- 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
- Distill the information to what is relevant for your audience, avoiding jargon at all costs.
    - Headlines: pique the interests of readers without lying
    - Opening sentence needs to leave you wanting more
    - The image should be relevant and catch attention
    - Need to talk about the HOW and WHY of a study

Generated by Class:
- Familiarize yourself with the background material before writing the article; look at previous studies when writing to paint the story better (track the scientific research to see the context of its long-term validity)
- Cater your message to your audience (what is your communication goal?)
- Identify your audience before writing (what is your communication goal?)
- Communicate to engage; don't use scientific jargon and talk as you would with a friend
- Audience cares about results and implications of results; start with 'So What' message first to catch attention (get to the bottom line ASAP, i.e., inverted pyramid)
    - Don't stray too far away from the facts;
        - Educate yourself, ask scientist for an interview
        - Don't exaggerate the significance of the results; write about the limitations of the paper. This will only make the coverage stronger.
        - Acknowledge conflicting arguments to bolster your story (more reliable to have evidence for and against).
            - Acknowledge other scientist results too
            - Acknowledge negative results as well; important to contextualize the literature and didn't find a result – don't just report on the catchy findings
    - Simplicity is key; the less you write, the more understood by people not in the field. What do you leave out in stories? Leave out a lot.
        - Use metaphors, anecdotes, and analogies
- If you're communicating something controversial, be aware
    - Humans have cognitive biases and prior beliefs (and are overconfident)
    - Scientists can also be clearer in their language