



Beyond the Hype

Inside Science's Biggest Media Scandals from Climategate to Covid
Fiona Fox

What happens when science hits the headlines – for all the wrong reasons?

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'This is how to talk about science' Justin Webb, BBC Radio 4 presenter

'Should be recommended reading' Jim Al-Khalili, presenter of *The Life Scientific*

Behind the scenes of some of the most contentiously reported science stories of the past two decades: from animal research and GM foods to Covid-19 and vaccine safety.

Do you remember the 'Climategate' email leak? Or the 'Frankenfoods'-style headlines about the perils of GM foods? What about the time the government sacked its own science advisor for challenging drug laws?

We rely on the media to help us make sense of complicated scientific developments that could transform our world. Yet in the past, media coverage was often less fact than fiction, while scientists frequently either avoided engaging with the press or were actively prevented from doing so. The result? Media hype, political spin and misinformation from those with vested interests.

Founding director of The Science Media Centre, Fiona Fox, has had a front row seat at the major scientific media controversies of the past twenty years. In *Beyond the Hype*, Fox shines a light on the truth behind some of the headline-grabbing stories of the last two decades. From global emergencies like Covid-19 and Fukushima to the shaming of Tim Hunt, she reveals the highs and lows of each media controversy, how things have changed and why we still need to defend openness as a crucial principle.

With the inside track on so many issues that affect our lives today, *Beyond the Hype* does for science what *The Secret Barrister* did for law.

'Riveting stories' David Spiegelhalter, author of *The Art of Statistics*

THE AUTHOR

Fiona Fox became the founding director of the Science Media Centre in 2001. She has won several awards for her achievements, including an OBE for her services to science in 2014. In 2023 she was elected an honorary Fellow of the Royal Society for her work in science media relations and holds honorary fellowships at the Royal Society of Biology, the British Pharmacological Society and the Academy of Medical Sciences. She also holds an honorary doctorate from the University of Bristol. She writes regularly for science publications and national newspapers.



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