***Jaws*: The Classic that Doomed Sharks**

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“Monster of the Deep” or “Ecological Savior”? Since the release of *Jaws*, sharks have been at the forefront of apprehensions of the ocean and its unknowns. Prior to the movie, shark attacks were reported infrequently. However, since the movie’s screening, shark reports, political rhetoric, and control programs have substantially increased in prevalence and severity, especially in Australia, despite no increase in actual attacks. Consequently, how has public media’s portrayal (movies, news stories, and general rhetoric) of sharks affected Australian White Shark populations and public perceptions of the animal? Utilizing existing databases and sightings, this project will attempt to determine the potential statistically significant link between public information and yearly changes in these populations, contextualized on a timeline of notable shark-related media releases and expert opinions. The publication of villainous depictions of sharks and their overexaggerated threat to humans has changed common perception, but determining its numerical impact may be helpful in driving any necessary change in communication to save a variety of species from extinction if there exists a connection between media and changing shark populations. Discovering which methods minimize the damage done to shark populations can check other predators’ populations and keep food chains in equilibrium. Subsequently, transforming these aquatic apex predators’ narrative towards conservation may be essential for maintaining the longevity of our world’s largest natural ecosystem.