



SCIE3001 Communicating in Science

Dr Louise Kuchel

- ### Why is it important to communicate science effectively?
- Why do we do science?
 - Complex issues
 - Democratic societies
 - Changes in behaviour and action
 - Health, technology, environment, daily living, personal choices, etc

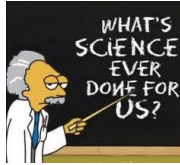
- ### Reputation of scientists
- Poor communicators
 - Scientists like DOING the science... ?
 - Why is this so?

Why is this so?

- Traditionally not part of scientists training
- Increasing specialisation, speed of change
- Many people with poor associations with science from school



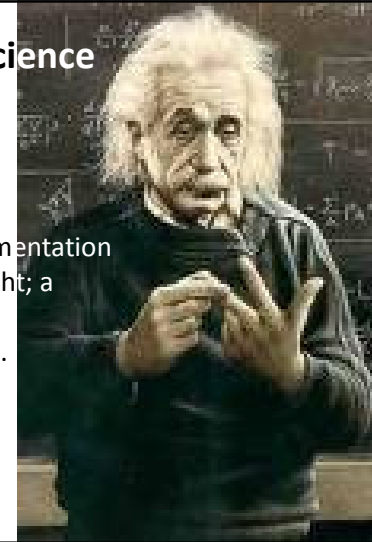
Jean Palutikof
Intergovernmental Panel on Climate Change
Nobel Peace Prize 2007



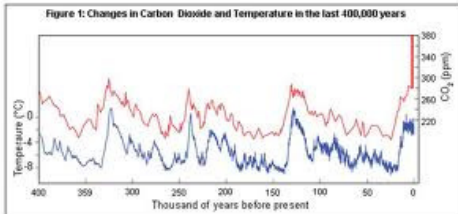
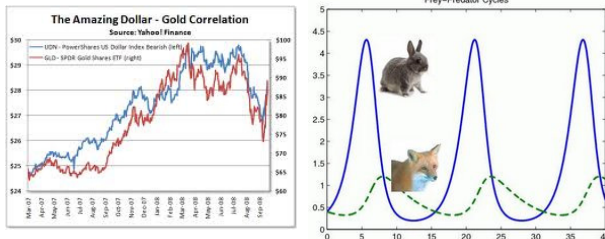
The nature of science

No amount of experimentation
can ever prove me right; a
single experiment
can prove me wrong ..

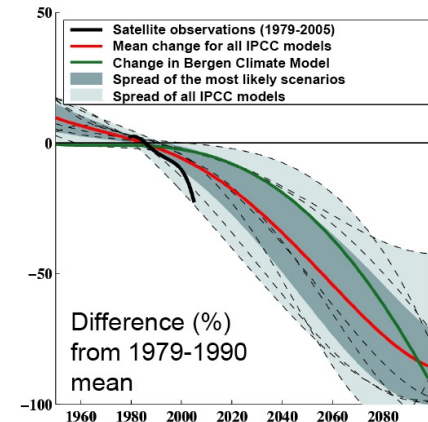
Albert Einstein



Correlation is not causation



Maths, probability, uncertainty, modelling... what?



A recognised need

- Australians are more interested in science than sport.
- Aussies are proud of Aussie science.
- Aussies think government doesn't adequately consider scientific advice, or adequately regulate industry.

ANU Poll 2010

SCIE3001 helps YOU break the mould

SCIE3001 will NOT train you to be a professional communicator...

SCIE3001 *WILL* equip you with tools and knowledge to...

- build alliances and find the right help
- processes to get science out there
- get you started in the workplace

Course outline

Modules of SCIE3001

Communicating science with other scientists

Communicating science with the media

Communicating science with business

Communicating science with politicians & gov.

Communicating science for public education

- 2L + 2h tutorial per week (clashes?)
- No tutorial this week

Why these different groups?

- Most important
- Most common
- Most likely to encounter

Isn't all communication the same?

.. language can .. corrupt thought *George Orwell*



Significant
PCR
Climate battle
Carbon sequestration
...



Isn't all communication the same?

- Mode of delivery
 - Written, oral, web, person-to-person, fast, slow...
- Priorities
 - society, profit, new knowledge, solutions, elections
- Timing
 - Now, later, always, once?
- Interests & biases
 - Enjoyment, long term, short term,
- Outcomes
 - Making change, conserving, etc

Who are the lecturers?



Louise Kuchel
Biologist
UQ lecturer



Brad Turner
Journalist
UQ lecturer



Hilary McLeod
Environmental education
IUCN communication committee

Plus more guest lecturers...

SCIE3001 Assessment

Module	Task	Weighting
Communication Toolkit and Portfolio	various	30%
Peer-review of scientific writing	11 Aug	10%
<i>Flow chart of science to media</i>	2 Sep	10%
<i>Business Pitch or Government Brief</i>	16 Sep	20%
<i>Public Education Package</i>	25 Oct	10%
End of semester exam	Exam Period	20%

Who has laptop/tablet they regularly bring to uni?

You will work with science from your discipline

About you

What is your discipline?

Type of job you would like when you graduate?

What would you most like to learn in SCIE3001?

Questions?

Homework

- Find 3 job ads related to science or your interests
 - www.seek.com.au
 - www.jobsearch.gov.au
 - www.careerone.com.au
- Bring paper copies of these to class tomorrow
 - Save electronic copies for use later in the course