

go

 Communication

 Cornell

- About Us
 - Contact Information
- People
 - Faculty and Academic Staff
 - Staff
 - Ph.D. Students
 - Professors Emeriti
 - Advisory Board
 - Field Faculty
 - Student Advisory Board
- Undergraduate
 - Major Requirements
 - Focus Areas
 - Minor Requirements
 - Academic Support
 - Prospective Students
 - Downloadable Forms
 - Career Connections
 - Alumni Networking Opportunities
 - Internship Opportunities
 - Internship FAQs
 - Academic Enrichment Programs
 - Scholarships & Award Opportunities for Majors
 - For Agriculture & Life Sciences Majors
 - Student Organizations
 - Student Advisory Board
 - Summer Courses 2014
- Graduate
 - Admissions and Financial Support
 - Financial Support for Students
 - FAQs
 - Degree Requirements
 - Information for Current Students
 - General Suggestions
 - Typical Progress
 - Graduate Field of Communication Faculty
 - Ph.D. Students
- Research
 - Children, Adolescents, and the Media
 - Communication and Public Policy
 - Communication of Science and Technology
 - Cultural and Intercultural Communication

- Groups, Organizations, and Communities
- Health Communication
- Interactive Media Design
- Media Psychology
- Media, Technology, and Society
- Risk and Environmental Communication
- Social Influence and Persuasion
- Social Networks
- Technology and Social Behavior

- Outreach

- News & Events

- Communication Colloquium
- Job Camp 2014
- Senior Dinner / Graduation

[About Us](#)

People

- Faculty and Academic Staff
- Staff
- Ph.D. Students
- Professors Emeriti
- Advisory Board
- Field Faculty
- Student Advisory Board

[Undergraduate](#)

[Graduate](#)

[Research](#)

[Outreach](#)

[News & Events](#)

[Home](#)

[People](#)

[Clifford Scherer](#)

Clifford Scherer



Associate Professor

307 Kennedy Hall

(607) 255-7498

Email: cws4@cornell.edu

Research and extension activities in the past 10 years have focused on the development of strategies for the communication of complex scientific, technical and risk information to lay audiences, policy-makers and elected officials. Particular attention has been focused on developing models for presenting complex health and environmental risk information to non-scientists, and how that information is utilized, processed and integrated into decision-making. Recent work has concentrated on understanding how communities, groups and individuals get, process, exchange, and utilize complex scientific information in decision-making around environmental and health issues. More than 100 state, national and international workshops have been presented to extension educators, policy makers, elected officials, scientists, community leaders, health professionals, journalists and others during the past several years on topics including communicating risk communication, bio-terrorism, water quality risks, food safety, environmental decision-making, communication planning and strategy development and community participation. Sponsoring organizations have included the NY State Department of Health, The Centers for Disease Control, U.S. Department of Agriculture; U.S. Environmental Protection Agency, NY State Department of Environmental Conservation, U.S. Department of Commerce, National Marine Fisheries Service, Society for Risk Analysis and others. Teaching includes Communication 1300 Visual Communication, Comm 4860 Risk Communication and (alternate years) Comm 6860 Risk Communication. Have been a member of a number of state and national committees including Human Health Advisory Committee, 2004-Present, National Oceanic and Atmospheric Administration, (NOAA) , Oceans and Human Health National Advisory Panel, Food and Drug Administration, Food Safety Advisory Committee (2002-04), and Ag Biotech Implementation Task Force subcommittee on Communication Strategies, USDA, (2000-3).

Research Focus

Risk communication, visualization of science for public communication.

Outreach and Extension Focus

I currently have no formal extension appointment, but continue to give workshops and presentations in New York and elsewhere as requested.

I currently have two projects underway. (1) Work with extension educators in New York State on risk communication issues. This generally results in a workshop related to the work they do--pesticide application, crisis communication, etc. (2) A Hatch-Smith-Level sponsored research/extension project which will result in a better understanding of how interpersonal and web based technologies function in the technology transfer process. and (3) I continue to work at the national level to encourage greater involvement of social science in research and decision-making. I currently serve as a member of the Oceans and Human Health Initiative Advisory Panel, National Oceanic and Atmospheric Administration

Teaching Focus

I am currently teaching two undergraduate courses, Visual Communication and Risk Communication and a graduate course in risk communication. The visual communication course has 225 students enrolled. This course continues to be a challenge to keep the course lectures interesting and at the same time challenging. The course demands continual updates to present new visual examples, film clips and analysis of visual "events" from television and the web. The learning objectives for students in this course are twofold: (1) To better understand the theoretical basis for visual communication, and (2) to develop a strong foundation for engaging in the production of visual materials in future careers.

The undergraduate risk communication course (Comm 4860) seeks to blend theory of risk communication with a practical application, while the graduate course (Comm 6860) concentrates on theoretical issues of risk communication.

Departments

- Communication

Concentrations

- Risk Communication
- Risk
- Science
- Environment
- Health
- Communication
- Visual

Graduate Fields

- Communication

Education

- Doctorate
University of Wisconsin
1977
- Master of Science
University of Illinois, Urbana-Champaign
1969
- Bachelor of Science
University of Illinois, Urbana-Champaign
1964