

# society & social issues

provoke scientist's interest

generate questions

stimulate audience's interest

↓  
further support  
& discussion

set categories & terms

exclude certain evidence

dictate acceptable Qs

render some things plausible  
(even without evidence)

provide stimulating  
metaphors & restrictive

make biased data  
acceptable

←  
scientist's  
work

funding, institutions,  
publicity, public policy  
from dominant social  
groups

fosters naturalization  
& externalization