

The End of Expertise and How Associations Must Adapt

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PANELISTS



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Resources & Reading

2022 Edelman Trust Barometer

https://www.edelman.com/sites/g/files/aatuss191/files/2022-01/2022%20Edelman%20Trust%20Barometer%20FINAL_Jan25.pdf

Media Confidence Ratings are at Record Lows

<https://news.gallup.com/poll/394817/media-confidence-ratings-record-lows.aspx>

Americans' Trust in Scientists, Positive Views of Science Continue to Decline -

<https://www.pewresearch.org/science/2023/11/14/americans-trust-in-scientists-positive-views-of-science-continue-to-decline/>

Confidence in US Institutions Down; Average at New Low

<https://news.gallup.com/poll/394283/confidence-institutions-down-average-new-low.aspx>

U.S. adults under 30 now trust information from social media

<https://www.pewresearch.org/short-reads/2022/10/27/u-s-adults-under-30-now-trust-information-from-social-media-almost-as-much-as-from-national-news-outlets/>

Summary of The Death of Expertise

<https://dmpi.pasca.radenintan.ac.id/wp-content/uploads/sites/14/2018/11/The-Death-of-Expertise.pdf>

Blog on The Death of Expertise

<https://thekeypoint.org/2017/06/08/the-death-of-expertise/>

The Trust Project - Trust Indicators

<https://thetrustproject.org/#indicators>



Conversation Starters In Your Organization

1. What is your industry or profession?
2. What is your organization's area of **expertise**?
3. How does your organization assert its authority and expertise? Through research, reports, conferences, journals, testimony in front of Congress, etc.?
4. Is your area of expertise under attack?
5. How is Americans' increasing distrust of expertise affecting your association?
 - a. Is it affecting membership?
 - b. Is it affecting your community?
 - c. Is it impacting government affairs?
 - d. Is it impacting your ability to sway members re: government affairs?
6. Brainstorm ways to reassert or assert your authority and expertise.
7. What are other organizations in your space doing to reassert their authority?
8. What does success look like?
9. What monitoring do you need to put in place to alert you to potentially negative impacts on your organization's reputation, authority or brand?
10. What roles can volunteer leadership play in shoring up your organization's expertise and influence?