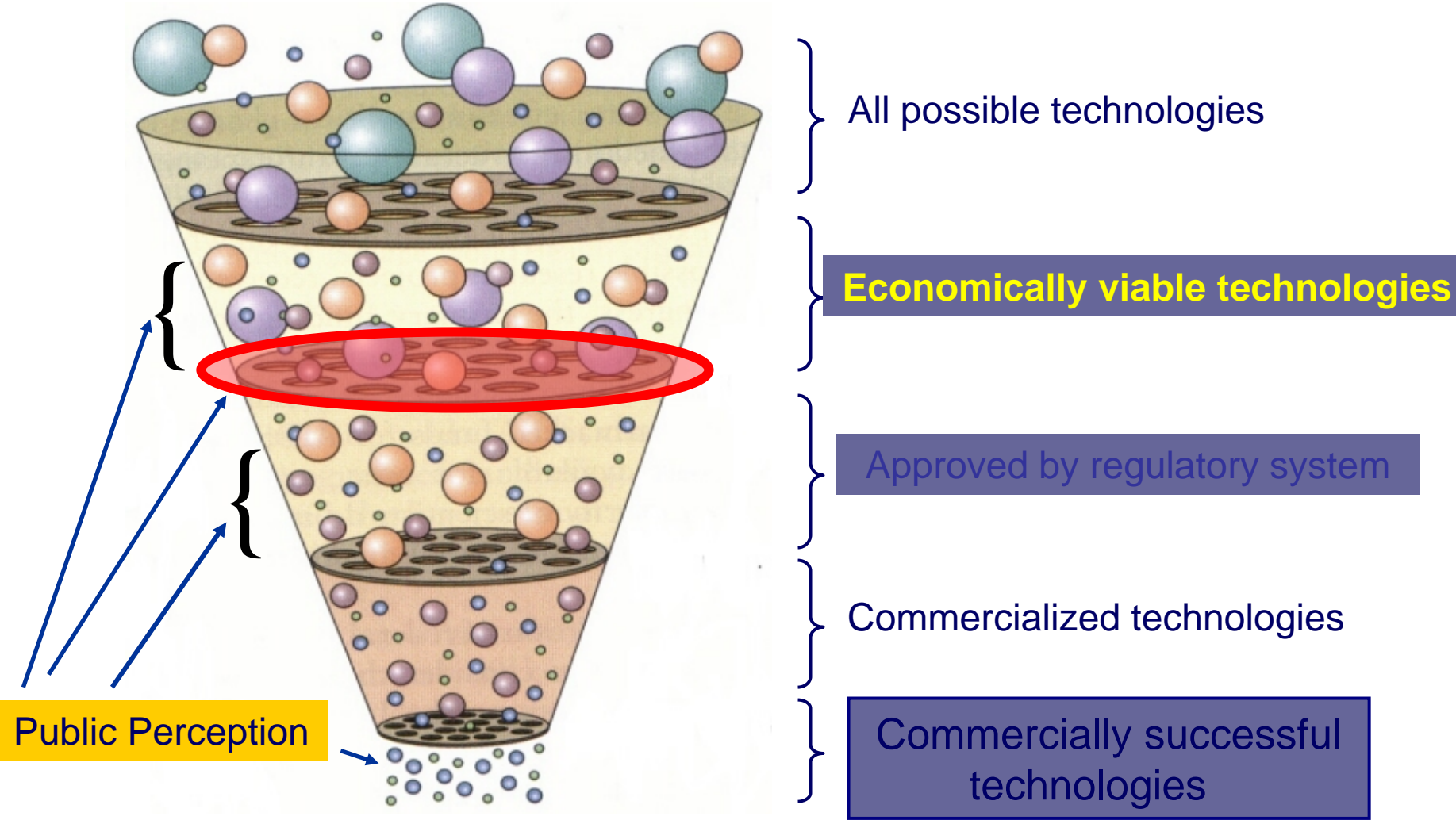


1. Product Approval Process
2. Structure of the Regulatory System
(Trend – Increasingly codified)

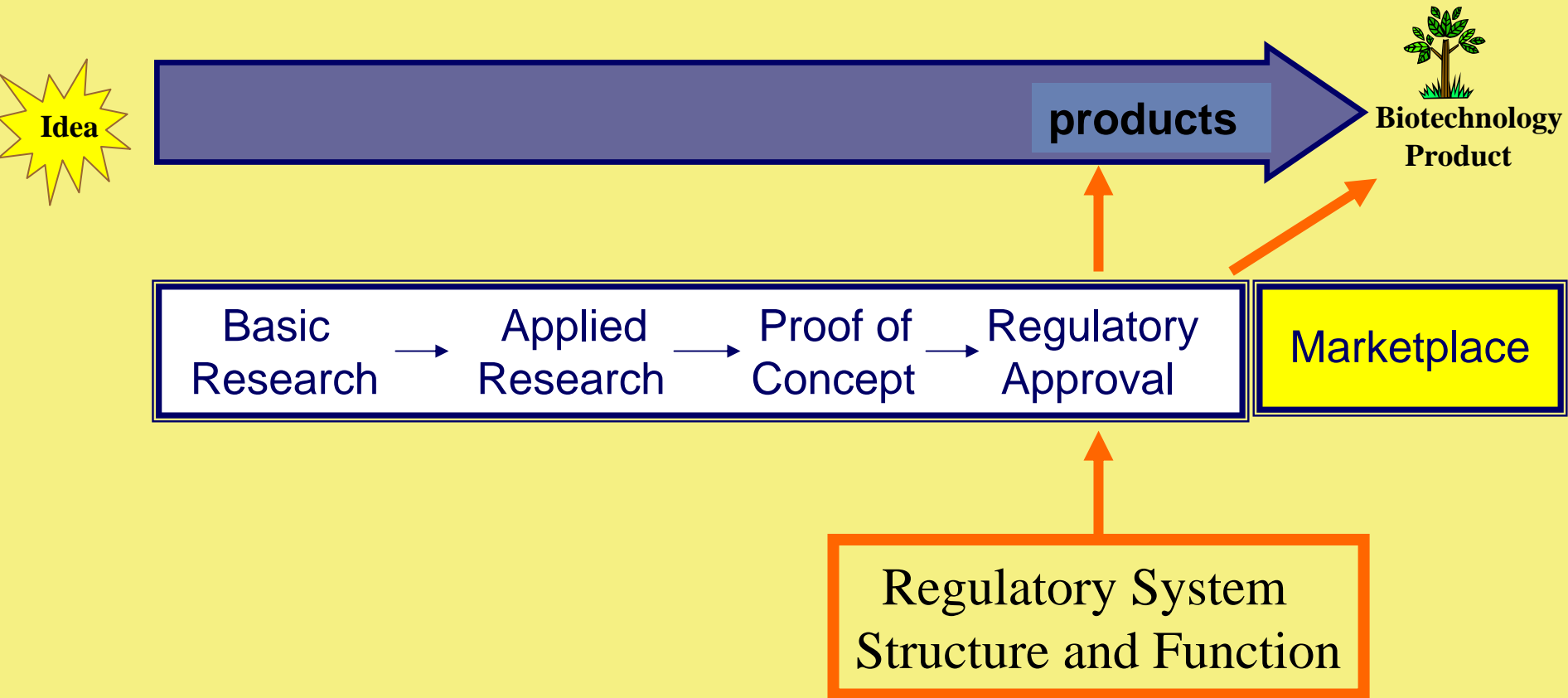
Regulatory System Structure & Product Development



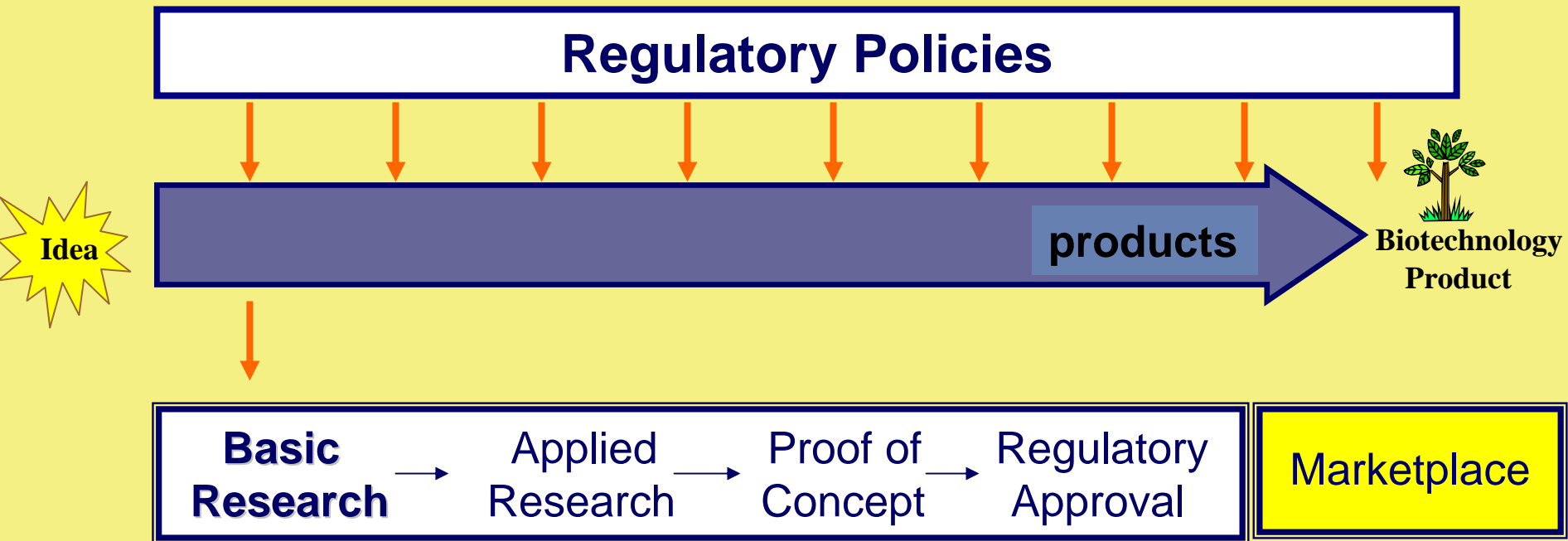
Regulatory System Structure & Product Development



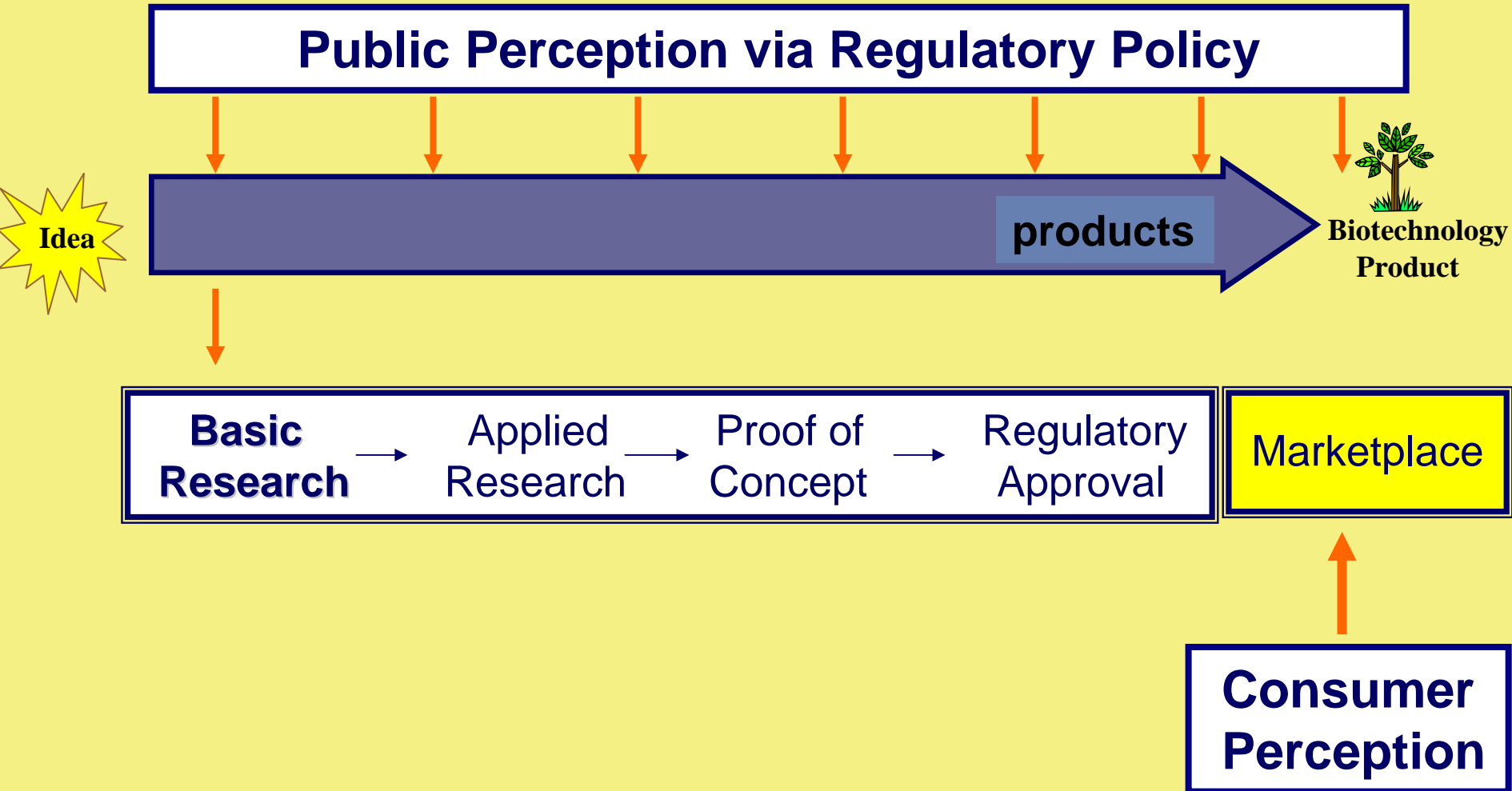
Public's Impact on Technology Development



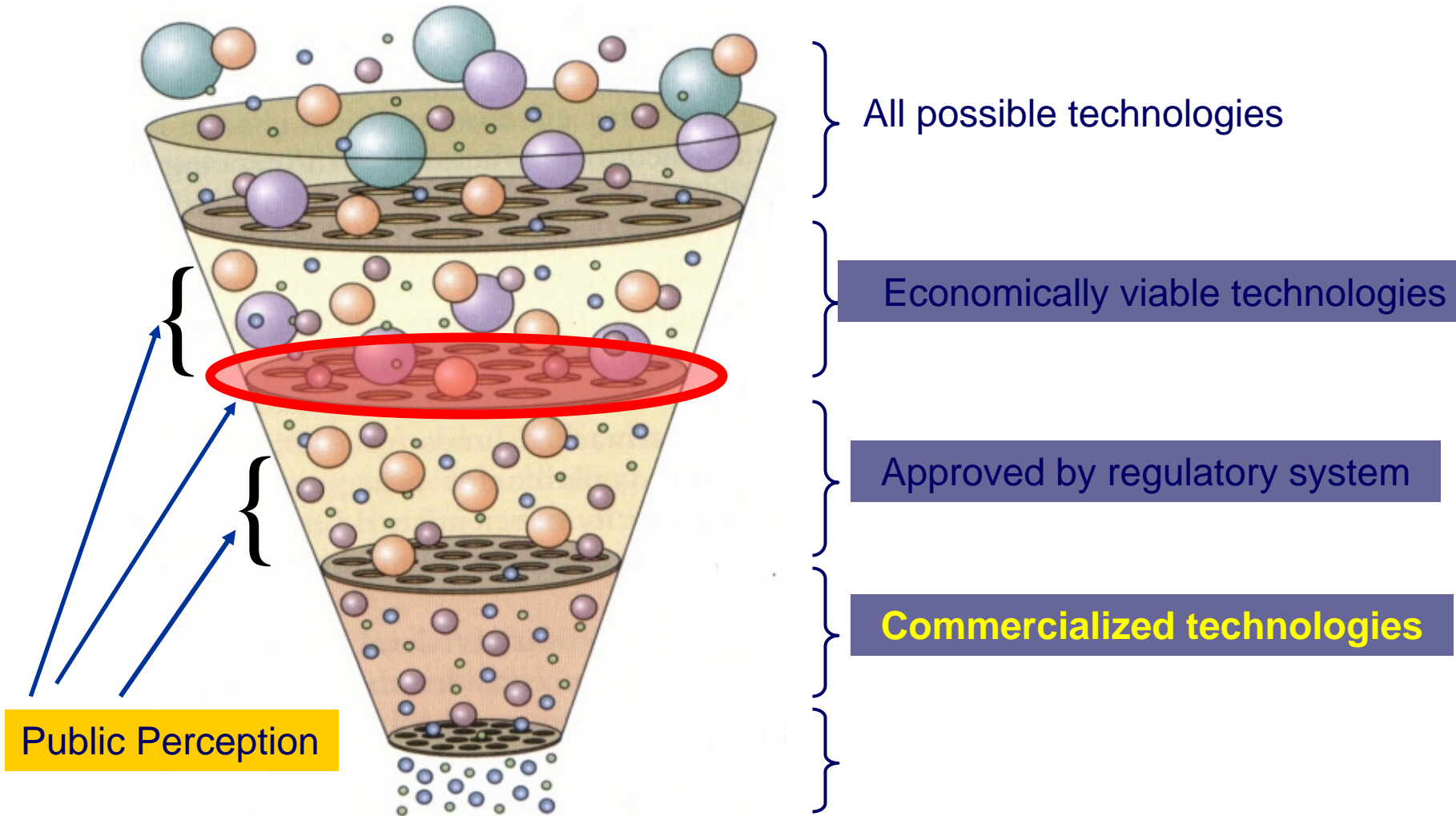
Regulatory System for Transgenic Crops



Regulatory System for Transgenic Crops



Impacts on Product Commercialization

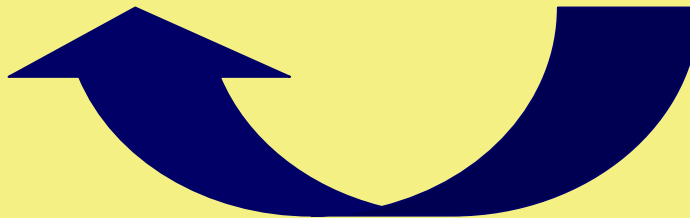


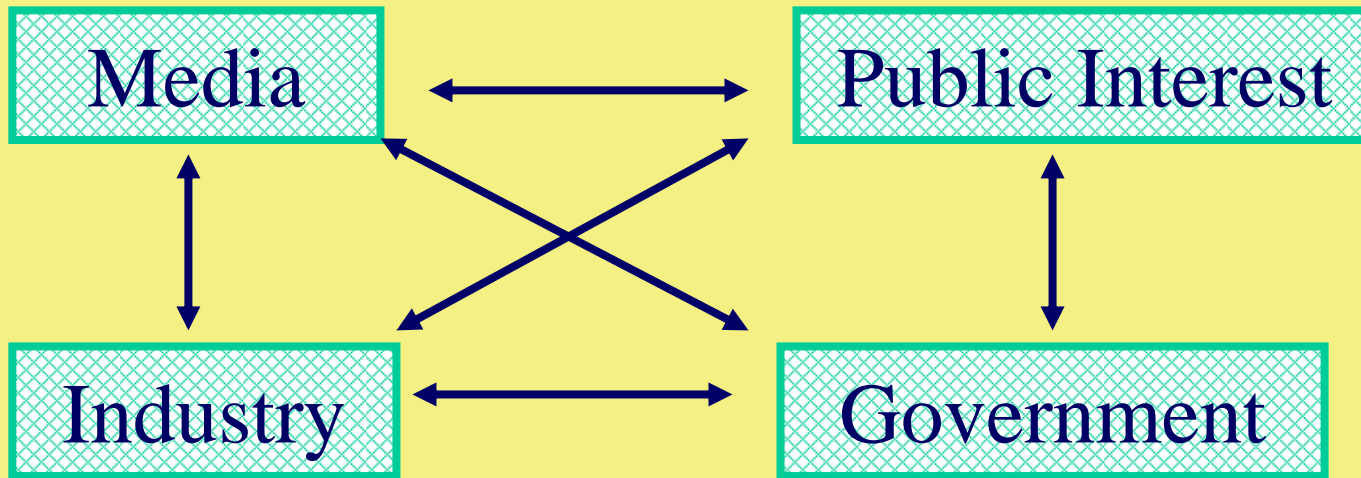
Science and Technology Development



Basic Scientific Research

Technological Innovation





The “Public”

Science & Technology – Product Development

Expanding role of public interest groups/media over time



Previous

which products are
commercially successful
in the marketplace



Current

which products reach
the marketplace

Science & Technology – Product Development

Expanding role of public interest groups/media over time



Previous

which products receive
regulatory approval



Current

the structure of the
regulatory system

Science & Technology Policy

Expanding impact of public interest groups/media



Previous

Media report on:
policy decisions
and developments



Current

Media/Public interest groups:
- frame the policy debate
- define which policy issues
are important

Science & Technology – Product Development

Expanding role of public interest groups/media over time



Previous

Media report:
on scientific findings



Current

Media/Public affect:
which scientific
research is conducted

Impact of Public & Media on Research

Public/media have impacts on scientific research

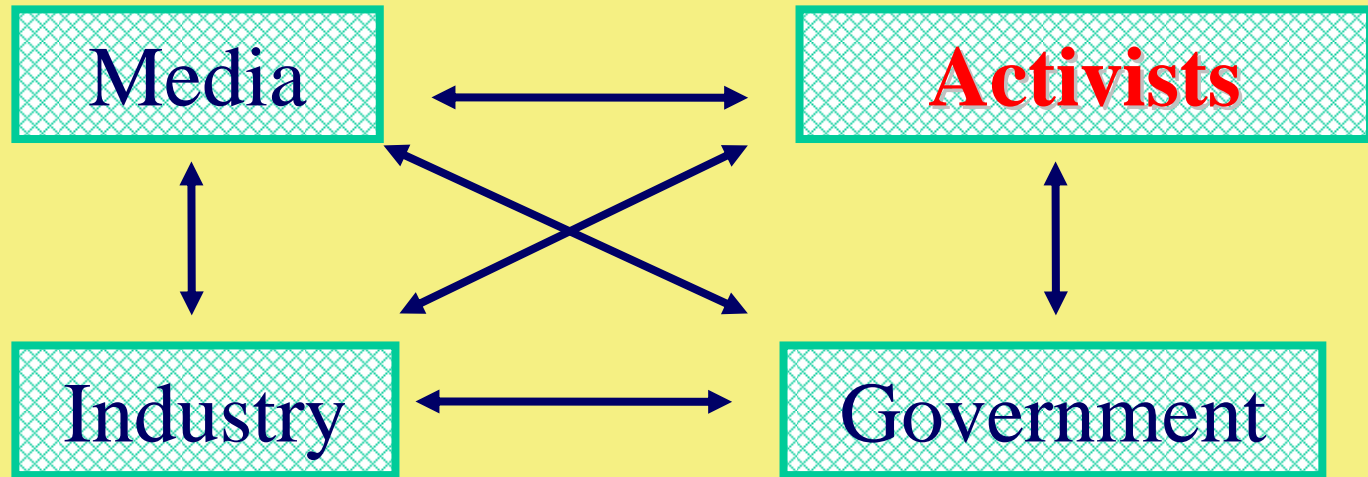
- Influencing the s/f of the regulatory system
- Indirectly via policy-makers (funding policies, research bans)
- Directly through donations and activism

Why is it increasingly essential for scientists to communicate with the public and media about science and technology ?

Public opinion has the power to influence

- **direction of scientific research**
- **degree of technological innovation**
- **availability of research tools**
- **availability of technology-based products**

Agricultural Biotechnology Development



The “Public”

Public Research and Regulation Initiative and AfricaBio

Preparation for MOP-4 – Cartagena Protocol

Today at 14:00 in Room 3 of the Convention Center

Thank you !