- More information does not equal greater acceptance of science
- The problem isn't that scientists aren't trusted or respected
- The public should have a more realistic understanding of who a scientist is, but scientists need to do the same for the public
- Social media matter
- Understand that people have cognitive biases
    - We're swayed by anecdotes
    - We're overconfident (fluency bias, all cognitive misers, false confidence)
    - We're biased by our prior beliefs
    - We're seduced by graphs, formulas, & meaningless neuroscience
    - Being smart isn't enough
        - Distill the information to what is relevant for your audience, avoiding jargon at all costs.
        - The inverted pyramid: get to the bottom line, the so what as soon as possible to 'communicate to engage'
            - Start by asking what is your communication goal? Identify the appropriate audience, the words and messages to engage that audience. Frame your story around 3 key messages.
            - Distill the message into a bottom line, check for conflicts of interest, critique the methods and conclusions, think about interviewing the authors to make the scientists seem more human (does their explanation in simple English match what you got out of the paper?), get other opinions or point out the flaws, remember your audience is curious but not specialized
            - Word limits to most communication pieces: deliver the story fast enough to make a judgement about its importance
            - Headlines: pique the interest of readers without lying
            - Opening sentence needs to leave you wanting to know more
            - The image will be unforgettable but relevant
            - Track the scientific research over a course of months to see the context of its long-term validity
            - Need to talk about the why AND how of a study
            - Use metaphors and analogies
            - Leave out most everything that you can that doesn't answer, who, what, why, how, when, and where?
            - Some issues will be more contentious than others, which may call for a change of strategy in how you approach your communication

ResearchSciComm (5 pages); TimRadford (2 pages); CriticalScienceJournalism (3 pages); ExplainGranny (3 pages); ScientistJournalism (3 pages); NewsStoryElements (3 pages); CommunicatetoEngage (2 pages).

Combine Tim Raford + AAS article; combine Science Journalism articles. Then have 5 different packets, print out 2 copies of each. Have students read their own articles, pair off to discuss what they got from their articles, and then generate a good principles of SciComm sheet.