

Professor John Louth (Royal United Services Institute) – National Security and Resilience

Abstract

To improve the accuracy of data presented in the media two challenges need to be overcome. On the one hand, it is about committing more time to the engagement with representative of the media and, on the other hand, it is on academia to engage more closely with both the public and the media. By tying both sides together, the accuracy and timeliness of data representation can dramatically be increased.