

# BIOTECHNOLOGY

## AND PUBLIC OPINION

THE FIELD OF BIOTECHNOLOGY IS DEVELOPING AT A LIGHTNING-FAST PACE.

**BUT IS PUBLIC ACCEPTANCE AND APPLICATION OF BIOTECHNOLOGY IN LIVES, MEDICINES AND FOOD MOVING AS SWIFTLY?**

### WHY BIOTECHNOLOGY?

- Synthesizing new medicines
- Increasing crop yields
- Increasing taste, texture and nutritional value of food

Biotechnology is defined as the manipulation of microorganisms to perform certain processes and is largely identified with genetic engineering.

### BIOTECH IS USEFUL

- MEDICAL FIELD** (red biotechnology)
- AQUATIC FIELD** (blue biotechnology)
- AGRICULTURAL FIELD** (green biotechnology)
- INDUSTRIAL FIELD** (white biotechnology)

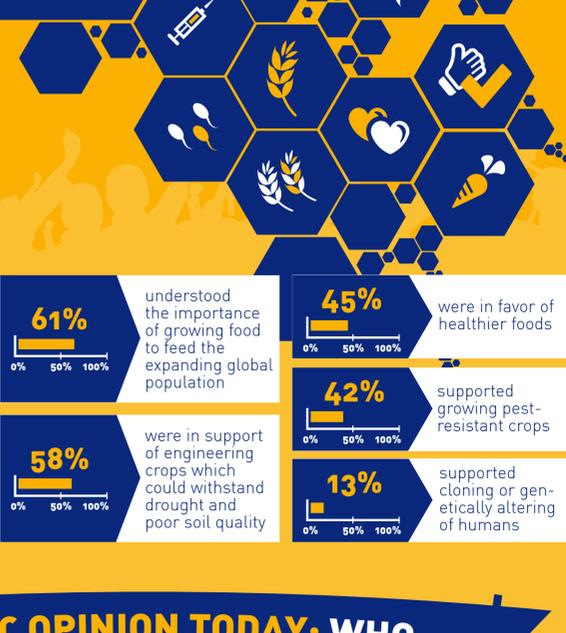
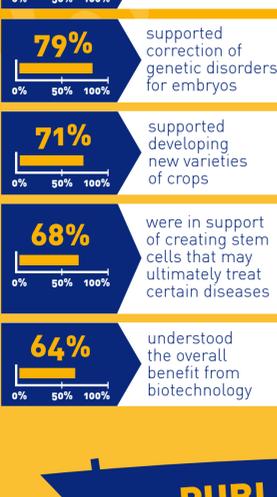
It uses biological systems, living organisms or their derivatives to create, manufacture, modify or adapt plants, products, animals or processes for specific use.

THE HUMAN RACE HAS USED BIOTECHNOLOGY FOR THOUSANDS OF YEARS LEADING TO ITS PRESENT USES, PAVING THE WAY FOR INCREDIBLE FUTURE PROMISES.

## PUBLIC OPINION

PUBLIC OPINION ABOUT BIOTECHNOLOGY IS DIVIDED. THIS SCIENTIFIC FIELD IN PARTICULAR ELICITS A WIDE RANGE OF EMOTIONS, FROM ADMIRATION AND AWE TO FEAR AND STRONG OPPOSITION.

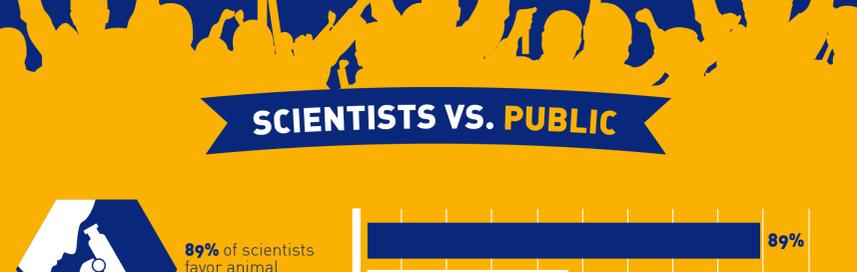
### PUBLIC OPINION IN THE EARLY 2000S: HOW MANY NORTH AMERICANS SUPPORTED BIOTECHNOLOGY?



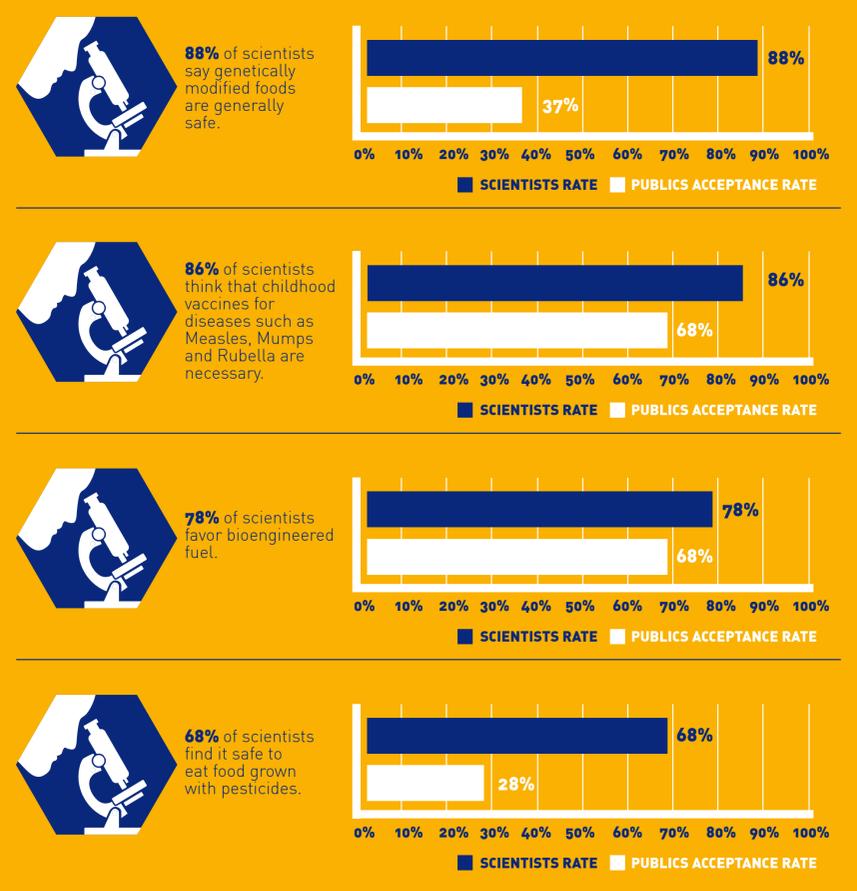
## PUBLIC OPINION TODAY: WHO SUPPORTS BIOTECH NOW AND WHY?



## NEGATIVE VIEWS



## SCIENTISTS VS. PUBLIC



## PUBLIC POLICY

BIOTECHNOLOGY AND ITS APPLICATIONS ARE REGULATED BY SPECIFIC LAWS DEVELOPED TO CATER TO THE SPECIFIC NEEDS OF THE FIELD.

### HOW PUBLIC OPINION AFFECTS PUBLIC POLICY

Public opinion can have profound effects on how public policy is made and viewed

PUBLIC OPINION CAN CHANGE THE COURSE OF HISTORY BY CHANGING THE HEARTS AND MINDS OF THE PEOPLE

PUBLIC OPINION CAN BRING ABOUT REFORM

### HOW PUBLIC POLICY CAN AFFECT BIOTECHNOLOGY

STATE FUNDING IN BIOTECH RESEARCH MAY BE AFFECTED

CORPORATE INTEREST IN THE FIELD AND CORPORATE FUNDING MAY BE AFFECTED

REGULATIONS AND LAWS MAY BE TIGHTENED OR RELAXED

### EFFECTS OF FAVORABLE PUBLIC POLICY

NEW DRUGS/MEDICINES/VACCINES CAN BE PRODUCED

ARTIFICIAL ORGANS CAN BE DEVELOPED OR CLONED

GLOBAL FOOD SHORTAGES CAN BE ALLEVIATED

## FUTURE OF BIOTECHNOLOGY

- CUSTOMIZED FOODS TO TREAT SPECIFIC DISEASES
- FINDING GENETIC LINKS OF MOST ILLNESSES
- COMPLETE AND COMPREHENSIVE PERSONAL MEDICAL HISTORY STORED ON SMART CARD
- IMPROVED QUALITY OF LIFE
- SELF-POWERED NANOTECHNOLOGY DEVICES ROAMING WITHIN BLOOD VESSELS AND CELLS DIAGNOSING AND TREATING PROBLEMS
- MASS USE OF GENOMIC SCREENING
- INCREASED LIFE SPAN
- ENHANCEMENT OF PHYSICAL ABILITIES
- ARTIFICIALLY INTELLIGENT HOME HEALTH SUPPORT SERVICES
- A CURE FOR CANCER

### SOURCES: