

Science Communication

Saturday, 21 January 2023 09:45 (1 hour)

When people say “science is hard,” they might feel like they can’t understand it — that it’s all over their head. I disagree! I think most everyone is smart enough to “get” the way the world works. Usually, they’re just missing definitions (scientists’ shorthand is a lot to learn) and confidence that their intuition is enough for the task (it is!). In this interactive workshop on science communication, we’ll talk about relating to your audience, breaking down topics to build them back up, the fallacy of the well-read baby, and how to get scientists to come around. The more you remember knowing nothing, the better!

Presenter: KRAUS, Frances (PPPL)

Session Classification: Workshops