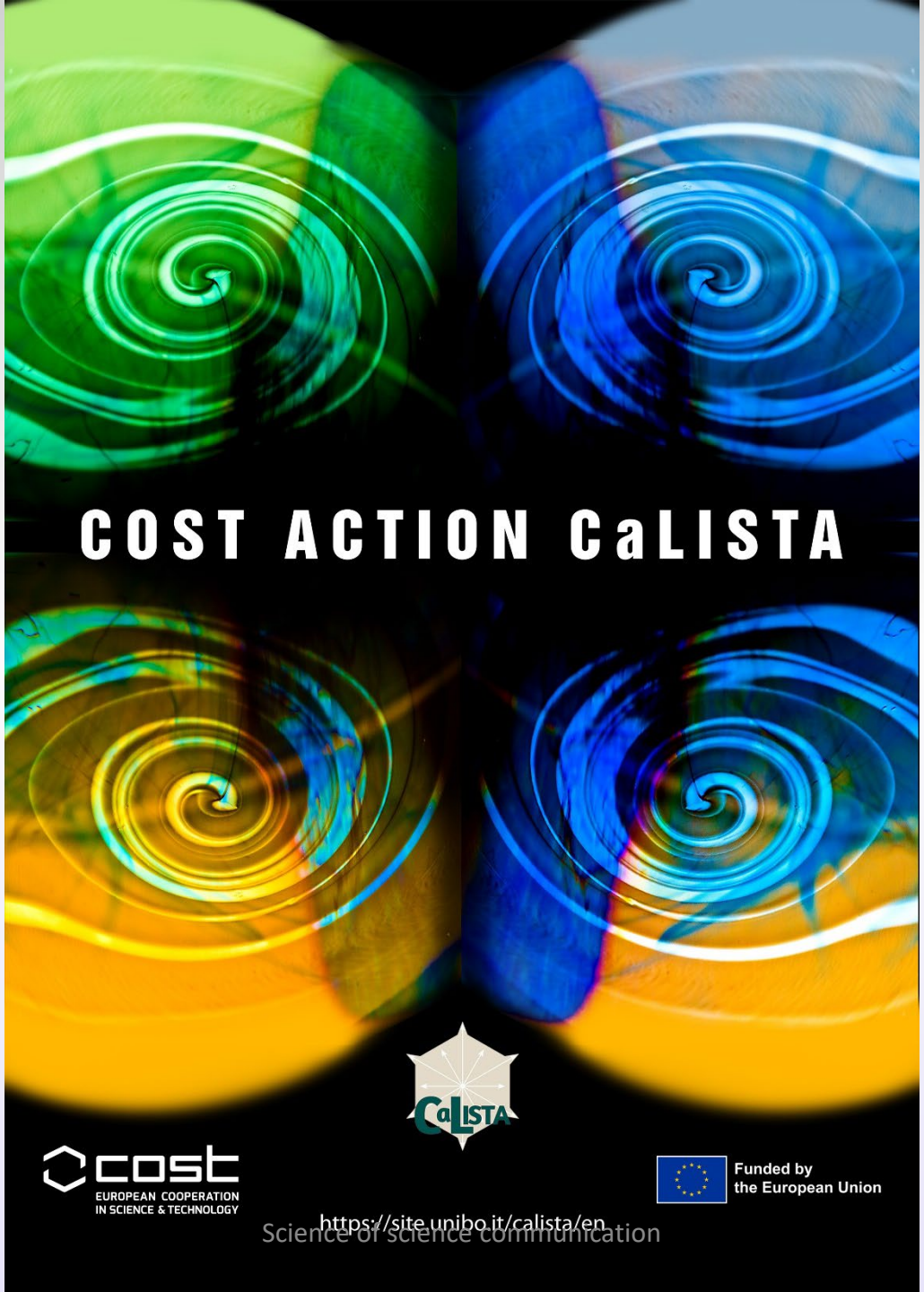
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Science Communication

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Conselleria d'Educació, Universitats i Ocupació

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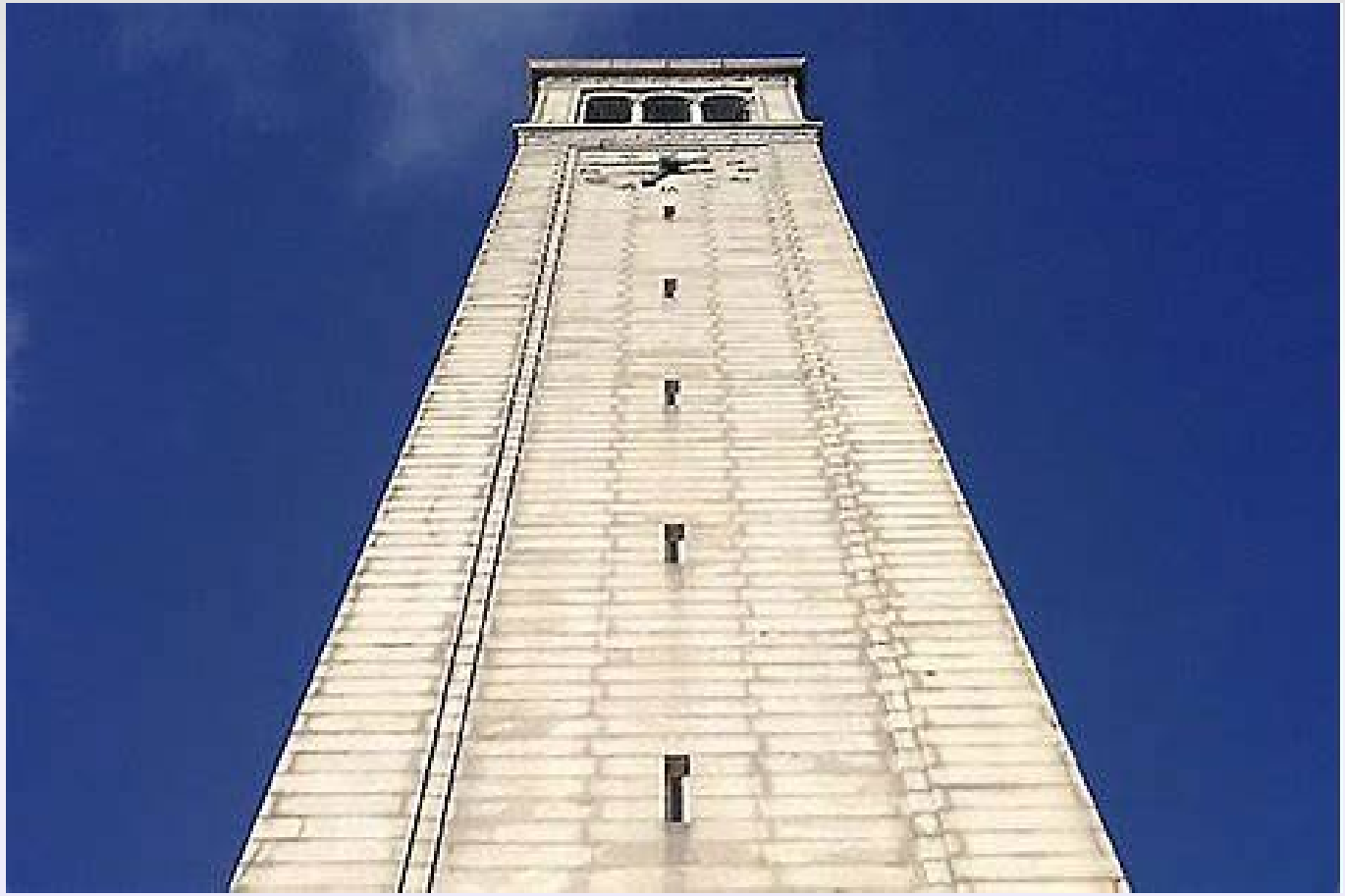
From

'50 essencials on science communication'

Editors: Jean Paul Bertemes, Serge Haan, Dirk Hans

Basics

In our science-based society, science has to get out of its ivory tower.



Superstitions, misbelieves, conspiracy theories, fake news, alternative realities…

Science has to get out of its nutshell to empower society.

We compete for limited resources with other expenses, as, for example, medical facilities…

We have to figure out our place in the world.

Science of ‘Science communication’.

We understand science communication, as all forms of communication focussed on scientific knowledge or scientific work, both inside and outside institutionalized science, including production, use and effects.

Bonfadelli et al, (2017)

Many people are interested in new scientific findings.

Doctors, engineers, farmers, policy makers… or simply curious people, fascinated with the fast accumulation of scientific discoveries.

Democracy, right to choose.

Yes, but, don’t we want informed, critical people deciding the future?

We have to learn who communicates, what and to whom.

- Direct communication by scientists.
- Institutional communication.
- Independent journalism

We aim to an audience that is outside the field of science.

We have to be aware that science will be discussed in public, whether or not scientists participate in that discussion.

We risk misinformation, denial, ignorance, political instrumentalisation.

Examples of public debates: vaccination, climate change, nanotechnologies, genetically modified organisms, nuclear power, artificial intelligence, quantum technologies.

Trust in science.

Can we build or fly an airplane?

Everyday, we trust.

Scientific method: doubt is already built in it.

Science struggles for the truth.

Paradoxically, this fosters the trust on science.

Scientific literacy is very relevant in our society.

It enhances critical thinking skills and problem solving abilities.

In order to be accessible to people outside academia, science and research must be communicated in an understandable and evidence based way.

Understanding that uncertainty is a main ingredient of science.

Strategies

Stakeholders: People or organizations that can influence the development of you and your institution. NGO, local business, politics, governement… In occasions, every single citizen can become a stakeholder.

Science must learn to listen, too.

Target groups: In a large and heterogeneous audience, one has to communicate more generally.

Try to build from your audience's existing knowledge.

Try to retain the interest once you have gained it.

Institutional communications manager and communications departments.

They exist in many institutions. They know what the stakeholders need and what medium should be more effective. It is a good idea to contact them. They can also provide training.

Get started

Media training, social media training, presentation training, courses on inclusivity and cultural awareness...

Check with your institution!

In our COST meetings, we could include some training in science communication. In general, improving our communications skills could be useful in many different situations.

- If your are planning an outreach event, announce it in our web page.
- CaLISTA meeting >>> outreach event.
- Follow us in Facebook (soon in Instagram too)
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- Put the information of your papers in the web page.

WHAT TO DO

- Listen to what people is saying.
- Involve people.
- Plan ahead.

- Try to tell a story.
- Simplify your language.
- When dealing with numbers, give people a sense of scale.

- Communicate uncertainty.
- Visual communication

CHANNELS OF SCIENCE COMMUNICATION

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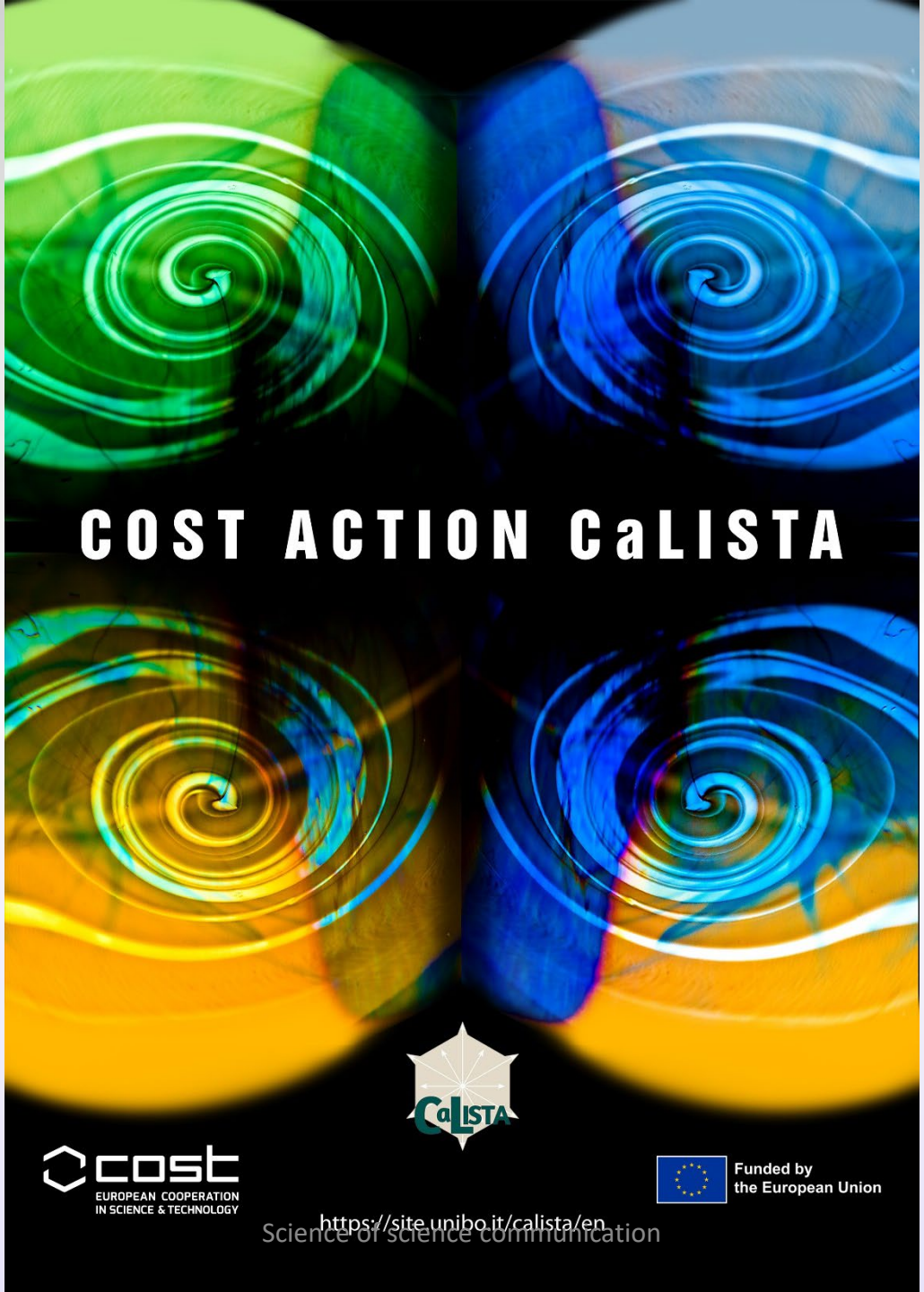
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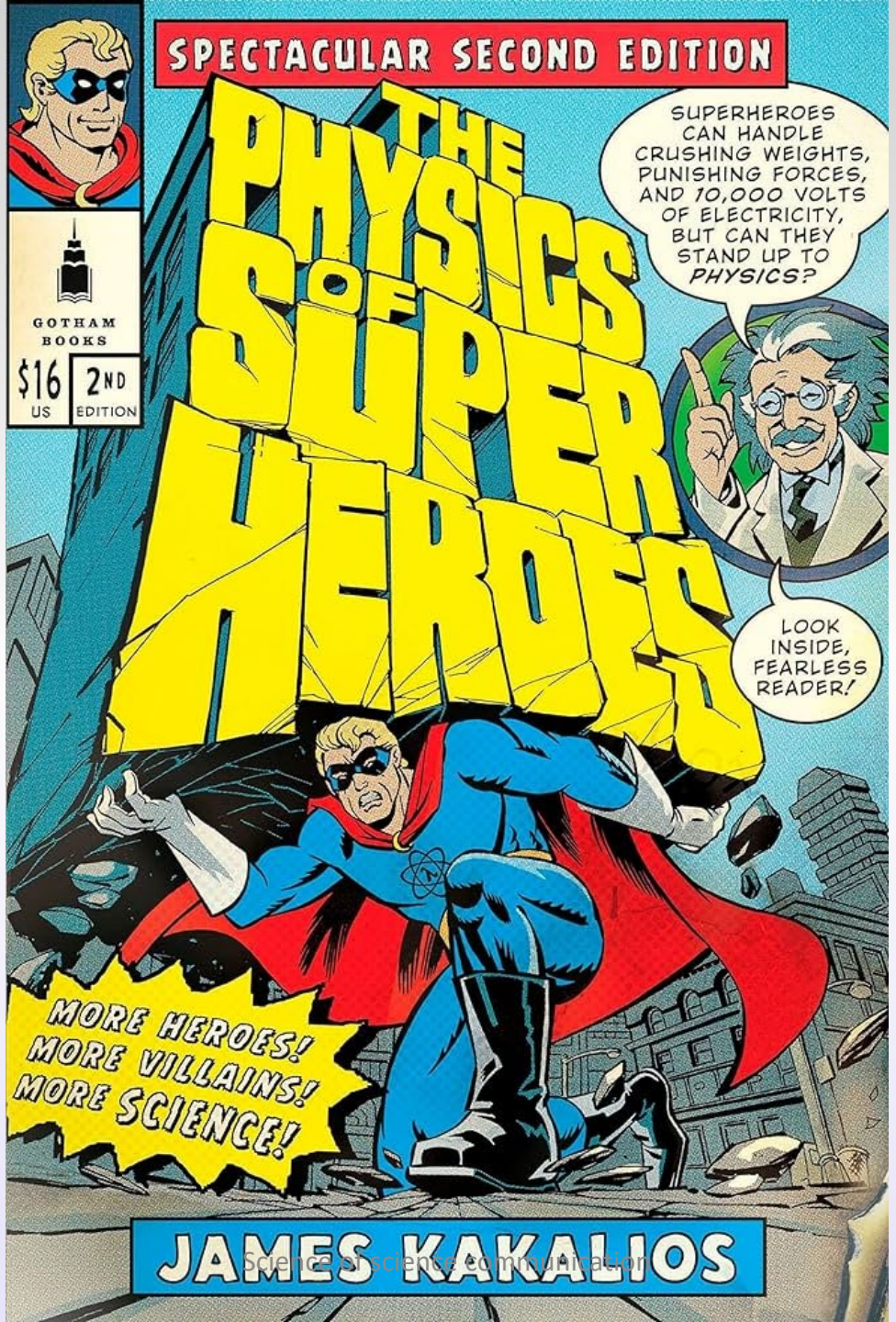
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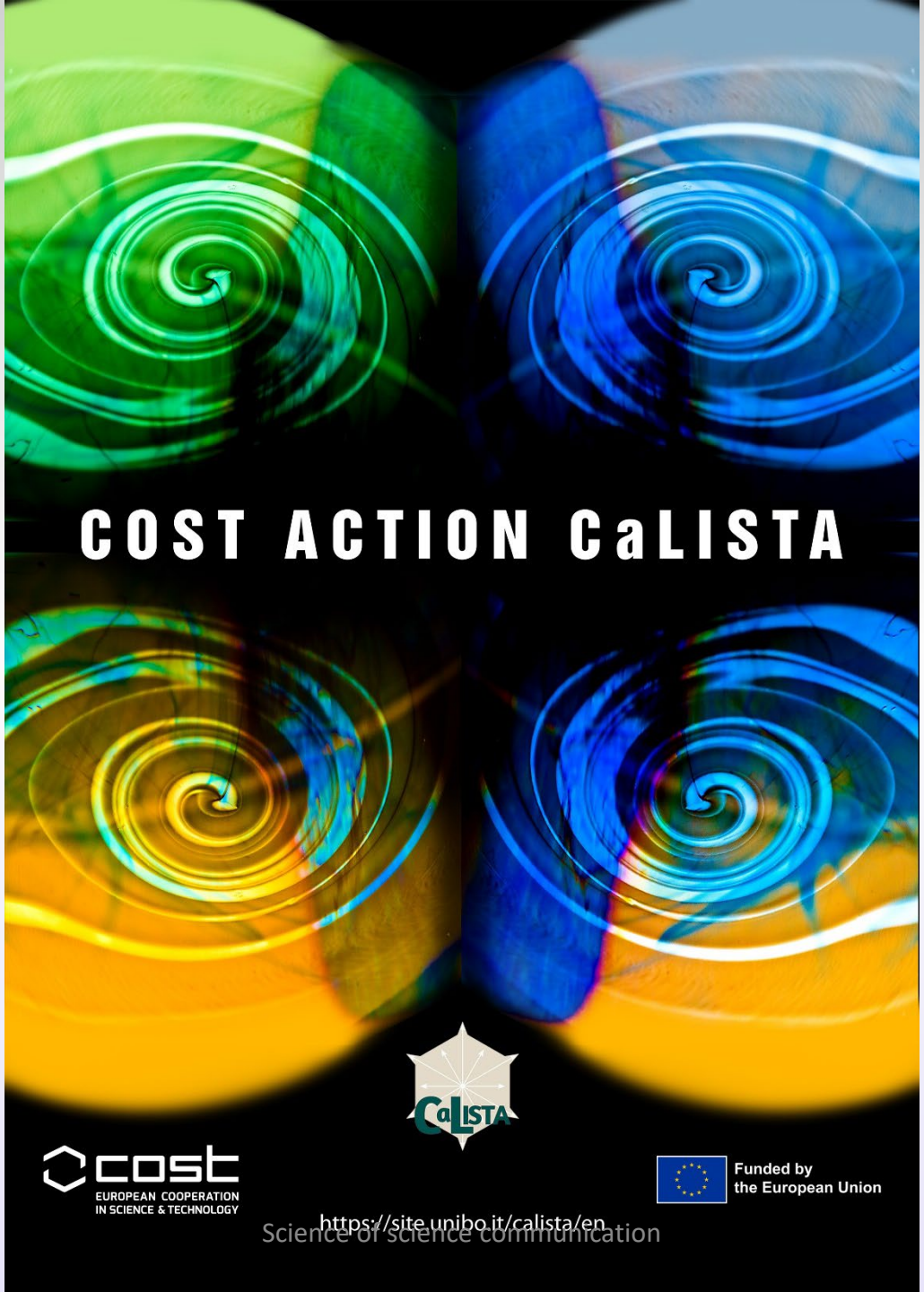
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