

Public image of nanotechnology

The public's knowledge and understanding of science and technology vary widely across topics. Results from a 2013 PEW Research Center survey showed that about only 65 percent of Americans answered correctly that nanotechnology deals with "small things." Many young people don't enter the STEM workforce because they perceive STEM subjects as too hard or boring. Yet, the future of U.S. investments in science and engineering research depends in part on public perception. Fortunately, there is an increasing range of formal and informal channels through which to reach Americans, and change knowledge and attitudes about nanotechnology. Attracting young people to science and technology professions and cultivating positive attitudes about the value of science and technology will be important for the United States to remain a world leader.