I'm not a bot



As members of the scientific community, we regularly engage in science communication, but it's essential to reflect on what this entails and how we can enhance our skills. In place of our annual kick-off barbecue, Science Says hosted a SciComm 101 presentation to delve into the world of science communication, but it's essential to reflect on what this entails and how we can enhance our skills. upon the fundamentals of scicomm, its purpose, and various career paths. When we refer to scicomm, we're talking about conveying scientific information to non-experts in fields like STEM (science, technology, engineering, and math). The primary goal is to educate and engage the public through outreach activities. However, many everyday citizens lack a deep understanding of scientific issues affecting their lives, such as climate change, vaccines, and COVID-19. This knowledge gap stems from various factors, including limited exposure to science in school and misconceptions about STEM career paths. Science communication plays a vital role in bridging this divide by making science more accessible to the public. By doing so, we can improve scientific literacy and empower citizens to make informed decisions on policies influenced by science, such as healthcare and environmental protection. So, what does scicomm look like? Here are some examples of ways you can communicate science: Digital media: You can create engaging content using videos, podcasts, or even record experiments for kids or high school students. For instance, SciComm@UCR's Beyond the Bench podcast features graduate students discussing their research in an approachable manner. Writing: Many scientists have written books about their work or experiences to share with a broader audience. One notable example is Sy Montgomery's The Soul of an Octopus, which showcases her fascinating encounters with octopuses and highlights the importance of understanding their behavior. These examples illustrate just a few ways you can communicate science effectively. Remember that there's no one-size-fits-all approach; experiment with different methods to find what works best for you! Scientists use various methods to communicate their research, distinct from humans. Unlike writing lengthy pieces, scientists often create short-form content such as blog posts, news articles, and press releases showcasing recent findings. Outreach efforts extend beyond traditional classroom settings. Scientists engage with the public at festivals, pubs, and farmer's markets, discussing topics like GMOs and agriculture. Science cafés are gaining popularity in bars, providing a casual platform for science discussions. Formal education through museums, camps, and non-school settings also contributes to science communication. Some classrooms incorporate graduate students' experiments and research talks, while field trips offer hands-on learning experiences. Science policy communication involves advising politicians based on scientific evidence. Graduates are increasingly interested in this field, which may lead to running for office or becoming advisers. Social media platforms like Twitter, Instagram, and TikTok provide opportunities for scientists to share their research with a broad audience. Condensing complex information into concise, visually appealing content is crucial for sciencies, and networking with other scientists. As a scientist, one engages in science communication by discussing their research, even with fellow scientists. Science communicators can be found in various careers, including those that involve written communication, making it an valuable skill to develop through workshops and blogs. Science communication encompasses various careers such as academia, journalism, informal education, formal education, science writing, policy, industry, publishing, and government organizations. Some examples of scicomm careers include professors in news departments, college instructors, freelance writers, educators at museums and nature centers, communications staff, script writers for TV, radio, movies, podcasts, book authors, and state and national level science policy staff. Launching a scicomm career often requires networking through professional networks like CapSciComm or attending conferences such as Science Talk and the National Association of Science Writers' annual conference. Networking allows one to develop relationships and contacts, putting them on the radar for opportunities. Creating a portfolio is also essential by curating science writing or art work on a personal website, YouTube channel, or podcast. Science communication basics can be prepared for through tools and tips such as monitoring technical jargon and developing relatable talks or presentations. The Science Says initiative offers various resources to build and practice scicomm skills including workshops, invited speakers, public science Says at davissciencesays@gmail.com to get involved in planning an event, writing a blog, or brainstorming creative ways to engage the public. Check out our engaging, informative, and easily understandable content! Want even more? Follow us on Twitter @SciSays for the latest updates.

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