Health, Fear and the Media
The Impact of Pseudoscience

Ketan Joshi, Research and Communications Officer
Infigen Energy
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“I made some rash decisions”

Inconvenient Truth — the John Patterson story

What inconvenient truth led a highly regarded radiation expert to take the law into his own hands and demolish six mobile phone base stations? As he faces sentencing this month, John Patterson talks to EMR and Health about the story behind the news.

John Patterson is a pleasant, considerate and well-mannered man with an easy smile and a wicked sense of humor. As early as 1978 OTC trained John in ‘radiation awareness’ and advised him to keep a diary of his experiences. ‘Choking’ effect when swallowing... thyroid problems
The Impact of Media

“Media coverage on electromagnetic fields and health: Content analysis of Dutch newspaper articles and websites”

The Impact of Media

Dominant Frame

Newspapers

<table>
<thead>
<tr>
<th>Frame Type</th>
<th>Newspapers</th>
<th>Websites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific/technical</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>Precaution/concern</td>
<td>68</td>
<td>8</td>
</tr>
<tr>
<td>Conflicting interests</td>
<td>39</td>
<td>1</td>
</tr>
<tr>
<td>Blame/outrage</td>
<td>26</td>
<td>1</td>
</tr>
<tr>
<td>Unclear or other</td>
<td>8</td>
<td>3</td>
</tr>
</tbody>
</table>

The Impact of Media

Cited Sources - Newspapers

- Government spokesmen: 61
- Lay people: 51
- Interest groups: 37
- Business spokesmen: 34
- Government experts: 7
- Scientists/technicians: 6

The Impact of Media

“Fright factors about wind turbines and health in Ontario newspapers before and after the Green Energy Act”

Source: Image from http://xkcd.com/556/
## The Impact of Media

### Fright Factors

<table>
<thead>
<tr>
<th>Involuntary exposure</th>
<th>Inequitably distributed</th>
<th>Inescapable by taking personal precautions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cause hidden or irreversible damage</td>
<td>Pose particular danger to small children or pregnant women</td>
<td>Arousing dread due to death, illness or injury</td>
</tr>
<tr>
<td>Damage to identifiable victims</td>
<td>Poorly understood by science</td>
<td>Subject to contradictory statements from responsible sources</td>
</tr>
</tbody>
</table>

The Impact of Media

Fright Factor Prevalence

- Dread: 394 – 94%
- Poorly understood by science: 242 – 58%
- Involuntary exposure: 188 – 45%
- Inequitably distributed: 177 – 42%

Cherry Tree Wind Farm

Windfarm concerns raised

LAST week’s community meeting held to address the impacts of the proposed Cherry Tree Windfarm proved to be vital as concerned residents of Mitchell and Murrindindi Shires turned out in droves. The major concern of the audience was health including sleep deprivation.

Speaker Noel Dean, said he had to leave his property and relocate away from the windfarm as his health had declined so rapidly. Mr Dean spoke about a report he himself had commissioned indicating the windfarm developers had never complied to the noise regulations of the project.

work of Senators Madigan and Xenophon in getting evident health concerns investigated. He stated “Senator Madigan has no problem with renewable energy, however wind power is not the wind industry. The wind industry is there to make money”.

Mr Campbell claimed that the wind industry
The Impact of Media

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What are the health effects?

Source: http://www.youtube.com/watch?v=IEh3sooKU8A
“We identified the fright factor ‘dread’ as a negative, loaded or fear-evoking description of health-related signs, symptoms or adverse effects of wind turbine exposure.”
Fright Factors Presented to Locals

Poorly Understood by Science

“We identified the fright factor ‘poorly understood by science’ as the need for a health study, the unknown effects or outcomes on health or the implementation of a moratorium until health effects are better studied.”
Cherry Tree Wind Farm Analysis

Data Sources:

<table>
<thead>
<tr>
<th>Source</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Store</td>
<td>107</td>
</tr>
<tr>
<td>Media Portal</td>
<td>20</td>
</tr>
<tr>
<td>Google News</td>
<td>8</td>
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</table>

Media Pieces by type:

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Letter</td>
<td>67</td>
</tr>
<tr>
<td>Article</td>
<td>59</td>
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<tr>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>Editorial</td>
<td></td>
</tr>
</tbody>
</table>

135 media pieces
09/11/2011 through to 08/02/2013
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Health</strong></td>
<td>Expressions of concern, or direct assertions, that the development will have a <strong>direct impact on human health</strong></td>
</tr>
<tr>
<td><strong>Noise</strong></td>
<td>Expressions of concern, or direct assertions, that the development will generate audible noise emissions that <strong>will cause annoyance or impact on quality of life</strong></td>
</tr>
<tr>
<td><strong>Infrasound</strong></td>
<td>Expressions of concern, or direct assertions, that the development will have a <strong>direct impact on human health (through the inaudible noise emissions of the wind turbine, in the infrasonic range, including symptoms of 'Wind Turbine Syndrome')</strong></td>
</tr>
</tbody>
</table>
Cherry Tree Wind Farm Analysis

Fear Count – Pre/Post Anti-Wind Meeting

Count of Fear Expression

- Health Fears
- Noise Fears
- Infrasound

Pre-Meeting
Nov 2011 to Aug 2012

Post-Meeting
Sep 2012 to Feb 2013
Cherry Tree Wind Farm Analysis

Fear Count – By Month

- Health Fears
- Noise Fears
- Infrasound Fears
- Total articles
Cherry Tree Wind Farm Analysis

Fear Count – By Month

Presentations of health fears

- Health Fears
- Noise Fears
- Infrasound Fears
- Total articles
Cherry Tree Wind Farm Analysis

**Anti**
- A piece that is largely **objecting** to the Cherry Tree development. At least 90% of the content comprises arguments that object to the wind development, or arguments that refute support of the development.

**Balanced**
- A piece that presents argument both for and against the development, **in equal measure**, with references and quotes for each side.

**Pro**
- A piece that is largely **supportive** of the Cherry Tree development. At least 90% of the content comprises arguments that support the wind development, or arguments that refute criticisms of the development.
Cherry Tree Wind Farm Analysis

Attitude Count by Type

- Anti
- Balanced
- Pro

<table>
<thead>
<tr>
<th>Type</th>
<th>Anti</th>
<th>Balanced</th>
<th>Pro</th>
</tr>
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<tbody>
<tr>
<td>Article</td>
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</table>
Cherry Tree Wind Farm Analysis

Attitude Count by Month

- Pink: Anti
- Gray: Balanced
- Brown: Pro

VCAT hearing tests arguments

The fate of the proposed Cherry Tree wind farm faced its sternest test yesterday, after a week in which both opponents and supporters had something to cheer about outside the Victorian Civil and Administrative Tribunal.

VCAT is hearing an appeal by Infigen Energy against Mitchell Shire Council’s decision to refuse the $100 million project. The hearing was expected to go 12 days, but faced its first real test yesterday.

That was when the tribunal ruled on whether or not a dwelling within 2 km of the proposed turbines is considered ‘existing’.

“The EPA’s findings further undermine claims that wind farm infrasound cause adverse health impacts.”

Yes2Renewables spokesman Leigh Ewbank

undermine claims that wind farm infrasound cause adverse health
The Power of Negative Information

STUDY LINKS COFFEE USE TO PANCREAS CANCER
By HAROLD M. SCHMECK Jr.
Published: March 12, 1981

A statistical link between the drinking of coffee and cancer of the pancreas, the fourth most common cause of cancer deaths among

Coffee Prevents Cancer
Tuesday, January 15, 2013

Oral cancer, anyway. People who drink more than four cups of caffeinated coffee per day are at about half the risk of death of these
often fatal cancers who never drank coffee.

There was a weak

In a recent study

Does Coffee Cause Cancer Or Prevent It?
The World Health Organization Weighs In

Caffeine 'can increase breast cancer risk'

Women who drink more than four cups of coffee increase their risk of developing breast cancer by the

Science News
Drinking Coffee May Reduce Risk of Most Common Form of Skin Cancer
July 2, 2012 — Increasing the number of cups of caffeinated coffee you drink could lower your risk of developing the most common form of skin cancer,
“As many as 80% of Australians are experiencing some issue with sleeping”

“20% of Australians report being disturbed 3 - 5 times every night”

Source:
Range of measured $L_{eq,10min}$ infrasound levels

Legend:
- Min
- Median
- Max
- 50th percentile
- 75th percentile

Wind farm location:
- Other location:

Lower Levels

Higher Levels

We support the Cherry Tree Range Windfarm

13 Replies

We, the undersigned, believe we are just some of the many people in our district who support the use of wind energy in our power mix, and would be proud to have the Cherry Tree Wind Farm as a visible sign that our community is taking effective action to tackle climate change.

Source: http://www.beam.org.au/wf-support/