

Crisis Communication

Is science a social movement?

Social Movements

Definition: social movements are a type of group action. They are large, sometimes informal, groupings of individuals or organizations which focus on specific political or social issues.



April 22, 2017: How some of us felt

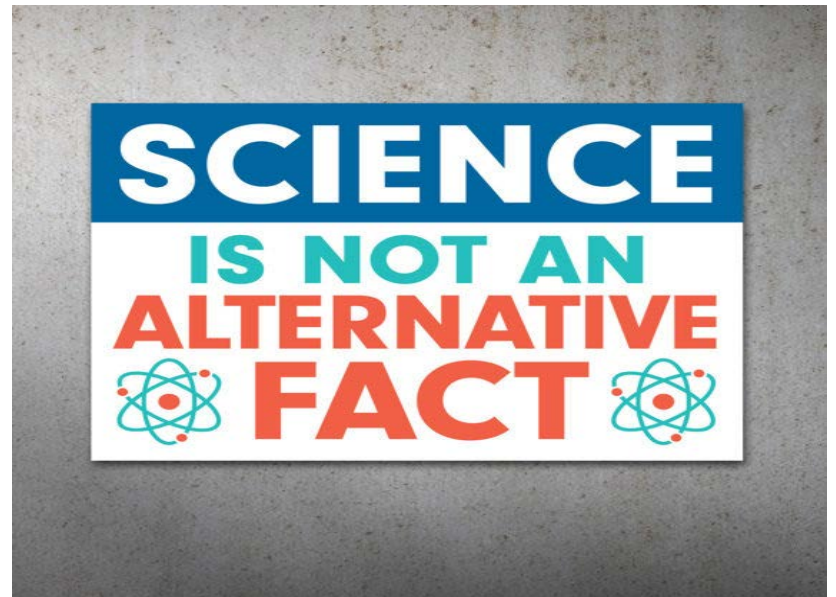


The questions...

Q1: in a post-truth world of alternative facts and fake news, could science actually be positioned as a social movement?



Q2: Do we have a responsibility as major science infrastructure projects?



Answer 1: It already is a movement



The image shows the homepage of the March for Science website. At the top left is the logo, a stylized atom with the text "MARCH FOR SCIENCE". To the right is a navigation menu with links for "HOME", "SATELLITES", "ABOUT", "BLOG", "STORE", and "DONATE". The main content area features a large background image of a crowd at a march. Overlaid on this image is a dark blue box containing the text: "ON APRIL 22, 2017", "WE MARCHED.", "NOW, WE ACT.", and "CHECK OUT THE WEEK OF ACTION". Below this text are two buttons: "Join the Movement" (orange) and "Donate" (dark blue). A red circle highlights these two buttons. At the bottom of the page, a large banner reads "MARCH FOR SCIENCE" with the atom logo on either side, and the hashtag "#MARCHFORSCIENCE" is displayed below it.

MARCH FOR SCIENCE

HOME SATELLITES ABOUT BLOG STORE DONATE

ON APRIL 22, 2017

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CHECK OUT THE WEEK OF ACTION

Join the Movement Donate

MARCH FOR SCIENCE

#MARCHFORSCIENCE

March for Science Movement: Mission

The March for Science champions robustly funded and publicly communicated science as a pillar of human freedom and prosperity. We unite as a diverse, nonpartisan group to call for science that upholds the common good and for political leaders and policy makers to enact evidence based policies in the public interest.

Question 2: What's our role as a science & research institution?

One perspective

“a march by scientists, while well intentioned, will serve only to trivialize and politicize the science we care so much about.”

Another perspective

- Science has always been political.
- Scientists are human beings with families.
- Scientists must defend truth.

How to be effective

- **Step 1:** Define the change you want to see
- **Step 2:** Shift the spectrum of allies
- **Step 3:** Identify the pillars of power
- **Step 4:** Seek to attract, not to overpower
- **Step 5:** Build a plan to survive victory



For our institutions: What's our role? What's leadership look like?

