

# What makes an expert witness persuasive to jurors?

Expert witnesses testify in the vast majority of trials. Research conducted over three decades involving jurors in actual trials with expert testimony produces highly consistent results about what makes an expert witness persuasive to jurors.

In the 1990s, 2000s and 2010s, jurors from actual trials were surveyed and interviewed post-trial. What are the most important factors identified that make an expert witness persuasive to jurors?

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