Analysis of an example where a lack of scientific literacy has led to inaccurate media reporting

There are times when the inaccurate media reporting has come from a lack of scientific literacy. An example that comes to mind is Braingym. When I was younger I participated in this for a year and it was perfectly good fun and we were led to believe that this was helping warm up our brains for the day. However many schools were fooled as they saw scientific words and then just went along with it. Scientific literacy is the capacity to use scientific knowledge, to identify questions and to draw evidence based conclusions. A lack of this led to many schools being fooled and there was a big media push on this and if they had the correct scientific literacy this mistake would not have happened. Another example is in the 90’s there was a linked between the MMR jag and autism this was once again pushed by the media and as a result many people didn’t get their children jagged. However this was based on the findings of a doctors whos results were not only wrong but he also received a payment from a legal aid group who were claiming against the MMR jag. If there was enough scientific literacy in the media this would not have been reported and as a result many children would have been protected from measles.