Dr. David Shiffman  
*Postdoctoral Researcher, Arizona State University*

*"Why do so many people (wrongly) believe that sustainable shark fisheries don't exist?"*

**Bio:** Dr. David Shiffman is an interdisciplinary marine conservation biologist whose work focuses on using science to protect threatened species of sharks and rays. He lives and works in Washington, DC. Follow him on social media @WhySharksMatter

**Abstract:** Sharks are some of the most threatened animals in the world, and issues surrounding their conservation have attracted significant public concern and high-profile advocacy. However, there is a major disconnect between how scientific and management experts discuss these issues and how these issues are discussed by non-experts. Specifically, experts overwhelmingly believe that while unsustainable overfishing is the greatest threat to sharks, sustainable fisheries management tools work and should be the goal whenever possible. In contrast, non-experts overwhelmingly believe that there's no such thing as a sustainable fishery for sharks and the only solution is to ban all fishing for sharks. In this global-scale interdisciplinary analysis, marine conservation biologist Dr. David Shiffman looks at the causes and consequences of this public misunderstanding about the threats to sharks and the available policy solutions. Public misunderstanding of key background facts surrounding shark conservation are, in fact, some of the worst examples of public misunderstanding ever measured for environmental issues.

**Thursday, October 8th, 2020 from 2:30 to 3:20pm**