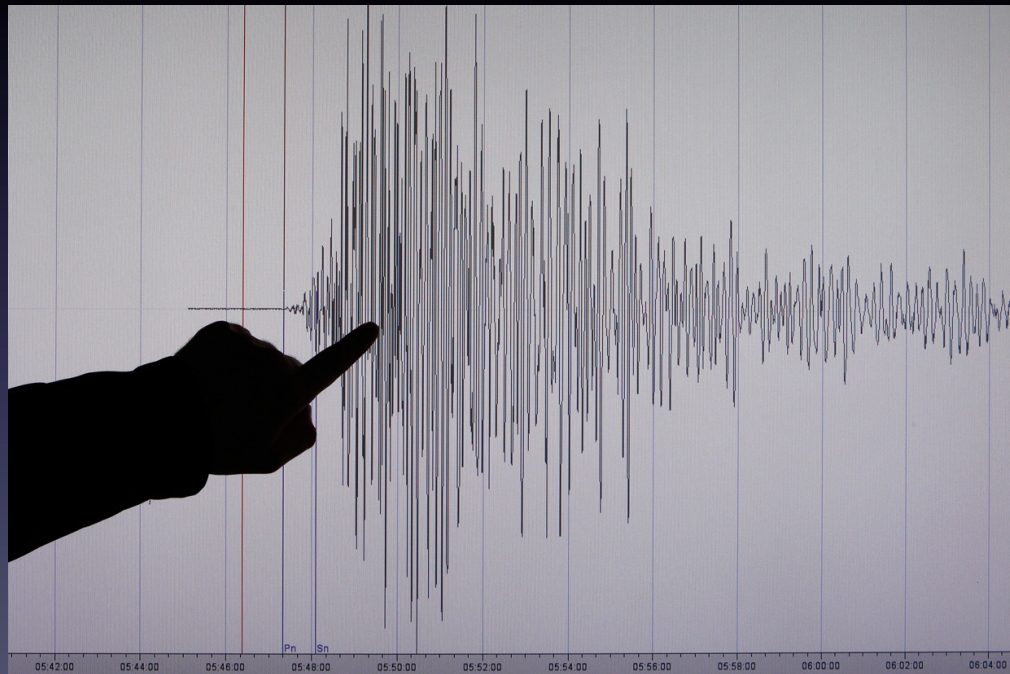
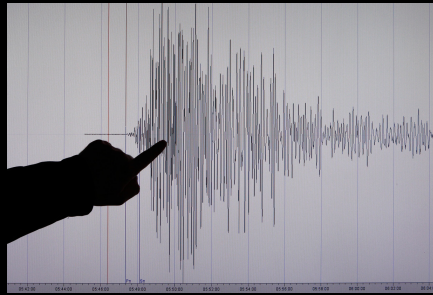


Communicating science across fields



Anne Hodgson



"Science, if it can deliver truth, cannot deliver it at the speed of politics."

H. Collins/R. Evans, Rethinking Expertise, 2010

Types of expertise

How we participate in expert knowledge:

general public			specialists	
beer-mat knowledge	popular understanding	primary source knowledge	interactional expertise	contributory expertise
		amateur connoisseur	science communicator	scientist

How we assess the expert:

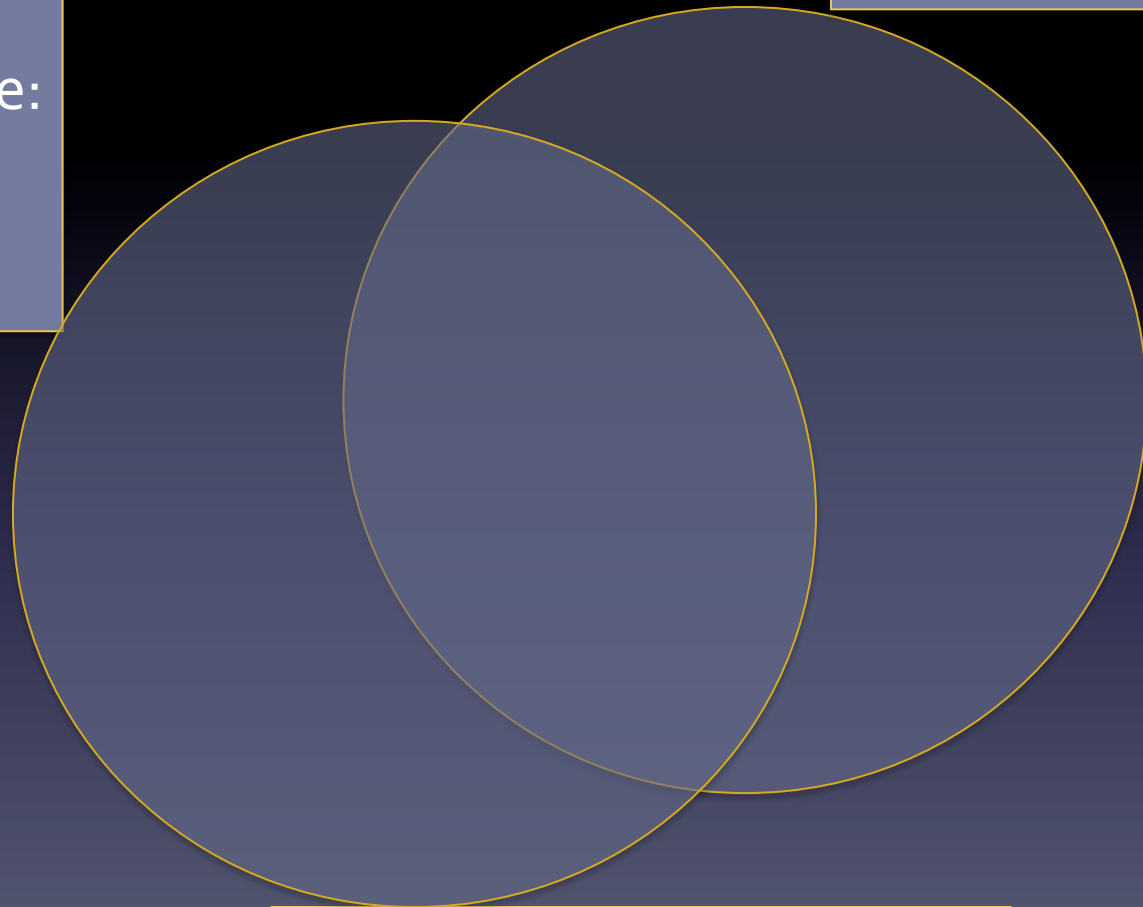
external		internal		
general	local	technical connoisseurship	downward discrimination	referred expertise

H. Collins/ R. Evans, Rethinking Expertise, 2010

A meeting of minds

contributory
expertise:
The scientist

interactional expertise:
The science
communicator



interpersonal ability
reflexive ability



Both experts learn:

"Thought is not merely expressed in words;
it comes into existence through them."

Lev S. Vygotsky, Thought and Language, 1934

Engage the willing



Why?



How?



What does it mean?

Points of reference

Scientists

Background comes first

Facts follow

Information is uncertain

Issues are complex



Science communicators

Facts come first:

What is the discovery?

What does it mean?

How important are facts?

Background follows

Make complex issues simple

The science communicator asks the scientist:

What is your research about?

What is your hypothesis?

Sum up the major/preliminary finding of your work in one sentence.

What motivated you to explore this subject?

Does it relate to any major event known to the public?

How will the results affect the public, immediately/ in the long term?

Kristine Kelly: Translating Science. From Academia to Mass Media to the Public. 2010

Retell to engage



Why will you want to know this?

It's new, exciting, relevant.

How does the science works?



Unravel the mystery, weaving
from known to unknown.



Why this is so important?

Here's the big scheme.