Benefits of Science Communication

inspiring young scientists

networking

increased research visibility

further skill development

scientific dissemination

How does it help?

prevents "gate-keeping" of science by scientists as it encourages public participation. This avoids public distrust.

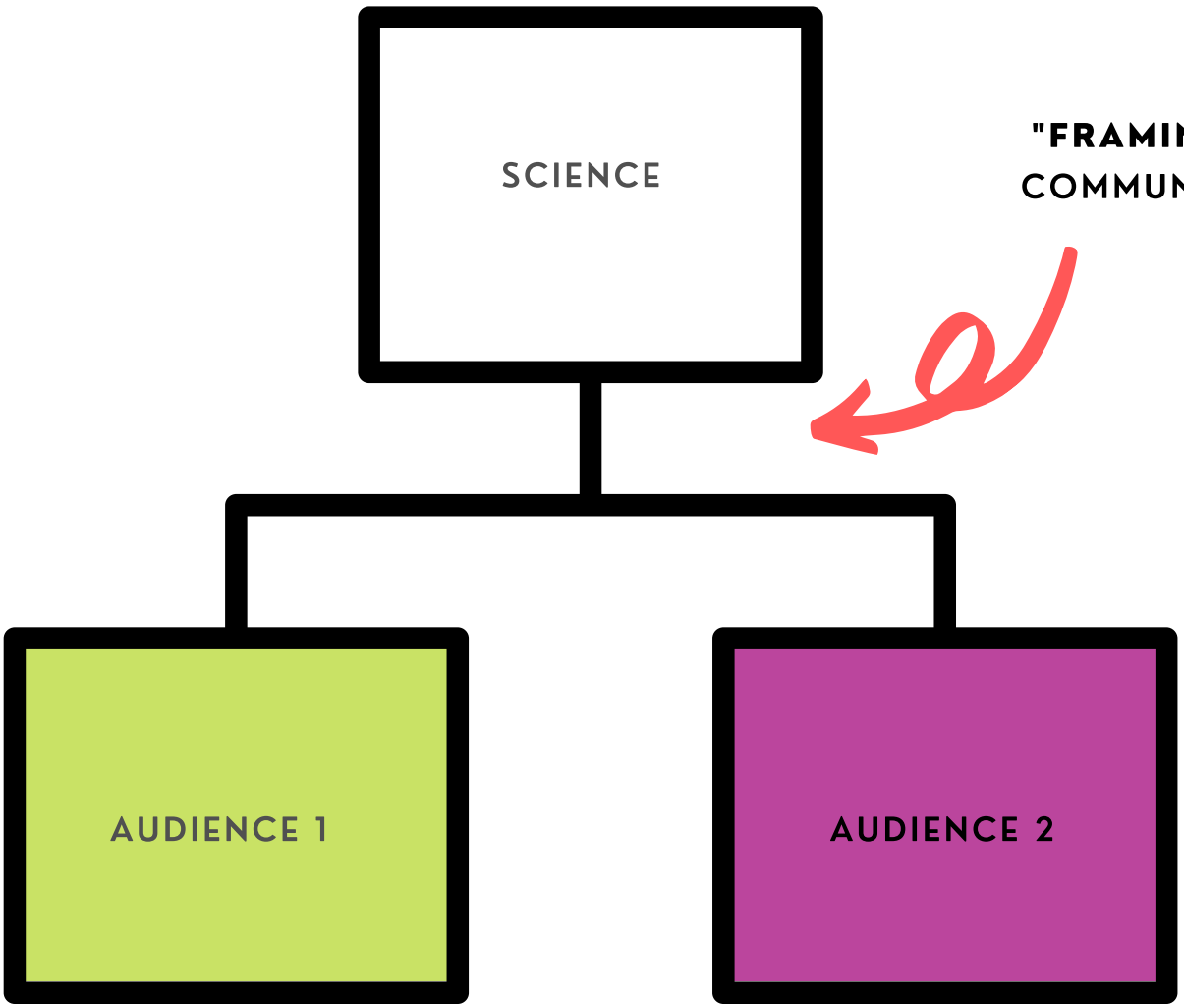
Outcomes:

- more collaboration between scientists
- bridging gap between scientists and non-scientists

1.1 SCICOMM

BEFORE WE GET INTO STARTING SCIENCE COMMUNICATION LETS HAVE A LOOK AT SOME IMPORTANT CONCEPTS.

FRAMING IS CRITICAL TO SCIENCE COMMUNICATION AS IT ALLOWS ONE TO FRAME A SINGLE CONCEPT IN VARIOUS WAYS DEPENDING ON THE AUDIENCE



IT INCLUDES THE FOLLOWING TASKS:

- EVALUATING WHICH CONCEPTS ARE NECESSARY TO CONVEY
- BREAKING DOWN THESE COMPLEX CONCEPTS IN A WAY SUITABLE TO THE CHOSEN AUDIENCE

Other aspects of "framing"

TOPICS WITH A "SPLITTING" AUDIENCE FOR EXAMPLE, VACCINES CAN BE CHALLENGING. THE OVERALL MESSAGE CAN BE THE SAME BUT APPROACHES MAY VARY DEPENDING ON WHICH AUDIENCE YOU ARE COMMUNICATING TO

TRY NOT TO COME OFF AS "PUSHING" THE AUDIENCE TOWARDS A PARTICULAR VIEWPOINT. INSTEAD, ASK YOURSELF, "CAN I HELP ENCOURAGE A DEBATE FOR THE AUDIENCE TO REACH A CONCLUSION THEMSELVES?"

BUT REMEMBER:

WHILE THE AIM IS TO COMMUNICATE IN A MANNER THAT APPEALS OR RESONATES WITH YOUR AUDIENCE..

DO NOT:

- MISREPRESENT INFORMATION
- BE UNCLEAR
- LEAVE OUT IMPORTANT PARTS