



# Physics Colloquium



Tuesday, September 17, 2019, 3:30PM in SC 10

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## **Explaining the Flat Earth Phenomenon using the Science of Science Communication**

Flat Earth ideology is the epitome of science denial. Despite irrefutable evidence that the Earth is not flat, an increasing number of people are converting to hold this view—much to the chagrin of academics and the popular press. In my talk, I will discuss how we can better understand this phenomenon using what we know from the science behind science communication, including the roles of trust, knowledge, and values.

Refreshments at 3:00PM in SC 103