

Modules for the Communicating Your Science to the Public Workshop

1. Understanding science communication

This module first introduces the importance of communicating science with the public. We begin by discussing the responsibilities that scientists have to the public regarding their research. Next, we discuss which types of studies are usually of interest to the public, and what the public is expecting to learn regarding the research. Given the different goals and expectations between the public and researchers, we then conclude this module by comparing the different styles of structuring science communication stories compared with scientific articles.

2. Effective writing strategies

This module focuses on how to discuss complex scientific ideas clearly and simply. We begin by discussing how to present scientific ideas in a way that will be engaging and interesting to non-specialists. We then review how to prepare an effective narrative to guide your reader through your study so that the relevance and benefits are clear. We conclude this module with good and bad case studies of research that have been presented in the media.

3. Platforms for communicating science to the public

This last module is focused on the output of this communication. We begin by discussing how researchers should cooperate with their institutional press office to write clear and impactful press releases. We then reviewing platforms that researchers can explore to communicate with the public directly, such as institutional websites, blogs, social media, and videos. Lastly, we conclude the workshop by discussing how to work well with science journalists during interviews to ensure that the news story accurately reflects their scientific message.