

MARK
HENDERSON



THE
**GEEK
MANIFESTO**

Why Science Matters

David Tredinnick



“At certain phases of the moon there are more accidents. Surgeons will not operate because blood clotting is not effective, and the police have to put more people on the streets”

Hansard, 14 October 2009

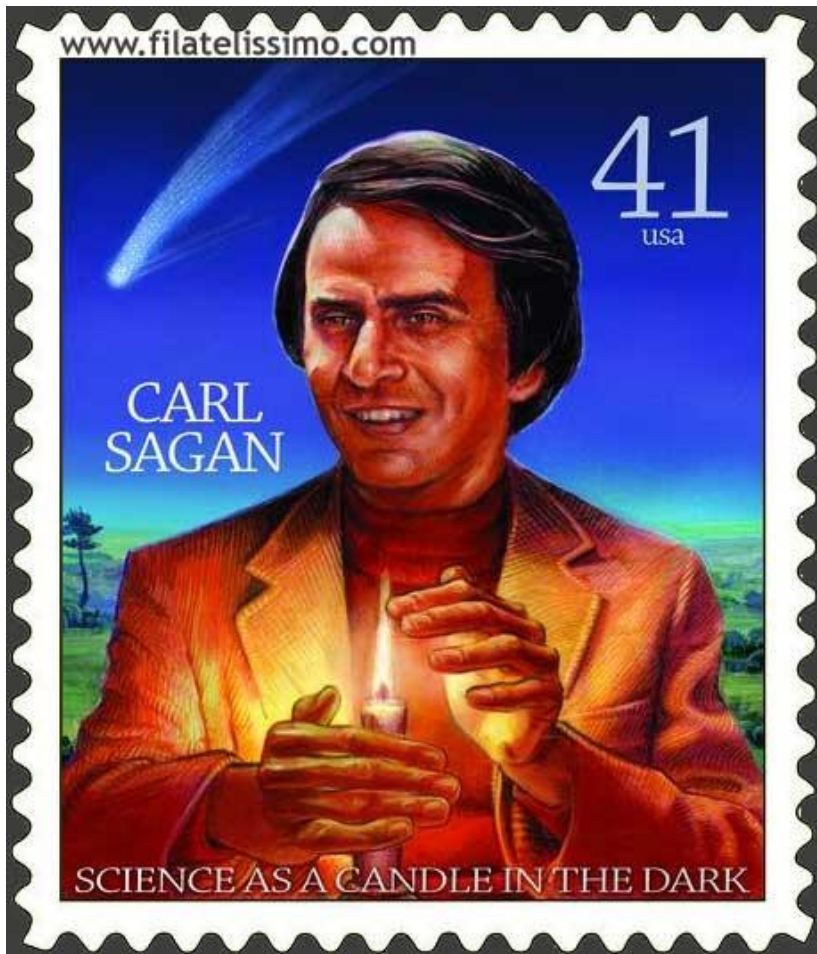
Science in Parliament

- There are 650 MPs
- 158 have a background in business
- 90 have a background in professional politics
- 86 are solicitors or barristers
- 38 are journalists or publishers
- How many scientists?

Here he is!



Julian Huppert, Lib Dem MP for Cambridge



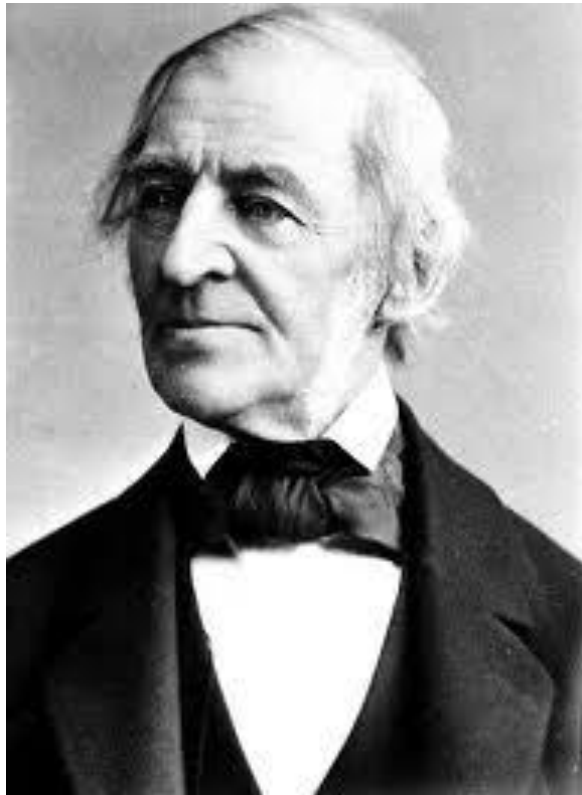
“Science is more than a body of knowledge. It’s a way of thinking.”

Carl Sagan



A taxonomy of evidence abuse

- Evidence-shopping
- Imaginary evidence
- Fixing the evidence
- Clairvoyant evidence
- Mishandling the evidence
- Secret evidence



“All life is an experiment.
The more experiments
you make, the better.”

Ralph Waldo Emerson

BECAUSE WE
LET IT HAPPEN

Simon Singh



“The British Chiropractic Association claims that their members can help treat children with colic, sleeping and feeding problems, frequent ear infections, asthma and prolonged crying, even though there is not a jot of evidence. This organisation is the respectable face of the chiropractic and yet it happily promotes bogus treatments.”



“What grabs my attention as an MP, given the demands on my time, is when significant numbers of people contact me. It gets the issue on my radar.”

Nicola Blackwood MP

Geeking the media

- Complain, but constructively
- Interact: use the Science Media Centre
- Pre-empt the news: Before the Headlines
- Sees off bad stories *before* they hit the papers

IT'S UP TO US



www.geekmanifesto.co.uk

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