Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Why is it important?

What is its purpose?

Possible challenges?

Topic:

What is it?

Possible methods?

Science Communication

Instructor will go through the questions below; each question corresponds to one part of the mind map. Students will fill out the mind map as they go through each section. Guiding questions are included for the instructor to give hints/facilitate discussion.

**What is science communication?**

* Guiding questions:
  + How is science communication different from scientific research?
* Possible responses:
* Communicating of science to the general public/non-experts/non-science audiences
* Informing, educating, raising awareness, inspiring interest, outreach

**What is its purpose/what is it used for?**

* Guiding questions:
  + What areas of science are often represented in the news/media?
  + Why can’t we communicate research to everyone through scientific papers? Who is the intended audience of these papers?
* Possible responses:
* Communicating research/delivering content in simpler terms; no jargon
* Health, medicine
* Biodiversity, caring for environment
* Raising awareness/appreciation
* Bringing to light global issues, social justice

**Why is it important?**

* Possible responses:
* Makes science accessible to more people -> communicate to a much larger audience
* Gives research meaning to people who are not in the same discipline
* Can address misconceptions
* Can raise awareness; encourage change
* Promote scientific literacy

**What are some possible methods (mediums) used?**

* Guiding questions:
* Who is your target audience?
* How do *you* access science in your daily life?
* What unique purposes does each medium serve?
* Possible response:
* News
* Online articles
* TV, film -> documentaries, sci-fi (?)
* Books
* Commercials/advertisements/public service announcements
* Art -> film, public art installation
* Science centers
* Workshops
* Social media

**What are some of the challenges of science communication?**

* Guiding questions:
  + What are some things to be cautious of?
  + What issues arise when science is not communicated properly?
* Is it coming from a reputable source?
* Has it conveyed the information properly?
* Possible responses:
* Can be difficult to retain original meaning without using jargon
* Can introduce additional biases
* Might not appeal to the general public
* Maintaining accuracy vs generating interest (sensationalization)
* Some of the meaning may be lost/primary research could be misinterpreted
* Can create misconceptions