

# **Public Perceptions and Understandings of Nanotechnology**

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This talk focuses on the dynamics surrounding media coverage and public opinion on nanotechnology. It explores the factors shaping public awareness of nanotech and attitudes toward future funding and research.

These factors include the increasing focus on the potential dangers and unknown risks of nanotechnology in mass media; catalytic events, such as the Magic Nano debacle in Germany and recent FDA regulations in the U.S.; and the natural progression of issue cycles, similar to what we saw for GMOs or stem cell research. This talk will explore these dynamics in greater detail, relying on research conducted by the Public Opinion and Values Research Team at the Center for Nanotechnology in Society at ASU.

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