Tuesday, 1/21, 1pm, PAB 4-330  
Stephanie Hamilton (Astro-Better)

Make it Personal: Strategies for Effective Science Communication

A long-held belief of scientists and science communicators has been in the "knowledge deficit" model of communication -- that is, the reason for public skepticism of science is simply because of lack of knowledge. In the knowledge deficit model, "educating the public" by providing them with more facts will change minds. However, a wealth of literature has demonstrated that fact-dumps are not effective at changing public views of science, because people generally make decisions using personal beliefs and experiences in addition to facts. In this talk, I will discuss strategies to avoid falling back onto the knowledge deficit model and communicate your science more effectively. Please come prepared to interact with each other!