

SUCCESSFUL SCIENCE COMMUNICATION

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Science Communication

Nov 26, Nonetheless, as argued by Communicating Science Effectively: A Research Agenda (1), the success of science communication depends on.

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They hold a variety of beliefs and values that shape their interpretations of new information and that, while usually adaptive for navigating a complex world, can lead to inaccuracies in their interpretation of scientific information, especially when uncertainty is involved. In science communication, as with other types Successful Science Communication communication, the audience decides whether the sources of information or the institutions they represent are trustworthy. Training efforts have included offering or sponsoring courses or workshops and supporting enhancements to doctoral or postdoctoral training programs.

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Previous research into effective science communications has identified a few broad categories of responses to scientific communications campaigns: a positive, affective response from the audience, interest in getting involved in the process, changing or confirming of scientific opinions, or the simple-yet important-response of understanding the scientific process and content at hand. If you have a little bit of time and creativity and are keen to give creating your own graphical abstract Successful Science Communication go – then here are some basic tips. October 22 pm - pm.

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