

Gaining public trust in animal biotechnology

Mahaletchumy Arujanan, PhD





- A clear need addressing my issue
- Humanised
- Relevant

It is personalised





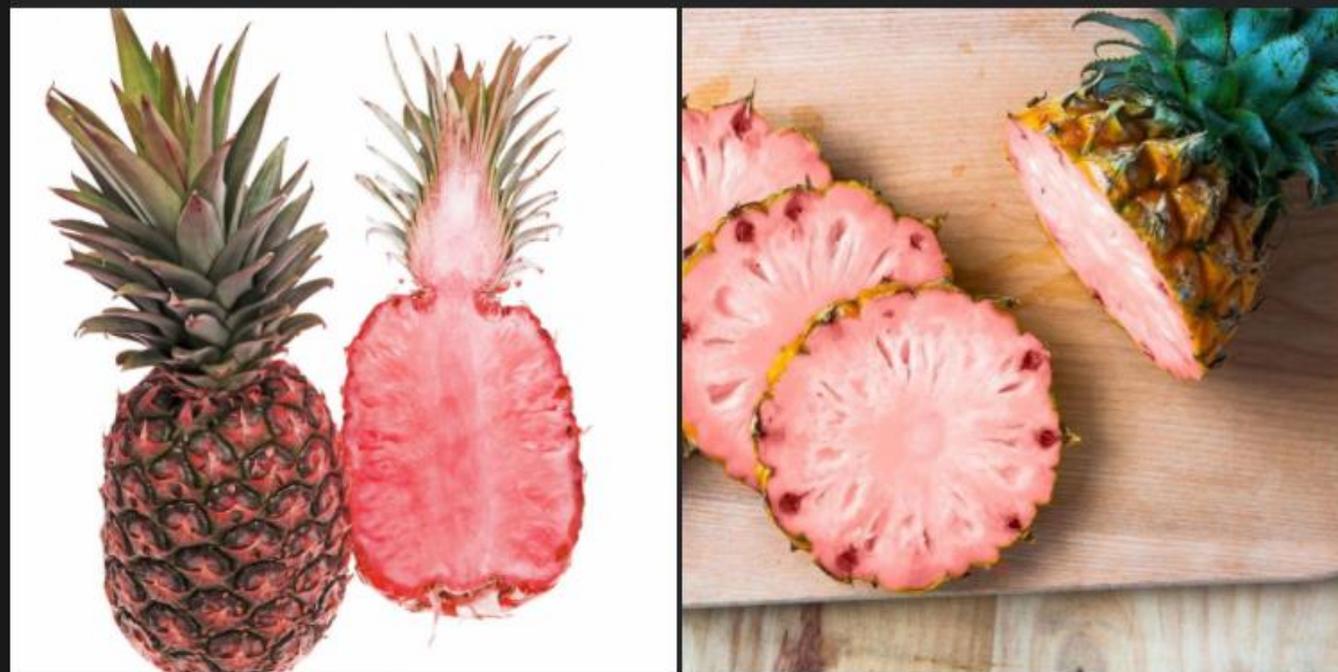
Dr Mahaletchum...

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lower an existing enzyme in pineapples that convert the pink pigment lycopene to yellow pigment beta carotene. Lycopene is what makes tomatoes and watermelon pink, so they are natural. Lycopene is an antioxidant that prevents cancer. We need more foods biofortified to prevent cancer as the disease becomes so common. It is best that these foods ... See more



54,532

People reached

7,080

Engagements

Boost post

   557

84 comments 271 shares



Lingesh Lechamanan

I would not if this was not recommended by yourself. I would have thought this was somehow genetically modified, hence not safe.



12

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 Author

Dr Mahaletchumy Arujanan

Lingesh Lechamanan All approved genetically modified crops/foods are safe, in fact safer as they go through vigorous tests. The truth is all our foods are genetically modified one way or another. More than 100 crops are mutated using radiation, e.g Ri... See more



16

Like · Reply · 1 w · Edited



Ash Ali

Lingesh Lechamanan totally agreed with u, looks like super impose...haha..but since Dr Maha suggested we knew the reliability, with good explanations, definitely will give a go, science rocks!



1

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How do we alleviate fear?

- Not through **SCIENCE** but **TRUST**

Agree with our audience's value

Show them that both of us have shared values

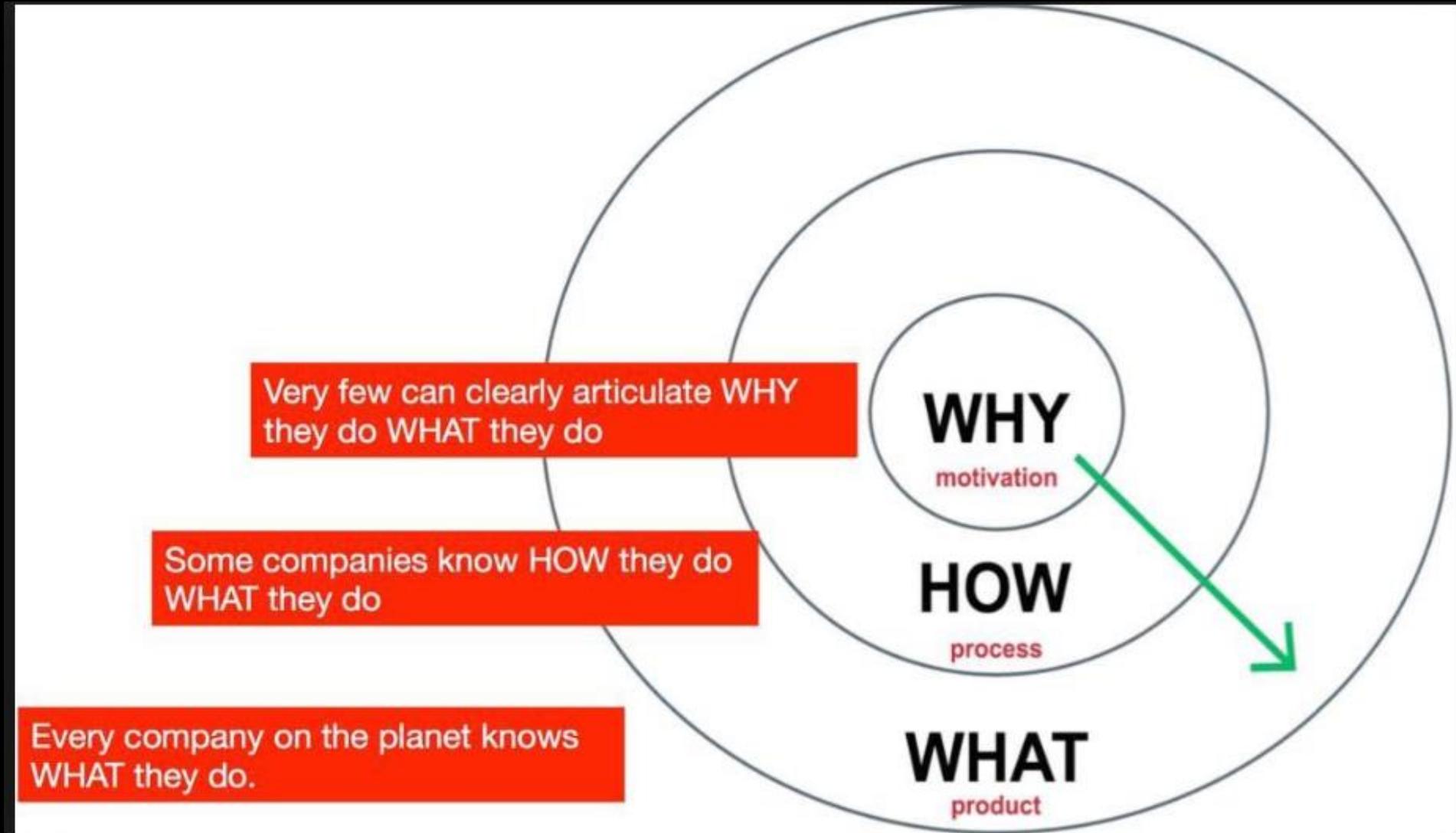
Start the conversation with the shared values NOT the disagreement

Show empathy

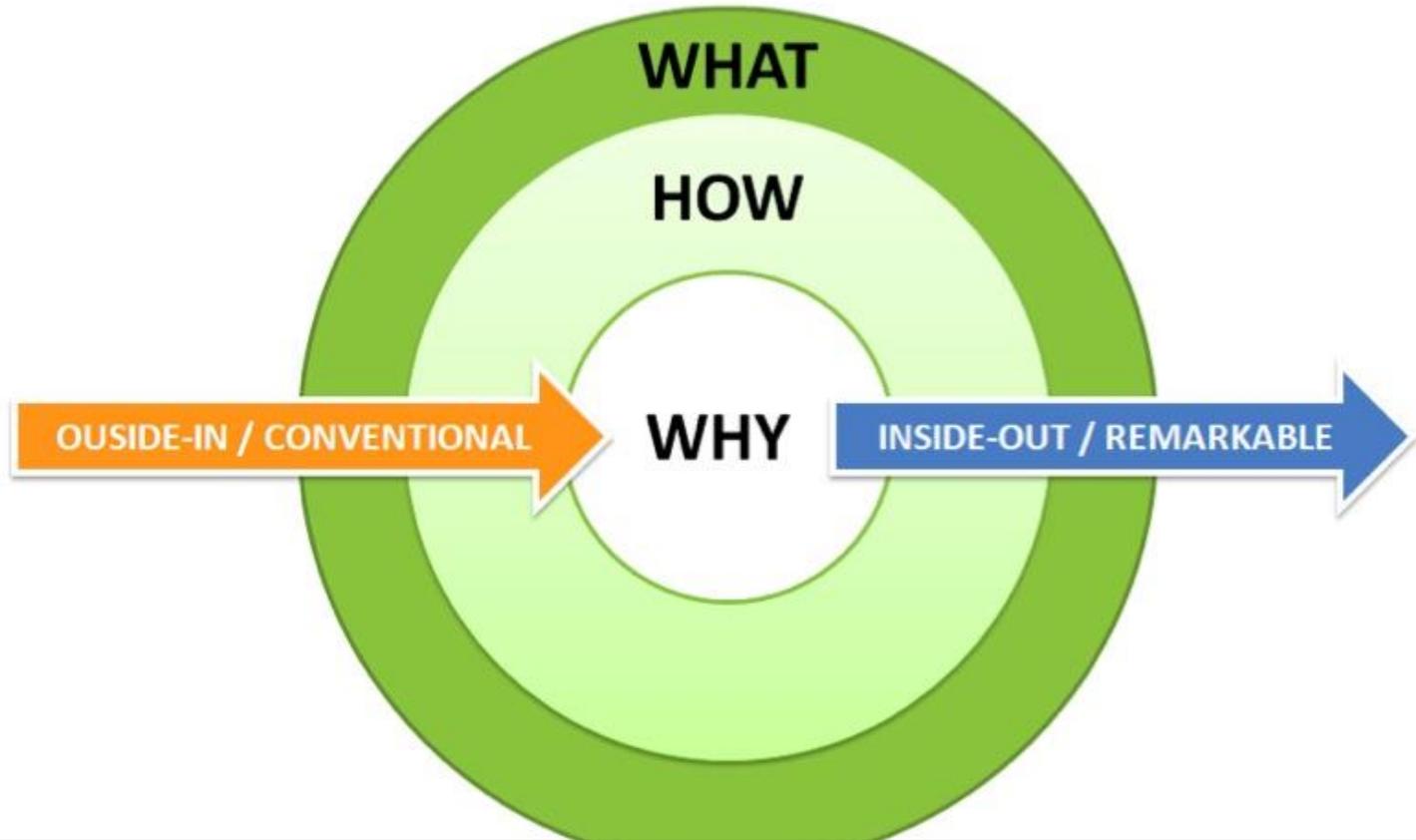
Body language

The appropriate spokesperson/communicator

Start with WHY



Simon Sinek



- **Makes it relevant to your audience**
- **Creates the empathy**
- **Audience wants to know more**

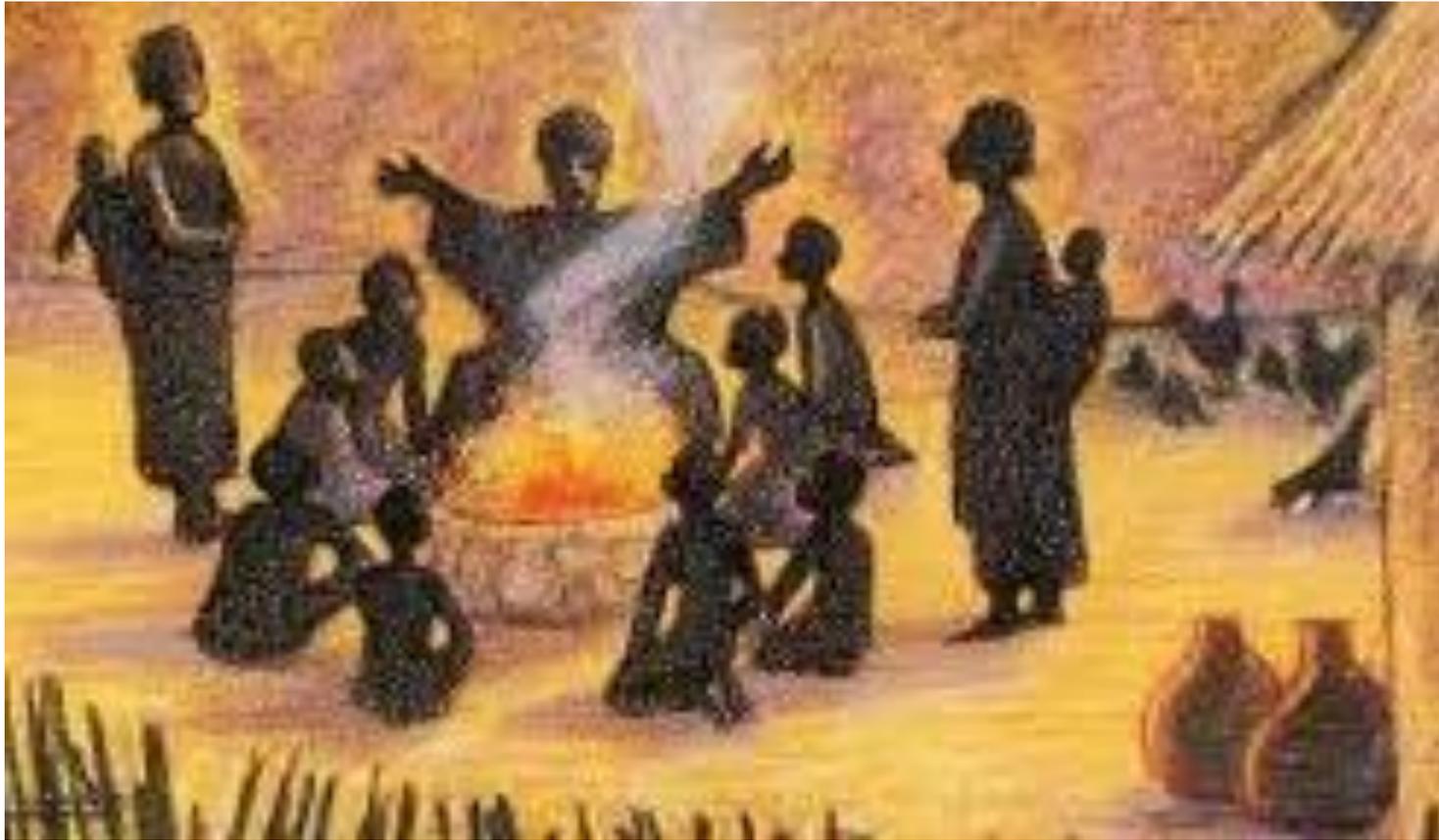
WHY?

Striking a balance: Benefits-Risks

- Off target mutations
 - Compare with conventional techniques
 - E.g. Lenape potato
- Risk assessment
- Risk management
- Simple language



BUILD TRUST
Through
TRANSPARENCY



Be a storyteller

Use real life examples

- People
- Diseases
- Quality life
- Nature
- Animal cruelty

Who is the communicator?

- **Institute vs Human** (scientists, farmers, consumers etc)
- Humanised



Mistakes from GMOs

- Too much farmer centric
- Focus on **consumers**

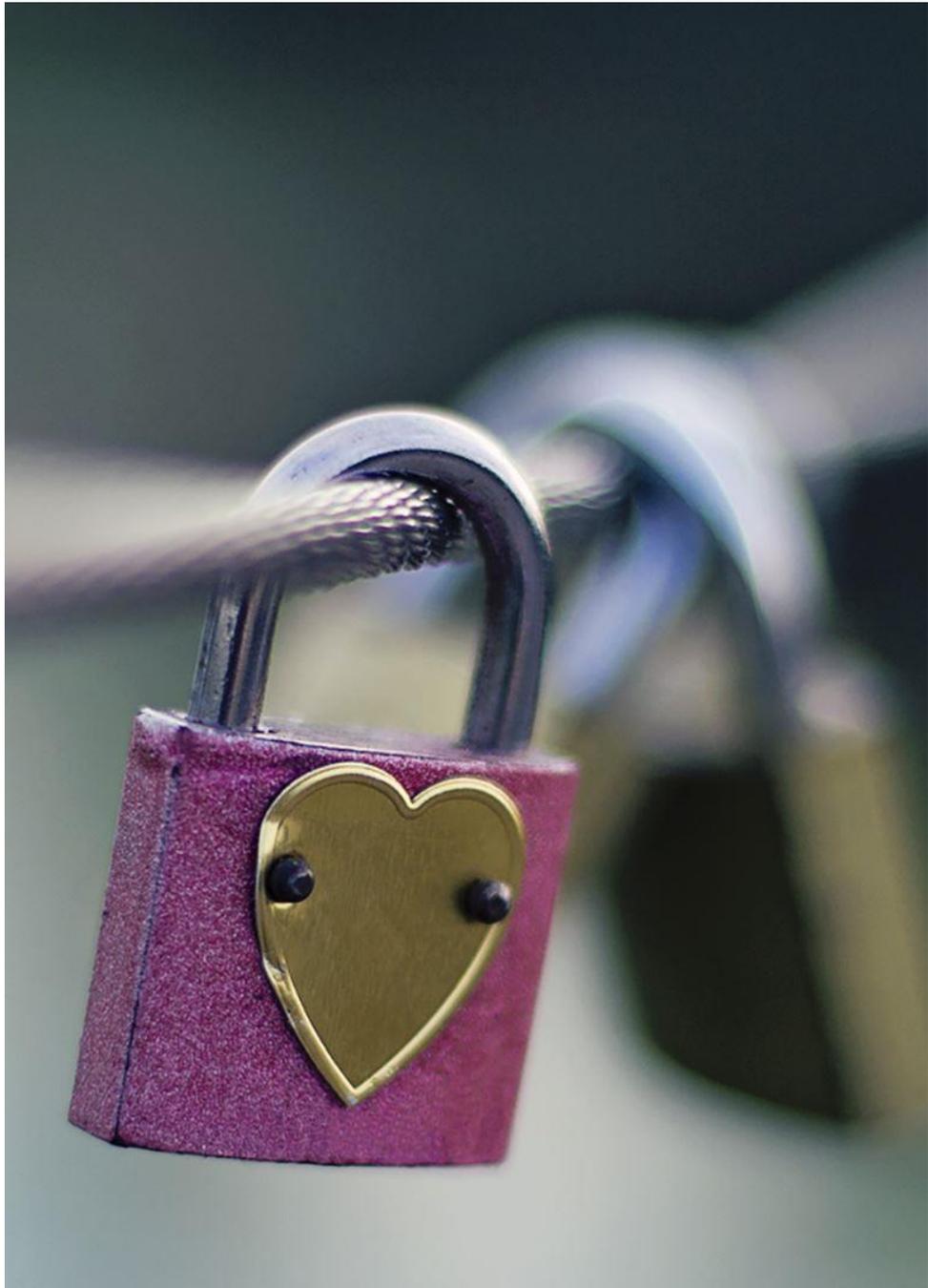
- Feeding global population / Alleviating hunger and poverty
- **Overpromising**

- More **HOW** (method) than **WHY** (impact/benefits)

- **Knowledge deficit theory**
- More science information will lead to acceptance

- Scientists being **bystanders** in GMO debate

- Technical jargons
- **Lack of storytelling**



Personalised

Humanised

Trust

Storytelling

A human face as a communicator



THANK YOU FOR YOUR
TIME !

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