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# **Challenging Intelligent Design**

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## **Reconceptualizing the Discovery Institute from a Communications Perspective**

Christine M. Shellska, PhD Student

Department of Communication and Culture, Faculty of Arts  
University of Calgary



UNIVERSITY OF  
CALGARY

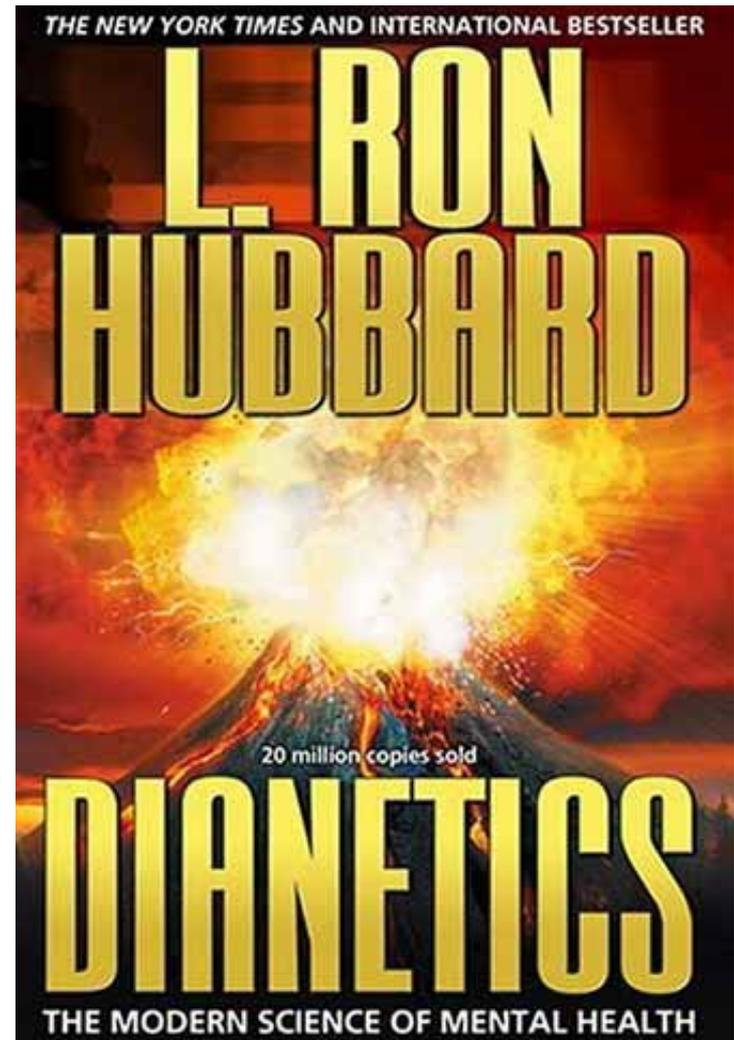
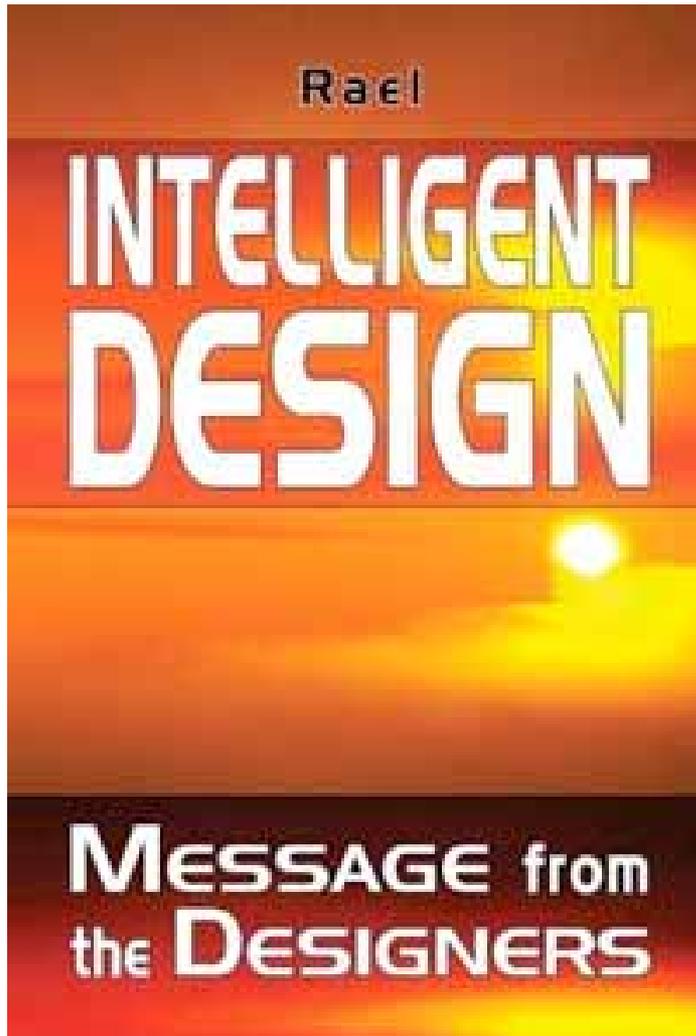
# Intelligent Design (ID)

The background of the slide is the painting 'The Scream' by Edvard Munch. It depicts a figure in the foreground with a pale, ghostly face and wide, staring eyes, holding their hands to their face in a gesture of distress or shock. The sky is a turbulent mix of red, orange, and yellow, suggesting a sunset or sunrise. The water below is dark and swirling, with a small boat visible in the distance. The overall mood is one of intense emotional suffering and mental anguish.



# The claim

The origins of life can be better attributed to an intelligent cause rather than to evolutionary processes



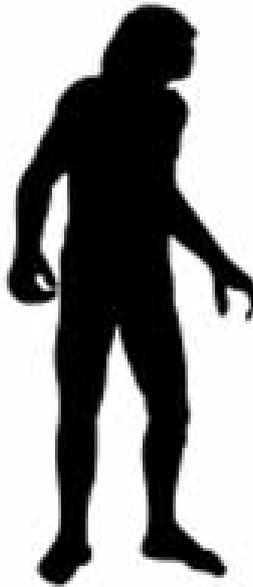
# Intelligent Design (ID)

- **The Discovery Institute**
  - The organization most strongly associated with the variation of ID originating in **creationism**
  - Attempt to position ID as a valid **scientific theory** not only by arguing against evolution, but by attacking science itself

Creation  
scientists

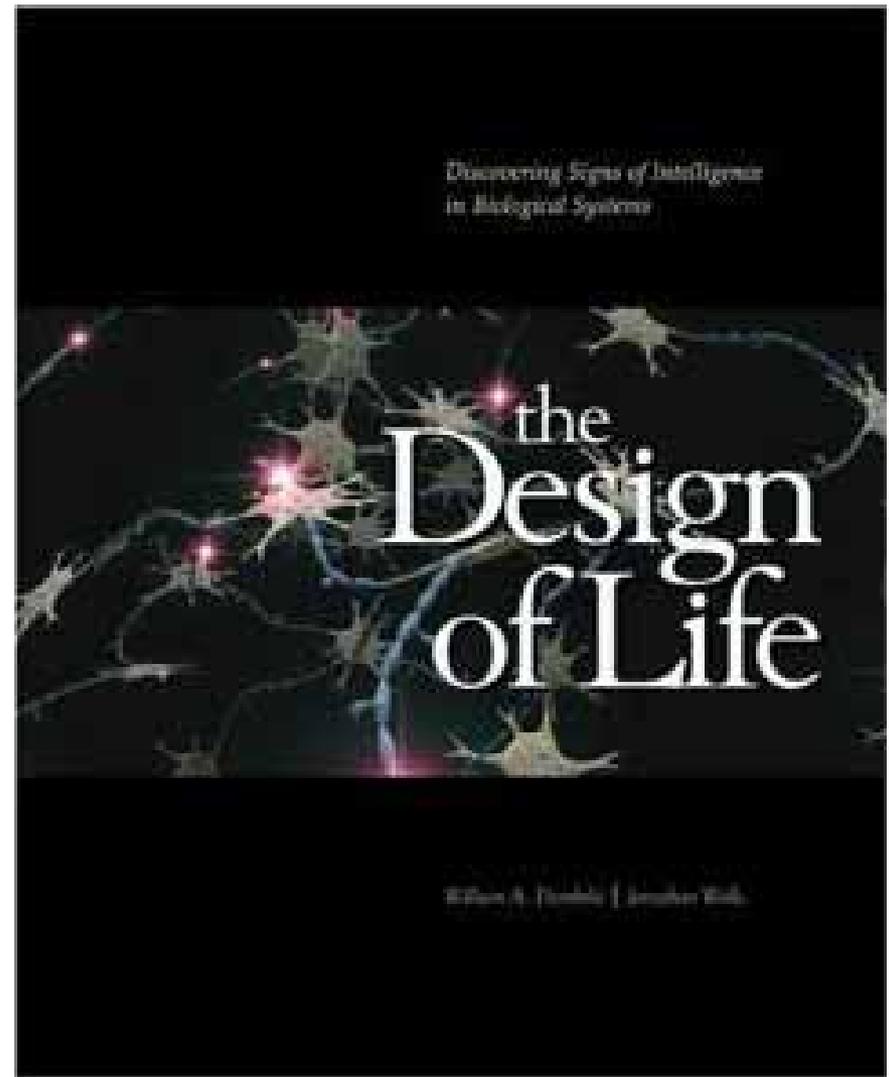
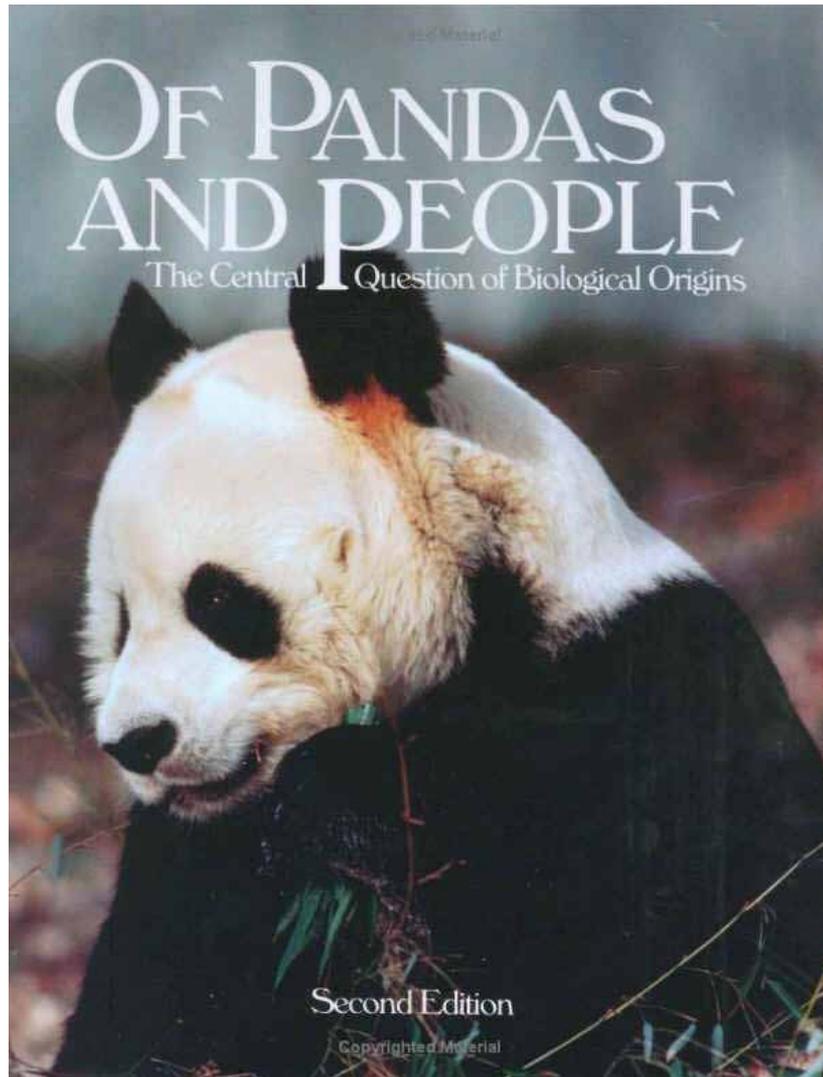


Cdesign  
proponentsists



Design  
proponents





# THE FOUR HORSEMEN

*the*

SCIENTIST

SCHOLAR

SKEPTIC

REBEL



RICHARD DAWKINS



SAM HARRIS



DANIEL C. DENNET



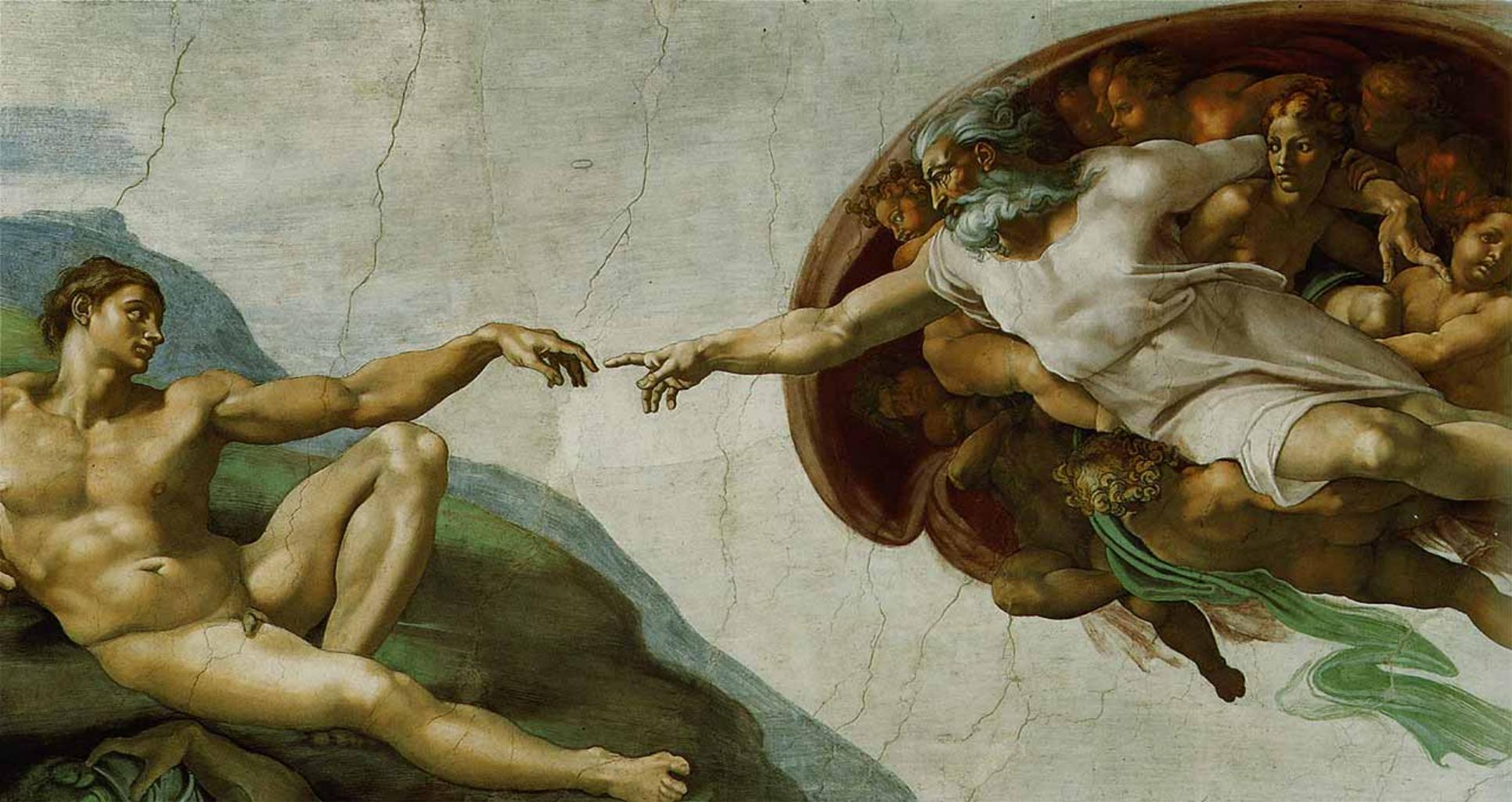
CHRISTOPHER  
HITCHENS



[WWW.RICHARDDAWKINS.NET](http://WWW.RICHARDDAWKINS.NET)

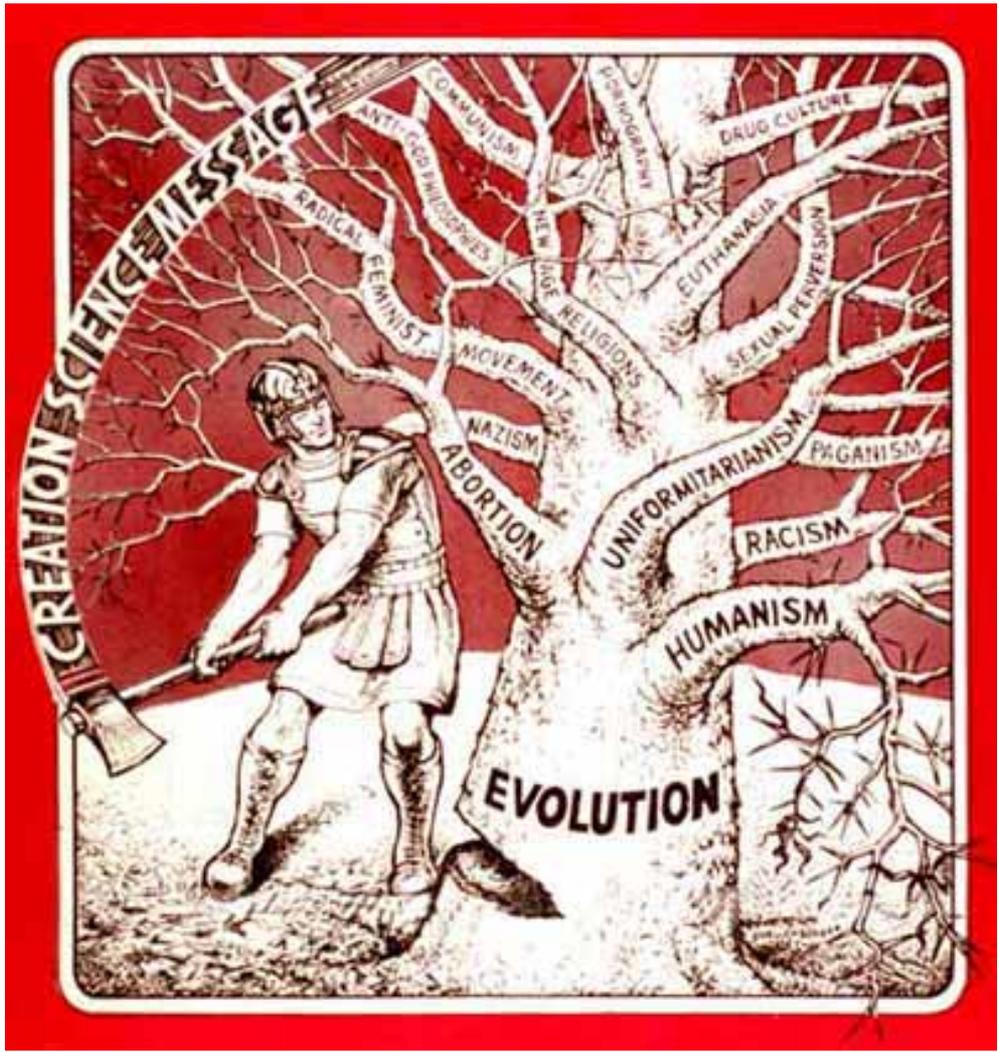


National  
Center for  
Science  
Education



**44%** of Americans believe  
“God created man in present form”  
(Gallup, 2008)

**22%** of Canadians believe  
“God created human beings  
in their present form  
within the last 10,000 years”  
(Angus Reid, 2008)



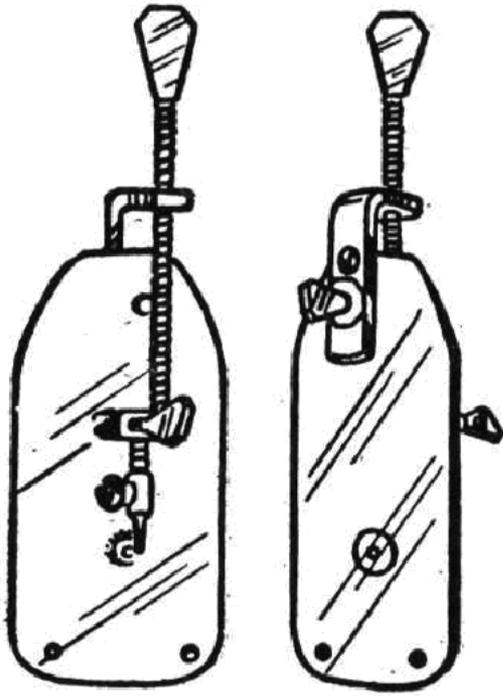
# The Demarcation Debate

- Began with philosophers questioning the nature of **scientific knowledge**
  - What distinguishes science from **other systems of knowledge**? from **pseudoscience**?
- The debate shifted into **sociology** when researchers began questioning the social context of science

➔ **Sociology of Scientific Knowledge**

# Actor Network Theory (ANT)

- Looks at **science as it is actually practiced**
- **Knowledge** is the **product of relationships** between actors in a network
- Networks must **constantly reconfigure** to respond to outside challenges
- **Black box**: a complex process or object used to advance scientific knowledge whose reliability is **taken for granted**



**Single lens**



**Compound Microscope**



**Multiple objective lenses**

# Translation

- To make two worlds **equivalent**
- Problematization
- Enrolment
  - **Alliances** are formed between actors to **enact a statement as fact**
- Mobilization
  - **Spokespersons** are assigned to **represent** the collective





## ABOUT DISCOVERY

### Mission Statement

Discovery Institute's mission is to make a positive vision of the future practical. The Institute discovers and promotes ideas in the common sense tradition of representative government, the free market and individual liberty. Our mission is promoted through books, reports, legislative testimony, articles, public conferences and debates, plus media coverage and the Institute's own publications and Internet website ( <http://www.discovery.org> ).

Current projects explore the fields of technology, science and culture, reform of the law, national defense, the environment and the economy, the future of democratic institutions, transportation, religion and public life, government entitlement spending, foreign affairs and cooperation within the bi-national region of "Cascadia." The efforts of Discovery fellows and staff, headquartered in Seattle, are crucially abetted by the Institute's members, board and sponsors.

- [How Discovery functions](#)
- [How to Join Discovery Institute](#)

# Marketing

- Use of **rhetoric** and the **mass media** to persuade consumers to do various things
  - **Advertising** uses communication to persuade consumers to buy things
  - **Public relations** uses communication to persuade consumers to perceive an organization favourably

NO DIET - NO BATHS  
NO EXERCISE!

# FAT

the ENEMY that is shortening Your life

## BANISHED!

HOW?  
with  
SANITIZED  
TAPE  
WORMS

For a better start in life  
start COLA earlier!

Blow in her face and she'll follow you anywhere.

Red Bull

Red Bull Gives You Wings

Multimedia removed to minimize filesize

Multimedia removed to minimize filesize

new  
and  
improved

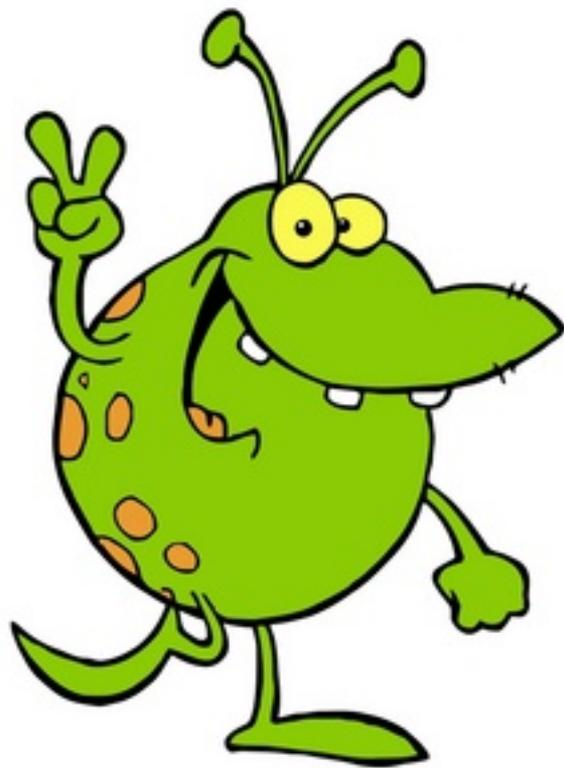
Intelligent  
design



# Views From Which Science Proceeds

- **Methodological naturalism**
  - We acquire knowledge by looking for **natural causes** and **effects**
  - Appeals to the supernatural are **unnecessary** or **irrelevant** to explain natural phenomena





# ID Spin on Naturalism

- It is not broad enough in scope because it fails to accommodate **evidence of intelligence**
- **Biased** against evidence of a designer
- The **dominant paradigm** in science
- **Undemocratic**
- Viewpoint **discrimination!**
- Be **skeptical** about evolution!
- **Think critically** about how naturalism restricts **academic freedom!**
- Teach the **controversy!**

# Views From Which Science Proceeds

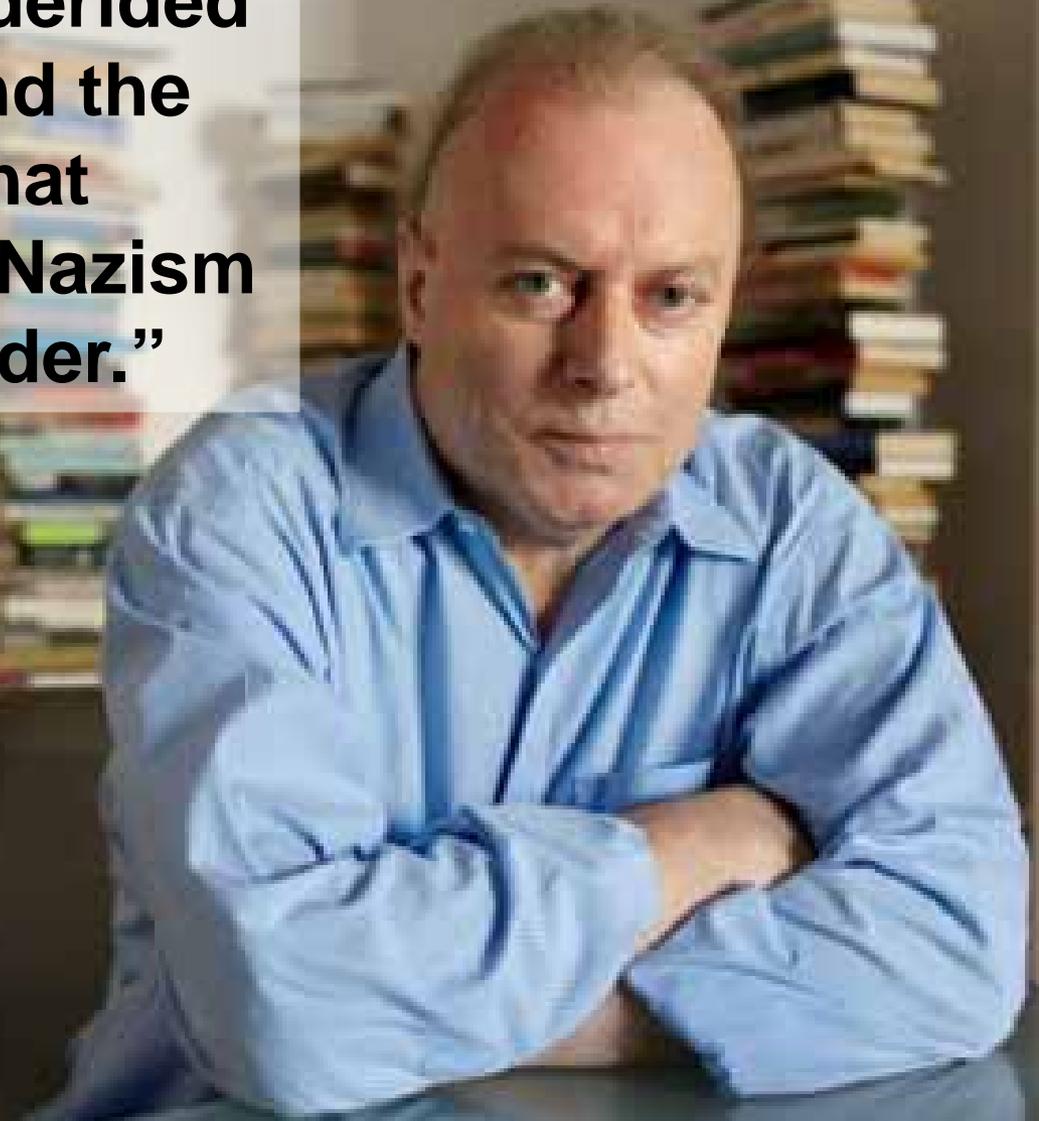
- **Materialism**

- All that exists is composed of **matter**
- Consequently, there is **no spiritual** component to reality

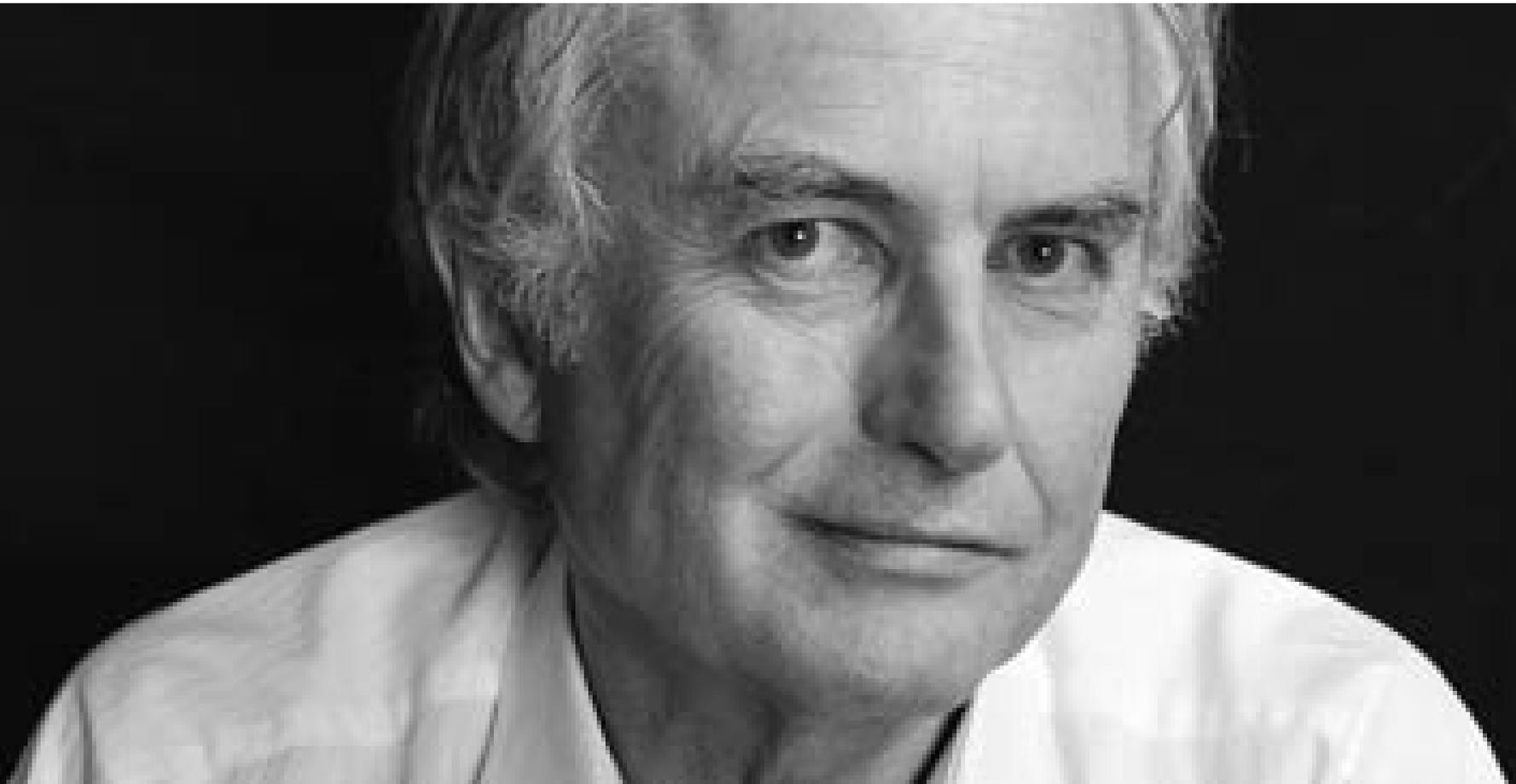
# ID Spin on Materialism

- It is a **threat** to morality!
- Nazism! Stalinism! Eugenics!

**Christopher Hitchens:  
“Darwinism was derided  
in Germany,” and the  
accusation that  
Darwinism led to Nazism  
is a “filthy slander.”**



**Richard Dawkins was “incandescent with rage,” calling it a “despicable outrage” when the Pope connected atheism with Nazism.**

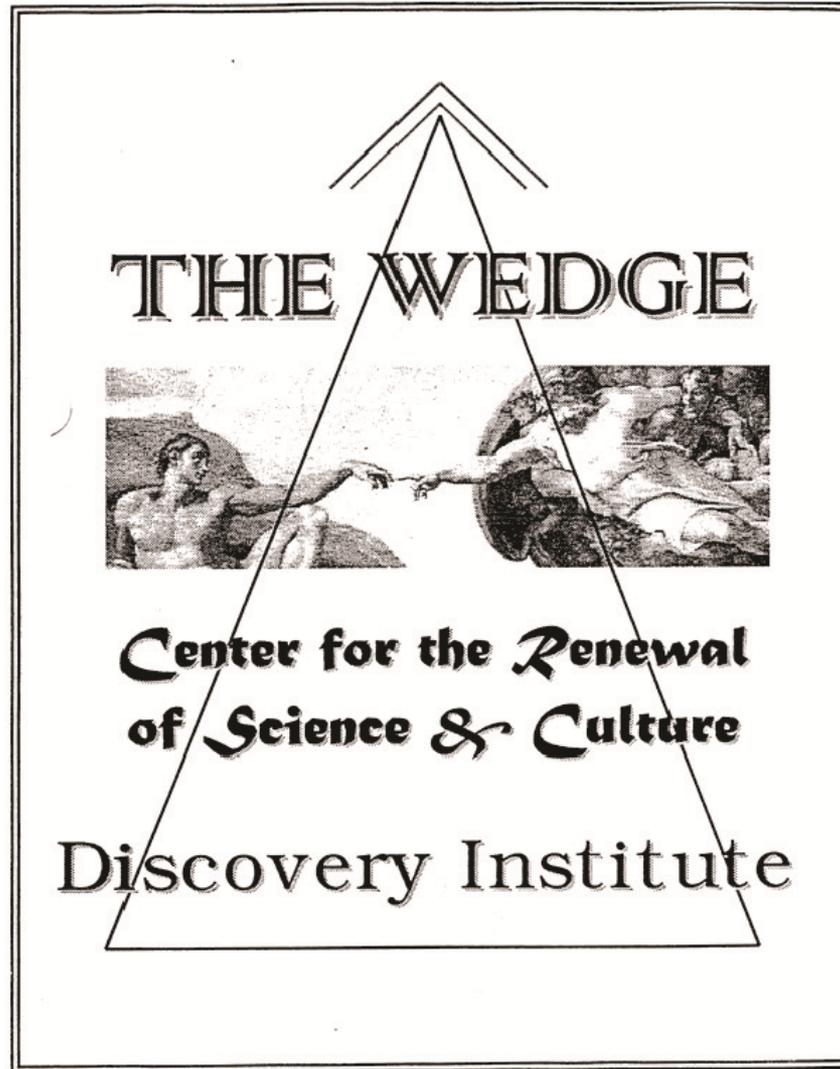


# ID Spin on Materialism

- It is a **threat** to morality!
- Nazism! Stalinism! Eugenics!
- It has spawned “**moral relativism**” and “undermined **personal responsibility**”!
- “Materialists” have “falsely promised” to “create heaven on earth” by “engineer[ing] the **perfect society**”!
- The **solution**: do away with “materialism and its destructive moral, cultural and political legacies”

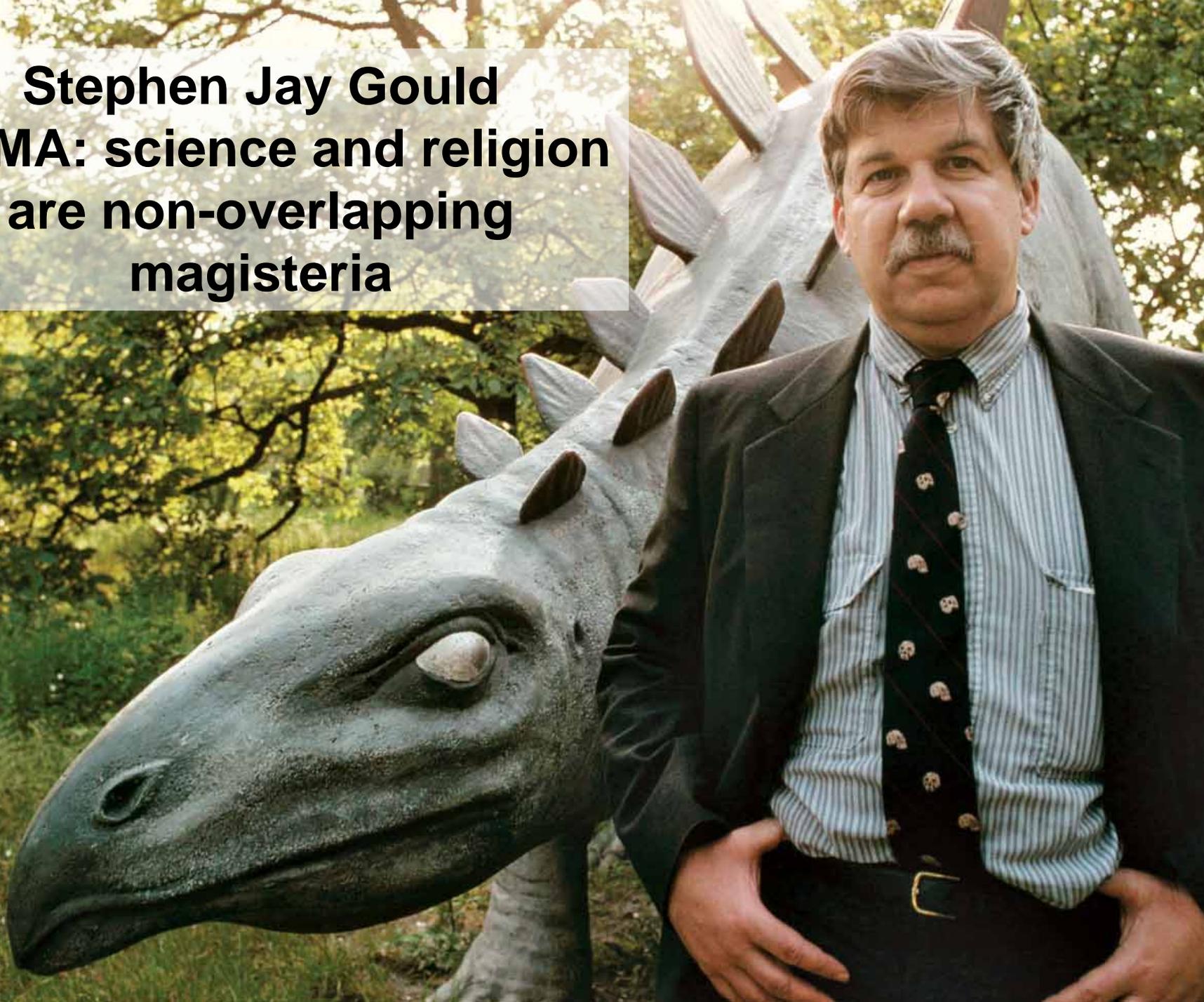
# The plan:

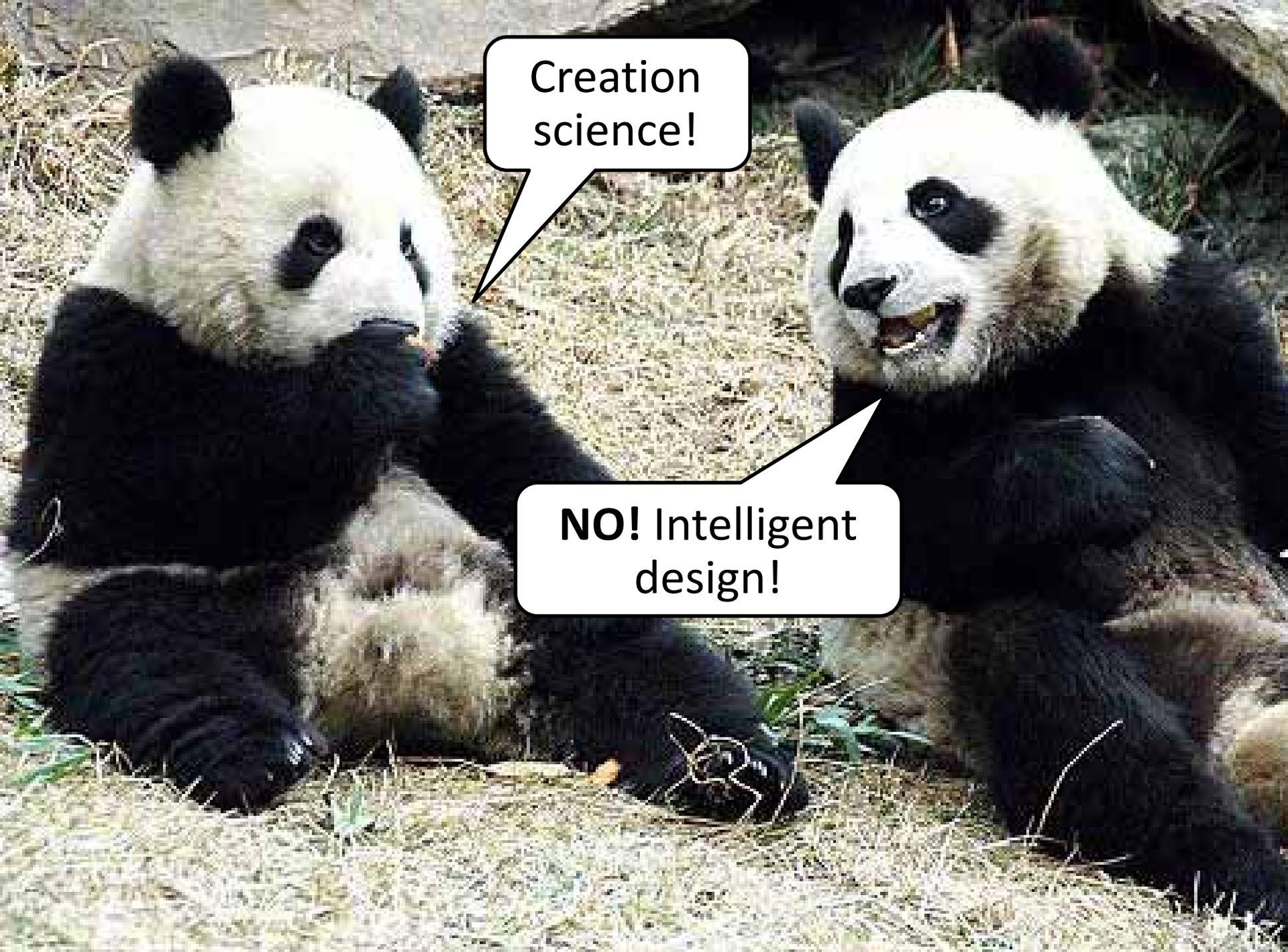
Use “design theory” to “replace [materialism] with a science consonant with **Christian and theistic convictions**”





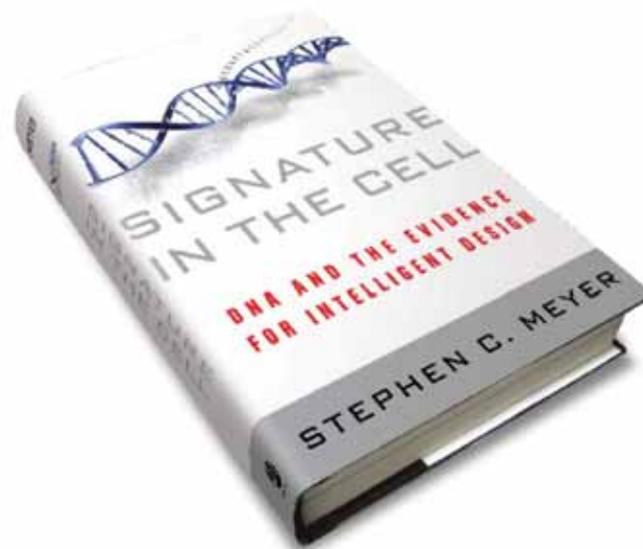
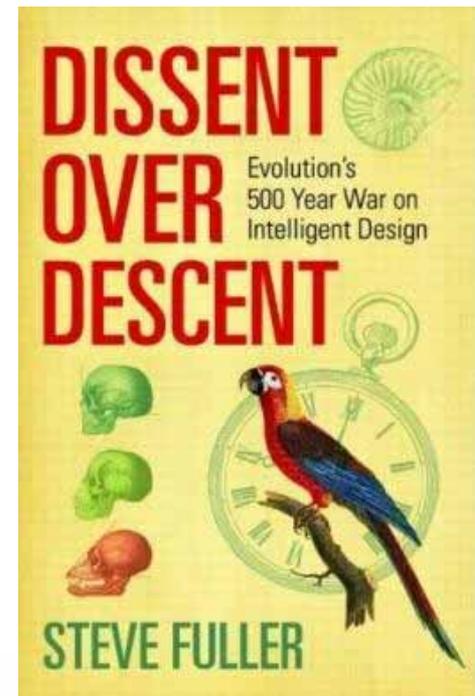
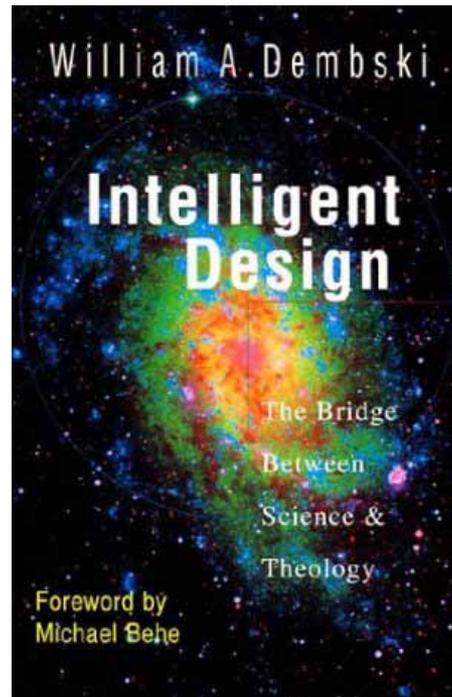
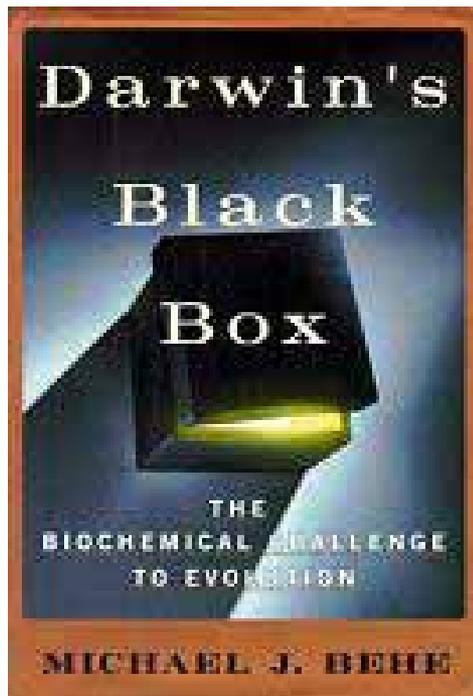
**Stephen Jay Gould**  
**NOMA: science and religion**  
**are non-overlapping**  
**magisteria**





Creation  
science!

**NO!** Intelligent  
design!



**Ben Stein**

**EXPELLED**

**NO  
INTELLIGENCE  
ALLOWED**



# 2001: 100 names

## A SCIENTIFIC DISSENT FROM DARWINISM

Public TV programs, educational policy statements, and science textbooks have asserted that Darwin's theory of evolution fully explains the complexity of living things. The public has been assured, most recently by spokespersons for PBS's *Evolution* series, that "all known scientific evidence supports [Darwinian] evolution" as does "virtually every reputable scientist in the world."

The following scientists dispute the first claim and stand as living testimony in contradiction to the second. There is scientific dissent to Darwinism. It deserves to be heard.

Henry F. Schaefer, Nobel Nominee, Director of Center for Computational Quantum Chemistry, U. of Georgia • Fred Sigworth, Prof. of Cellular & Molecular Physiology, Yale Grad School • Philip S. Skell, Emeritus Prof. Of Chemistry, NAS member • Frank Tipler, Prof. of Mathematical Physics, Tulane U. • Robert Kata, Plasma Physics Lab, Princeton • Michael Behe, Prof. of Biological Science, Lehigh U. • Walter Hearn, PhD Biochemistry-U. of Illinois • Tony Mega, Assoc. Prof. of Chemistry, Whitworth College • Dean Kenyon, Prof. Emeritus of Biology, San Francisco State • Marko Horb, Researcher, Dept. of Biology & Biochemistry, U. of Bath • Daniel Kuebler, Asst. Prof. of Biology, Franciscan U. of Steubenville • David Keller, Assoc. Prof. of Chemistry, U. of New Mexico • James Keesling, Prof. of Mathematics, U. of Florida • Roland F. Hirsch, PhD Analytical Chemistry-U. of Michigan • Robert Newman, PhD Astrophysics-Cornell U. • Carl Koval, Prof. Chemistry & Biochemistry, U. of Colorado • Tony Jelsma, Prof. of Biology, Dordt College • William A. Dembski, PhD Mathematics-U. of Chicago • George Lebo, Assoc. Prof. of Astronomy, U. of Florida • Timothy G. Standish, PhD Environmental Biology-George Mason U. • James Keener, Prof. of Mathematics & Adjunct of Bioengineering, U. of Utah • Robert J. Marks, Prof. of Signal & Image Processing, U. of Washington • Carl Poppe, Senior Fellow, Lawrence Livermore Laboratories • Sieghed Scherer, Prof. of Microbial Ecology, Technische Universität München • Gregory Shearer, Postdoc, Researcher Internal Medicine, U. C. Davis • Joseph Atkinson, PhD Organic Chemistry-M.I.T., American Chemical Society member • Lawrence H. Johnston, Emeritus Prof. of Physics, U. of Idaho • Scott Minnich, Prof. Dept. of Microbiology, Molecular Biology & Biochemistry, U. of Idaho • David A. DeWitt, PhD Neuroscience-Case Western U. • Theodor Lis, PhD Chemistry-M.I.T. • Braxton Alfred, Emeritus Prof. of Anthropology, U. of British Columbia • Walter Bradley, Prof. Emeritus of Mechanical Engineering, Texas A & M • Paul D. Brown, Asst. Prof. of Environmental Studies, Trinity Western (Canada) • Marvin Fritzier, Prof. of Biochemistry & Molecular Biology, U. of Calgary, Medical School • Theodore Saito, Project Manager, Lawrence Livermore Laboratories • Muzaffar Iqbal, PhD Chemistry-U. of Saskatchewan, Center for Theology and the Natural Sciences • S. William Pelletier, Emeritus Distinguished Prof. of Chemistry, U. of Georgia • Keith Delaplaine, Prof. of Entomology, U. of Georgia • Ken Smith, Prof. of Mathematics, Central Michigan U. • Clarence Fouche, Prof. of Biology, Virginia Intermont College • Thomas Minic, Asst. Prof. of Biomedical Engineering, U. of Texas, Austin • Brian J. Miller, PhD Physics-Duke U. • Paul Nesselroade, Assoc. Prof. of Psychology, Simpson College • Donald F. Calbreath, Prof. of Chemistry, Whitworth College • St. Luke's Hospital, Kansas City • Moorad Alexanian, Prof. of Physics, U. of North Carolina, Wilmington • Donald Ewert, Director of Research Administration, Wistar Institute • Joseph W. Francis, Assoc. Prof. of Biology, Cedarville U. • Thomas Saleka, Prof. of Biology, Concordia U. • Ralph W. Seelke, Prof. & Chair of Dept. of Biology & Earth Sciences, U. of Wisconsin, Superior • James G. Harman, Assoc. Chair, Dept. of Chemistry & Biochemistry, Texas Tech U. • Lennart Moller, Prof. of Environmental Medicine, Karolinska Inst. U. of Stockholm • Raymond G. Bohlin, PhD Molecular & Cell Biology-U. of Texas • Fazale R. Rana, PhD Chemistry-Ohio U. • Michael Atchison, Prof. of Biochemistry, U. of Pennsylvania, Vet School • William S. Harris, Prof. of Basic Medical Sciences, U. of Missouri • Rebecca W. Keller, Research Prof., Dept. of Chemistry, U. of New Mexico • Terry Morrison, PhD Chemistry-Syracuse U. • Robert F. DeHaan, PhD Human Development-U. of Chicago • Matti Lesola, Prof., Laboratory of Bioprocess Engineering, Helsinki U. of Technology • Bruce Evans, Assoc. Prof. of Chemistry, Huntington College • Jim Gibson, PhD Biology-Loma Linda U. • David Ness, PhD Anthropology-Temple U. • Bijan Nemati, PhD Physics, Senior Engineer, Jet Propulsion Lab (NASA) • Edward T. Peltzer, Senior Research Specialist, Monterey Bay Research Institute • Stan E. Lennard, Clinical Assoc. Prof. of Surgery, U. of Washington • Rafe Payne, Prof. & Chair, Dept. of Biological Sciences, Biola U. • Phillip Savage, Prof. of Chemical Engineering, U. of Michigan • Pattie Pun, Prof. of Biology, Wheaton College • Jed Macosko, Postdoc, Researcher Molecular Biology, U.C. Berkeley • Daniel Dix, Assoc. Prof. of Mathematics, U. of South Carolina • Ed Karlow, Chair, Dept. of Physics, LaSierra U. • James Harbrecht, Clinical Assoc. Prof., U. of Kansas Medical Center • Robert W. Smith, Prof. of Chemistry, U. of Nebraska • Robert DiSilvestro, PhD Biochemistry-Texas A & M • David Prentice, Prof., Dept. of Life Sciences, Indiana State U. • Walt Stangl, Assoc. Prof. of Mathematics, Biola U. • Jonathan Wells, PhD Molecular & Cell Biology-U.C. Berkeley • James Tour, Chao Prof. of Chemistry, Rice U. • Todd Watson, Asst. Prof. of Urban & Community Forestry, Texas A & M • Robert Waltzer, Assoc. Prof. of Biology, Belhaven College • Vincente Villa, Prof. of Biology, Southwestern U. • James Tumlin, Assoc. Prof. of Medicine, Emory U. • Charles Thaxton, PhD Physical Chemistry-Iowa State U. • Stephen C. Meyer, PhD Philosophy of Science-Cambridge • Paul Nelson, PhD Philosophy of Biology-U. of Chicago • Richard Sternberg, Invertebrate Zoology, National Museum of Natural History, Smithsonian Institute

(scientists listed by doctoral degree or current position)

**“WE ARE SKEPTICAL OF CLAIMS FOR THE ABILITY OF RANDOM MUTATION AND NATURAL SELECTION TO ACCOUNT FOR THE COMPLEXITY OF LIFE. CAREFUL EXAMINATION OF THE EVIDENCE FOR DARWINIAN THEORY SHOULD BE ENCOURAGED.”**

William P. Purcell, PhD Physical Chemistry-Princeton • Wesley Allen, Prof. of Computational Quantum Chemistry, U. of Georgia • Jeanne Drisko, Asst. Prof., Kansas Medical Center, U. of Kansas • Chris Grace, Assoc. Prof. of Psychology, Biola U. • Wolfgang Smith, Prof. Emeritus of Mathematics-Oregon State • Rosalind Picard, Assoc. Prof., Computer Science, M.I.T. • Garrick Little, Senior Scientist, U-Cor • John L. Omdahl, Prof. of Biochemistry & Molecular Biology, U. of New Mexico • Martin Poesie, Assoc. Prof. of Molecular Cell & Developmental Biology, U. of Texas, Austin • Russell W. Carlson, Prof. of Biochemistry & Molecular Biology, U. of Georgia • Hugh Nutley, Prof. Emeritus of Physics & Engineering, Seattle Pacific U. • David Berlinski, PhD Philosophy-Princeton, Mathematician, Author • Neil Broom, Assoc. Prof., Chemical & Materials Engineering, U. of Auckland • John Bloom, Assoc. Prof., Physics, Biola U. • James Graham, Professional Geologist, Sr. Program Manager, National Environmental Consulting Firm • John Baumgardner, Technical Staff, Theoretical Division, Los Alamos National Laboratory • Fred Skiff, Prof. of Physics, U. of Iowa • Paul Kuld, Assoc. Prof., Biological Science, Biola U. • Yongsoo Park, Senior Research Scientist, Research Administration, Wistar Institute • Joseph

# 2010: about 750 names

## A SCIENTIFIC DISSENT FROM DARWINISM

*“We are skeptical of claims for the ability of random mutation and natural selection to account for the complexity of life. Careful examination of the evidence for Darwinian theory should be encouraged.”*

**This was last publicly updated January 2010. Scientists listed by doctoral degree or current position.**

Philip Skell	Emeritus, Evan Pugh Prof. of Chemistry, Pennsylvania State University	Member of the National Academy of Sciences
Lyle H. Jensen	Professor Emeritus, Dept. of Biological Structure & Dept. of Biochemistry	University of Washington, Fellow AAAS
Maciej Giertych	Full Professor, Institute of Dendrology	Polish Academy of Sciences
Lev Belousov	Prof. of Embryology, Honorary Prof., Moscow State University	Member, Russian Academy of Natural Sciences
Eugene Buff	Ph.D. Genetics	Institute of Developmental Biology, Russian Academy of Sciences
Emil Palecek	Prof. of Molecular Biology, Masaryk University; Leading Scientist	Inst. of Biophysics, Academy of Sci., Czech Republic
K. Mosto Onuoha	Shell Professor of Geology & Deputy Vice-Chancellor, Univ. of Nigeria	Fellow, Nigerian Academy of Science
Ferenc Jeszenszky	Former Head of the Center of Research Groups	Hungarian Academy of Sciences
M.M. Ninan	Former President	Hindustan Academy of Science, Bangalore University (India)
Denis Fesenko	Junior Research Fellow, Engelhardt Institute of Molecular Biology	Russian Academy of Sciences (Russia)
Sergey I. Vdovenko	Senior Research Assistant, Department of Fine Organic Synthesis	Institute of Bioorganic Chemistry and Petrochemistry Ukrainian National Academy of Sciences (Ukraine)
Henry Schaefer	Director, Center for Computational Quantum Chemistry	University of Georgia
Paul Ashby	Ph.D. Chemistry	Harvard University
Israel Hanukoglu	Professor of Biochemistry and Molecular Biology Chairman	The College of Judea and Samaria (Israel)
Alan Linton	Emeritus Professor of Bacteriology	University of Bristol (UK)
Dean Kenyon	Emeritus Professor of Biology	San Francisco State University
David W. Forslund	Ph.D. Astrophysics, Princeton University	Fellow of American Physical Society
Robert W. Bass	Ph.D. Mathematics (also: Rhodes Scholar; Post-Doc at Princeton)	Johns Hopkins University
John Hey	Associate Clinical Prof. (also: Fellow, American Geriatrics Society)	Dept. of Family Medicine, Univ. of Mississippi
Daniel W. Heinze	Ph.D. Geophysics (also: Post-Doc Fellow, Carnegie Inst. of Washington)	Texas A&M University
Richard Anderson	Assistant Professor of Environmental Science and Policy	Duke University
David Chapman*	Senior Scientist	Woods Hole Oceanographic Institution
Giuseppe Sermonti	Professor of Genetics, Ret. (Editor, Rivista di Biologia/Biology Forum)	University of Perugia (Italy)
Stanley Salthe	Emeritus Professor Biological Sciences	Brooklyn College of the City University of New York
Marcos N. Eberlin	Professor, The State University of Campinas (Brazil)	Member, Brazilian Academy of Science





**Criticized for removing questions  
pertaining to evolution and the big bang  
from a US survey on scientific literacy.**



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada

SSHRC  CRSH



Canada 

**“Nor did the committee consider that there was adequate justification for the assumption in the proposal that the theory of Evolution, and not Intelligent Design Theory, was correct.”**

**Excerpt from “Right reform trips up Alberta,”  
National Post (May 27, 2009)  
by Kevin Libin**

The new law, he says, appears intended to give them teeth, by opening teachers up to investigation and prosecution by a quasi-judicial body that the culture minister himself once likened to a Star Chamber.

Any talk of evolution, Mr. Blackett confirmed, would be subject to parental consent -- though he later changed his mind, insisting science courses didn't count. But Ms. Keeping, a lawyer, says it is inevitable that the HRCs will consider Darwinism, too.

“What we know about how Canadian law views religious belief is as follows: no matter how wacky your idea, no matter how wacky your religious beliefs ... if in our view it can be determined you sincerely believe it, then that counts as religious belief.”

Legislation guarding religious rights, she says, would be as potent in biology class as in social studies. “This is exactly what it's about.”

## FIVE YEAR STRATEGIC PLAN SUMMARY

The social consequences of materialism have been devastating. As symptoms, those consequences are certainly worth treating. However, we are convinced that in order to defeat materialism, we must cut it off at its source. That source is *scientific* materialism. This is precisely our strategy. If we view the predominant materialistic science as a giant tree, our strategy is intended to function as a "wedge" that, while relatively small, can split the trunk when applied at its weakest points. The very beginning of this strategy, the "thin edge of the wedge," was Phillip Johnson's critique of Darwinism begun in 1991 in *Darwinism on Trial*, and continued in *Reason in the Balance* and *Defeating Darwinism by Opening Minds*. Michael Behe's highly successful *Darwin's Black Box* followed Johnson's work. We are building on this momentum, broadening the wedge with a positive scientific alternative to materialistic scientific theories, which has come to be called the theory of intelligent design (ID). Design theory promises to reverse the stifling dominance of the materialist worldview, and to replace it with a science consonant with Christian and theistic convictions.

The Wedge strategy can be divided into three distinct but interdependent phases, which are roughly but not strictly chronological. We believe that, with adequate support, we can accomplish many of the objectives of Phases I and II in the next five years (1999-2003), and begin Phase III (See "Goals/ Five Year Objectives/Activities").

**Phase I: Research, Writing and Publication**

**Phase II: Publicity and Opinion-making**

**Phase III: Cultural Confrontation and Renewal**

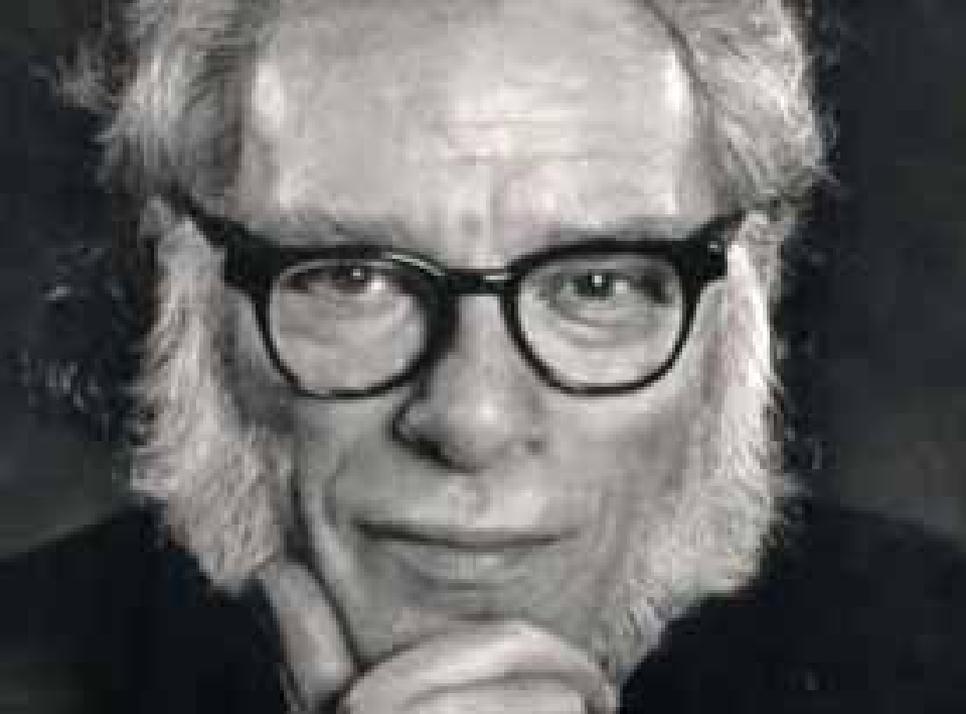
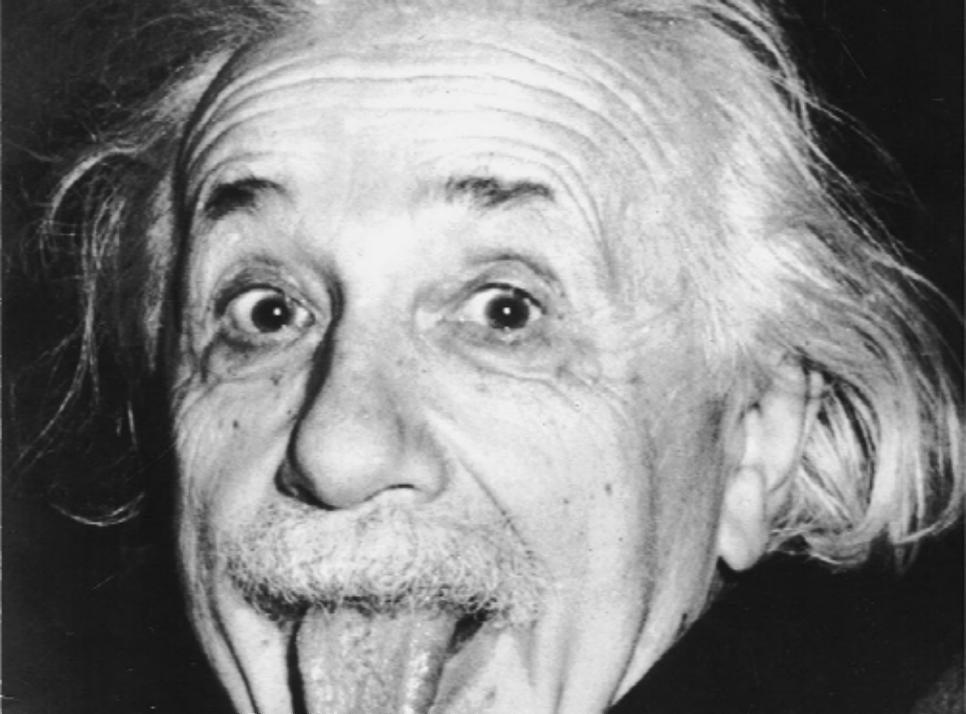
**Phase I** is the essential component of everything that comes afterward. Without solid scholarship, research and argument, the project would be just another attempt to indoctrinate instead of persuade. A lesson we have learned from the history of science is that it is unnecessary to outnumber the opposing establishment. Scientific revolutions are usually staged by an initially small and relatively young group of scientists who are not blinded by the prevailing prejudices and who are able to do creative work at the pressure points, that is, on those critical issues upon which whole systems of thought hinge. So, in Phase I we are supporting vital writing and research at the sites most likely to crack the materialist edifice.

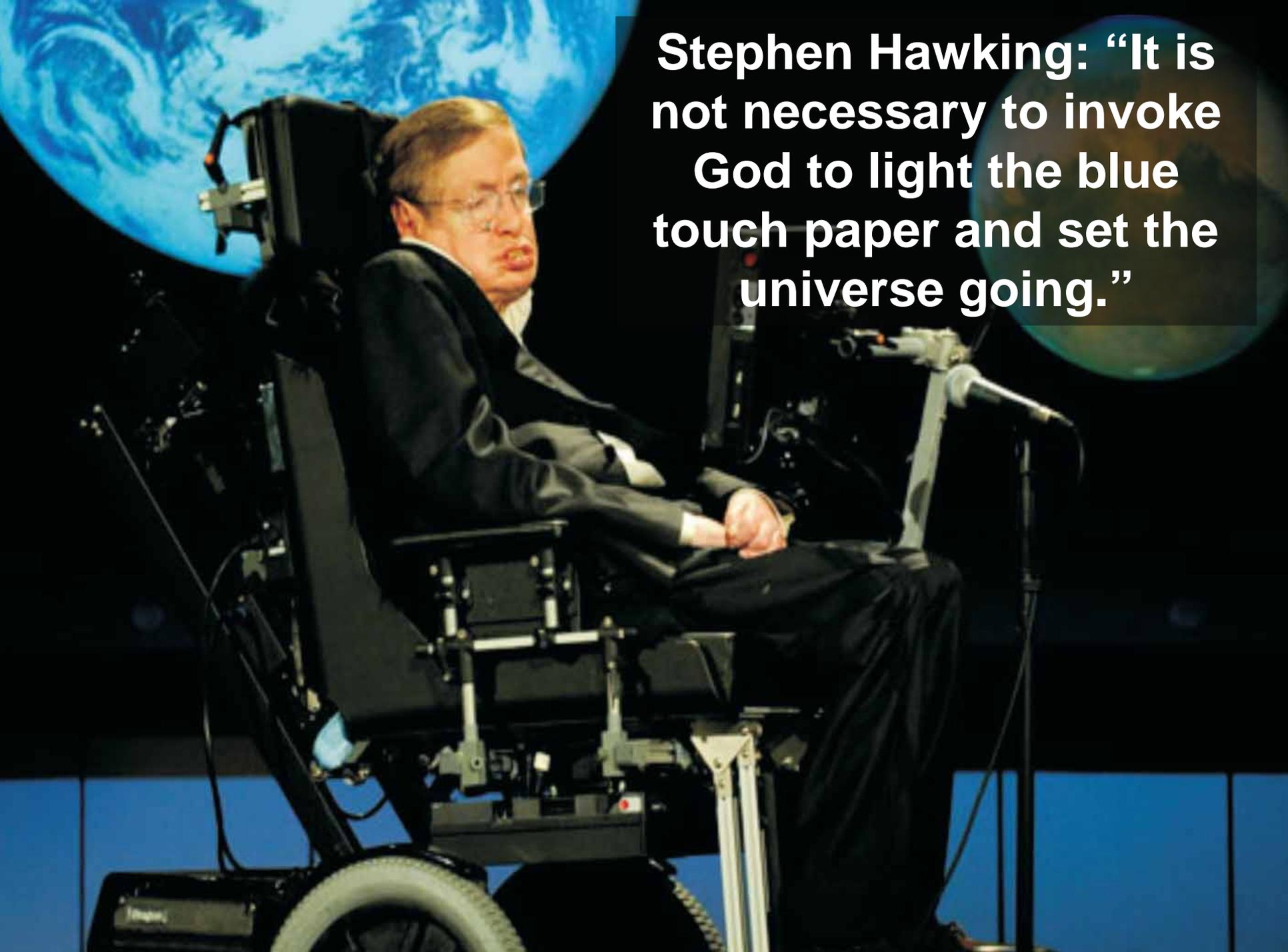
**Phase II.** The primary purpose of Phase II is to prepare the popular reception of our ideas. The best and truest research can languish unread and unused unless it is properly publicized.

For this reason we seek to cultivate and convince influential individuals in print and broadcast media, as well as think tank leaders, scientists and academics, congressional staff, talk show hosts, college and seminary presidents and faculty, future talent and potential academic allies. Because of his long tenure in politics, journalism and public policy,

Discovery President Bruce Chapman brings to the project rare knowledge and acquaintance of key op-ed writers, journalists, and political leaders. This combination of scientific and scholarly expertise and media and political connections makes the Wedge unique, and also prevents it from being "merely academic." Other activities include production of a PBS documentary on intelligent design and its implications, and popular op-ed publishing. Alongside a focus on influential opinion-makers, we also seek to build up a popular base of support among our natural constituency, namely, Christians. We will do this primarily through apologetics seminars. We intend these to encourage and equip believers with new

...we seek to cultivate and convince influential individuals in print and broadcast media, as well as think tank leaders, scientists and academics, congressional staff, talk show hosts, college and seminary presidents and faculty, future talent and potential academic allies.



A photograph of Stephen Hawking seated in his custom-built wheelchair. He is wearing a dark suit and glasses. The background features a large, glowing blue and white image of the Earth. A semi-transparent dark box in the upper right corner contains a quote in white text.

**Stephen Hawking: “It is not necessary to invoke God to light the blue touch paper and set the universe going.”**

# Somehow, we have life

Finding the Higgs boson particle may not end humanity's petty squabbles -- but it may cause us to pause for a moment and contemplate the greatest mystery of all

BY ROBERT SIBLEY, THE OTTAWA CITIZEN    SEPTEMBER 16, 2010



The fact is there could just as easily be nothing as something in our observable universe, as far as the laws of physics are concerned.

**Photograph by:** NASA, Reuters, The Ottawa Citizen

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For God's sake, when are scientists going to find the Higgs boson?

# Conclusion

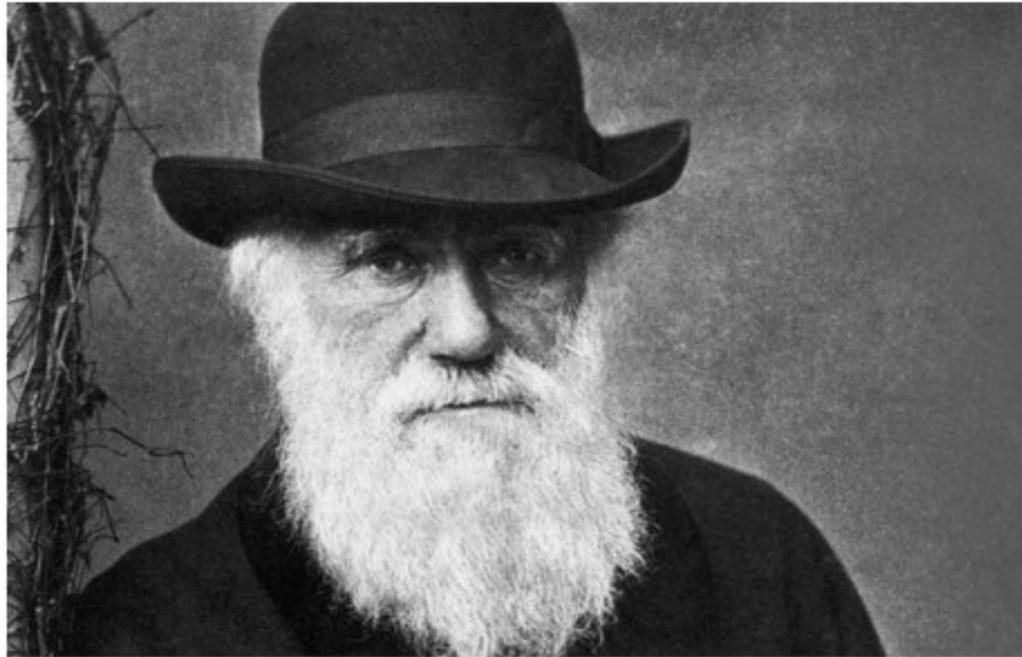
- No network **stability**
- The successful expansion of the evolution network into the broader public **will not occur** any time soon
- The Discovery Institute will continue to **confront** and **resist evolution**
- The debate between **science** and **religion** will continue to rage on
- “Questioning Darwin’s Theory”: ID’s influence on the **mass media**

# Calgary researcher part of a team questioning Darwin's theory

BY JAMIE KOMARNICKI, CALGARY HERALD    AUGUST 25, 2010    COMMENTS (7)

[STORY](#)

[PHOTOS \( 2 \)](#)



[More Images »](#)

Photo of Charles Darwin, circa 1854.

Photograph by: Handout, Files

A cornerstone of evolutionary theory - Darwin's famously coined "survival of the fittest" - is being questioned by researchers at the University of Bristol, who argue competition isn't the driving force of evolution.

# ANT Perspective

- The theory of **evolution** is **black boxed** by the scientific community
- The Discovery Institute:
  - **Disrupting** the enrolment of actors into the network of evolution through education
  - **Enrolling** actors into their network, even **against their will**
  - **Christian hegemony** defined by **creationist** rather than scientific perspective

# Communications Perspective

- The Discovery Institute is using **marketing strategies**:
  - **Rebranding** creationism as ID
  - Leveraging the **mass media** to expand its network
  - Successfully deploying “the **controversy**”
- ID theory is **mutating**
- Marketing plan has **evolved** and is **adapting** to the secular environment

## TOP QUESTIONS

### 3. Is Discovery Institute a religious organization?

[Click here for video](#)

Discovery Institute is a secular think tank, and its Board members and Fellows represent a variety of religious traditions, including mainline Protestant, Roman Catholic, Eastern Orthodox, Jewish, and agnostic. Until recently the Chairman of Discovery's Board of Directors was former Congressman John Miller, who is Jewish. Although it is not a religious organization, the Institute has a long record of supporting religious liberty and the legitimate role of faith-based institutions in a pluralistic society. In fact, it sponsored a program for several years for college students to teach them the importance of religious liberty and the separation of church and state.

## QUESTIONS ABOUT INTELLIGENT DESIGN

### 1. What is the theory of intelligent design?

[Click here for video](#)

The theory of intelligent design holds that certain features of the universe and of living things are best explained by an intelligent cause, not an undirected process such as natural selection. For more information see Center Director Stephen Meyer's article "[Not By Chance](#)" from the *National Post* of Canada or his appearance on PBS's "[Tavis Smiley Show](#)" (Windows Media).



## ABOUT DISCOVERY

### How Discovery Institute Functions

Discovery Institute fellows submit their analyses and proposals for dialogue through seminars, conferences, and debates; they produce reports, articles, books, Congressional testimony, films and an interactive Internet website that helps spread the knowledge of the Institute's ideas. They also consult with elected and appointed officials, business people, academics, media and the general public to show how 21st century humanity can benefit from the principles, policies, and practices advocated by the Institute.

The point of view Discovery brings to its work includes **a belief in God-given reason** and the permanency of human nature; the principles of representative democracy and public service expounded by the American Founders; free market economics domestically and internationally; the social requirement to balance personal liberty with responsibility; the spirit of voluntarism crucial to civil society; the continuing validity of American international leadership; and the potential of science and technology to promote an improved future for individuals, families and communities.

Fellows, members, board, advisors and staff of Discovery constitute a distributive public policy community, connected through cyberspace, with headquarters in Seattle and an office in Washington, D.C. Fellows are multi-disciplinary in background and approach. A research and advocacy project is selected when it is in harmony with Discovery's mission, when the

**GOALS**  
**Governing Goals**

- ♦ To defeat scientific materialism and its destructive moral, cultural and political legacies.
- ♦ To replace materialistic explanations with the theistic understanding that nature and human beings are created by God.

**Five Year Goals**

- ♦ To see intelligent design theory as an accepted *alternative* in the sciences and scientific research being done from the perspective of design theory.
- ♦ To see the beginning of the influence of design theory in spheres other than natural science.
- ♦ To see major new debates in education, life issues, legal and personal responsibility pushed to the front of the national agenda.

**Twenty Year Goals**

- ♦ To see intelligent design theory as the *dominant* perspective in science.
- ♦ To see design theory application in specific fields, including molecular biology, biochemistry, paleontology, physics and cosmology in the natural sciences, psychology, ethics, politics, theology and philosophy in the humanities; to see its influence in the fine arts.
- ♦ To see design theory permeate our religious, cultural, moral and political life.

**FIVE YEAR OBJECTIVES**

1. A major public debate between design theorists and Darwinists (by 2003)
2. Thirty published books on design and its

**The Wedge: Twenty Year Goals**

3. One hundred scientific, academic and technical articles by our fellows
  4.
    - To see intelligent design theory as the *dominant* perspective in science.
    - To see design theory application in specific fields, including molecular biology, biochemistry, paleontology, physics and cosmology in the natural sciences, psychology, ethics politics, theology and philosophy in the humanities; to see its influence in the fine arts.
    - To see design theory permeate our religious, cultural, moral and political life.
  5. Spiritual & cultural renewal
    - ♦ Major Christian doctrinal (scripture) applications to eradicate ideologies influenced by traditional sources of creation and evolution
    - ♦ Seminars, lectures, magazines & periodicals
    - ♦ Political and cultural issues such as morality, abortion and belief in God
1. Ten states begin to rectify ideological imbalance in their science curricula & textbooks
  2. Scientific achievements
    - ♦ A major scientific discovery in the US
    - ♦ Ten CRSC Fellows teaching at major universities
    - ♦ Two universities where design theory has become the dominant view
    - ♦ Design becomes a key concept in the social sciences
    - ♦ Legal reform movements base legislative proposals on design theory

**ACTIVITIES**

- (1) Research Fellowship Program (for writing and publishing)

# My aims

- **Broaden** the discussion
- Find ways to engage **non-scientists**
- Deploy a language that enhances **scientific literacy** by identifying the communication strategies being used to position intelligent design as a scientific theory
- Reveal the **real controversy**
- Mobilize more actors into the network of actors who defend **science** and **reason**

# Thank you

- **Why** are you interested in ID?
- Has it impacted some aspect of your **personal** or **professional** life?
- If so, what was the **outcome**?
- Do you perceive it as a problem for **Canadians**?

For a complete list of references used in this presentation, please contact Christine Shellska at [cmshells@ucalgary.ca](mailto:cmshells@ucalgary.ca).