Approaches to Education and Training in Science Communication

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NASEM | Standing Committee on Advancing Science Communication Research and Practice
September 4, 2019

University of Connecticut

NSF

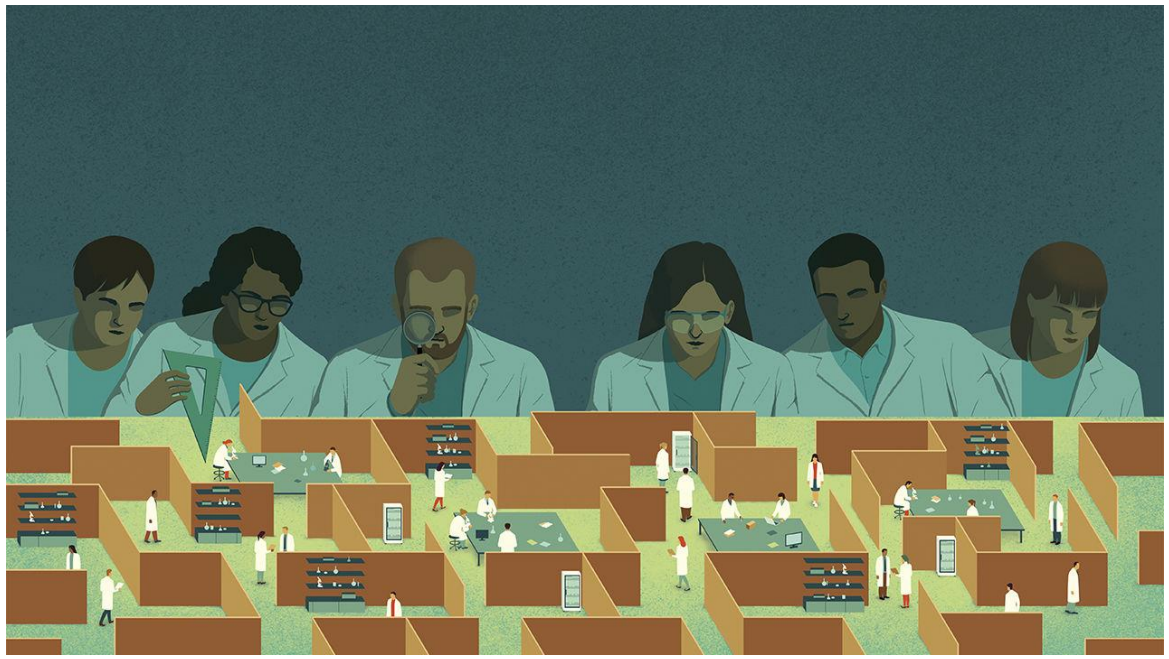
Alan Alda Center for Communicating Science®

AT STONY BROOK UNIVERSITY

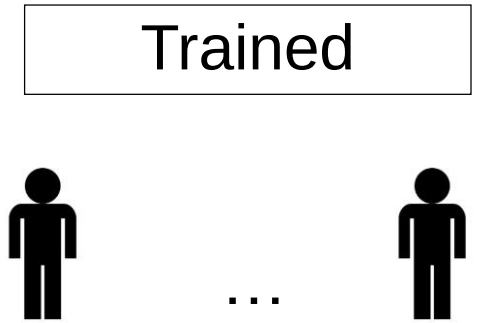
(Photos: Alan Alda Center for Communicating Science)

Does training *improve* (science) communication skills?

Evaluation vs. Research



Measuring Communication Effectiveness



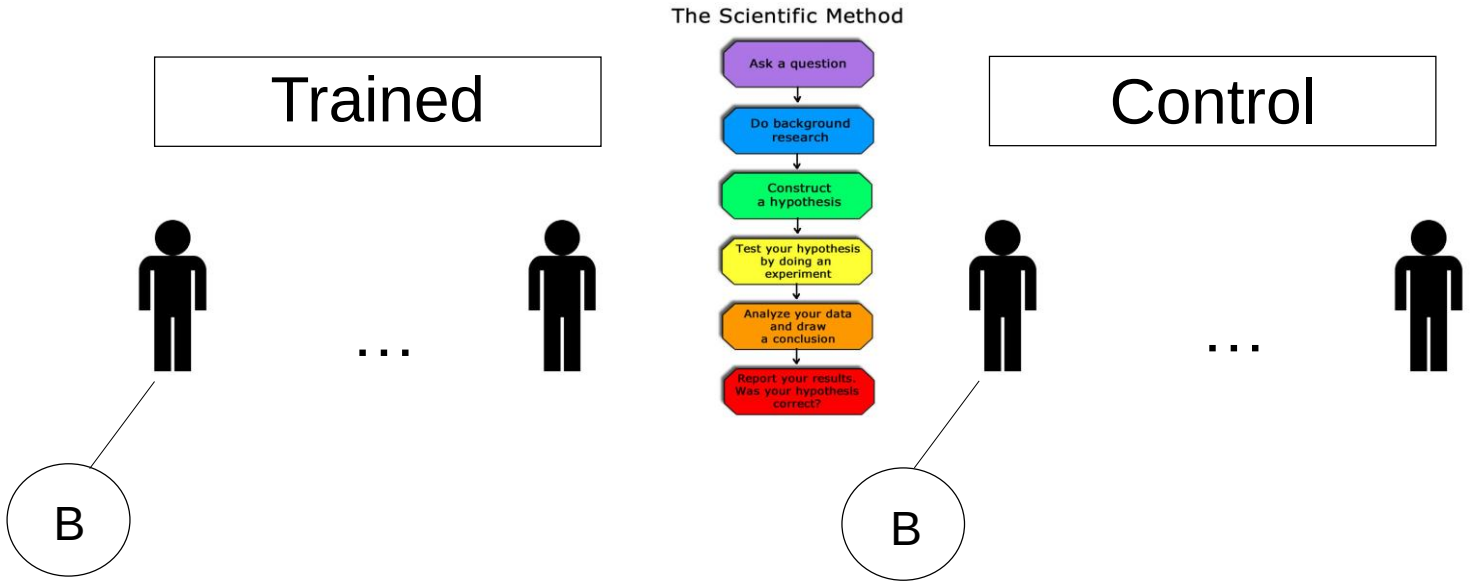
Measuring Communication Effectiveness

Measuring Communication Effectiveness

Trained

Control

Measuring Communication Effectiveness



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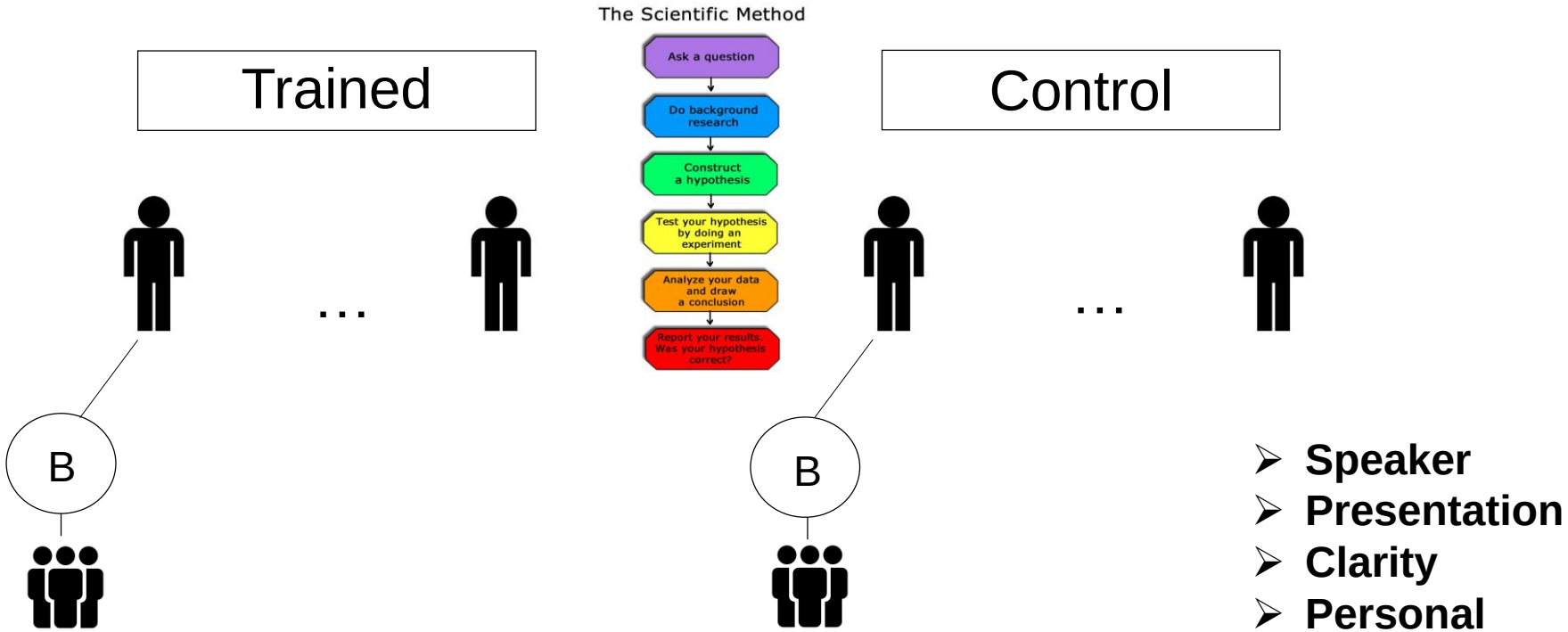

- **Speaker**
- **Presentation**
- **Clarity**
- **Personal Interest**

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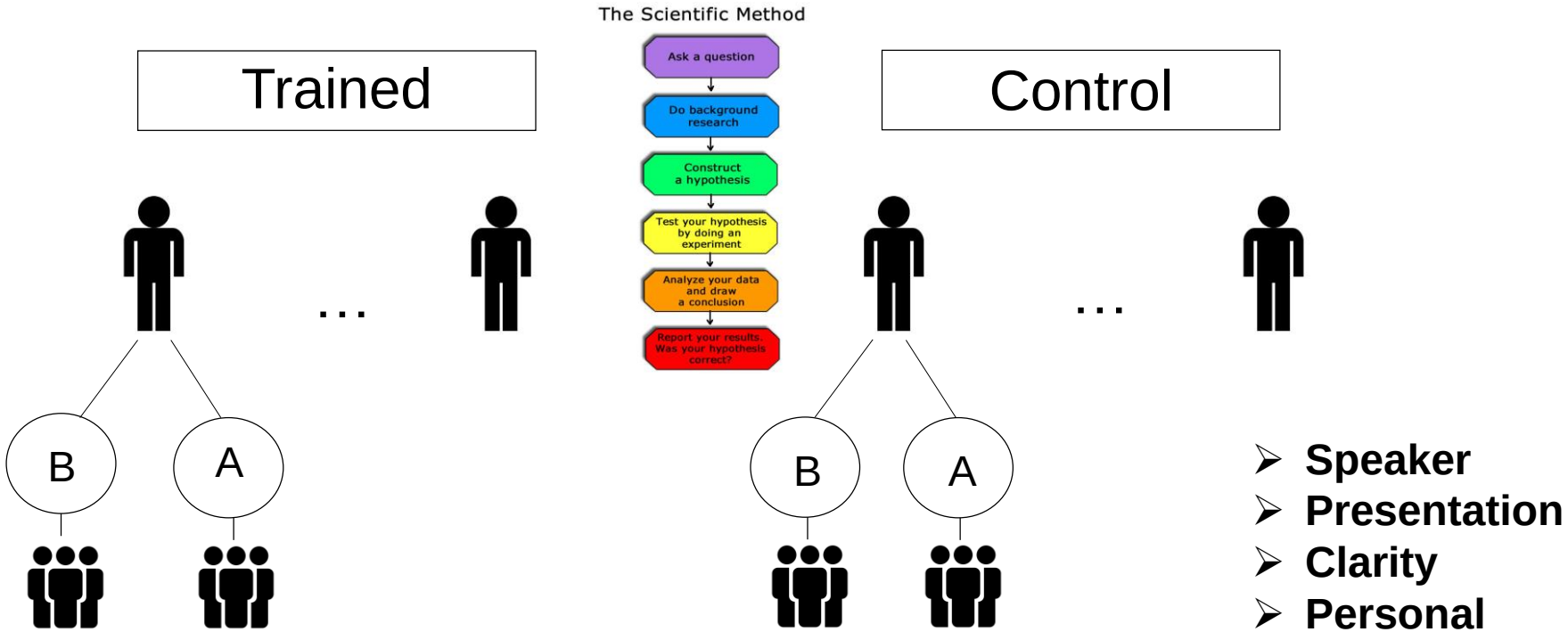

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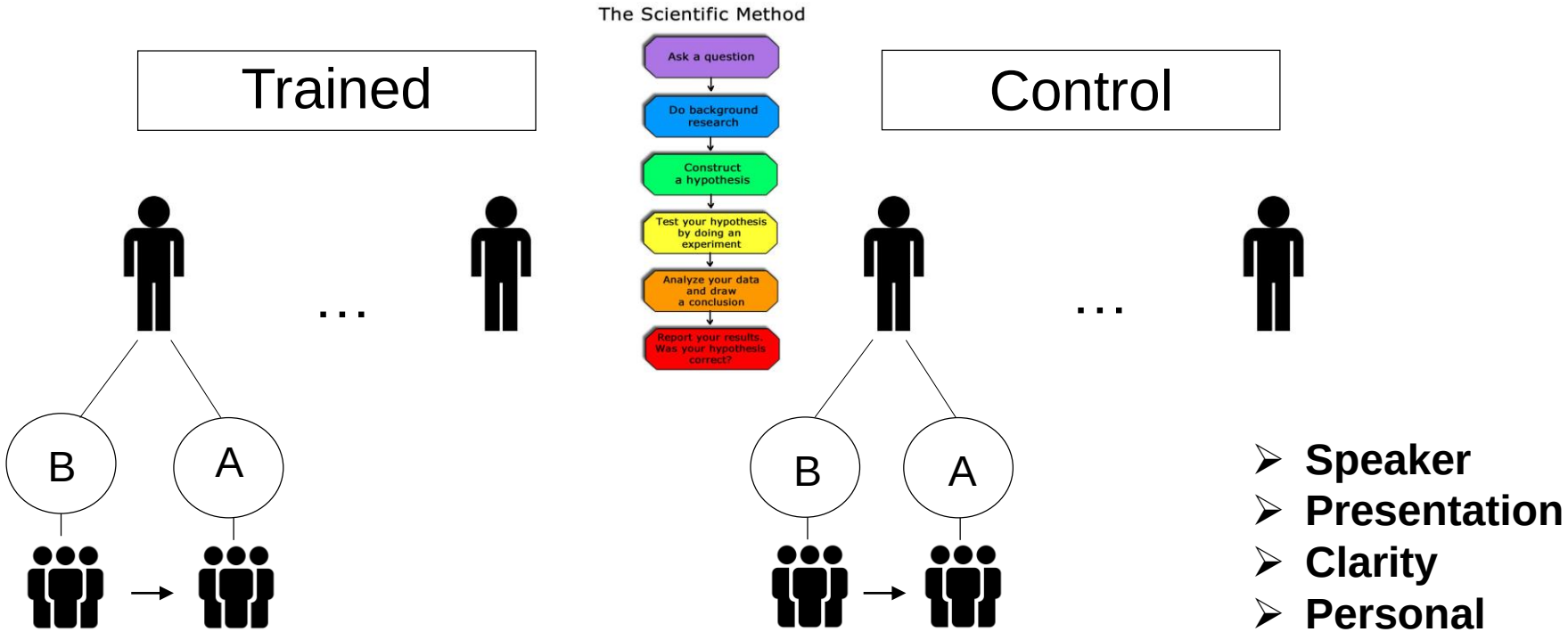

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PORTAL to the Public

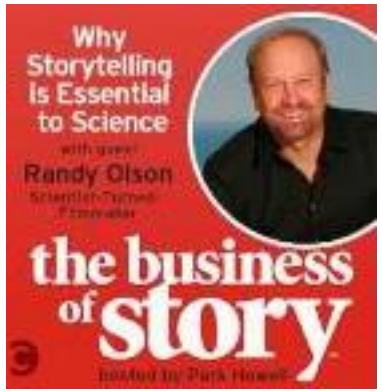
SHARING SCIENCE
A Program of AGU

ComSciCon
The Communicating Science workshop for graduate students

COMPASS

Alan Alda Center for Communicating Science
AT STONY BROOK UNIVERSITY

RELATE
Making Science Communication A Conversation



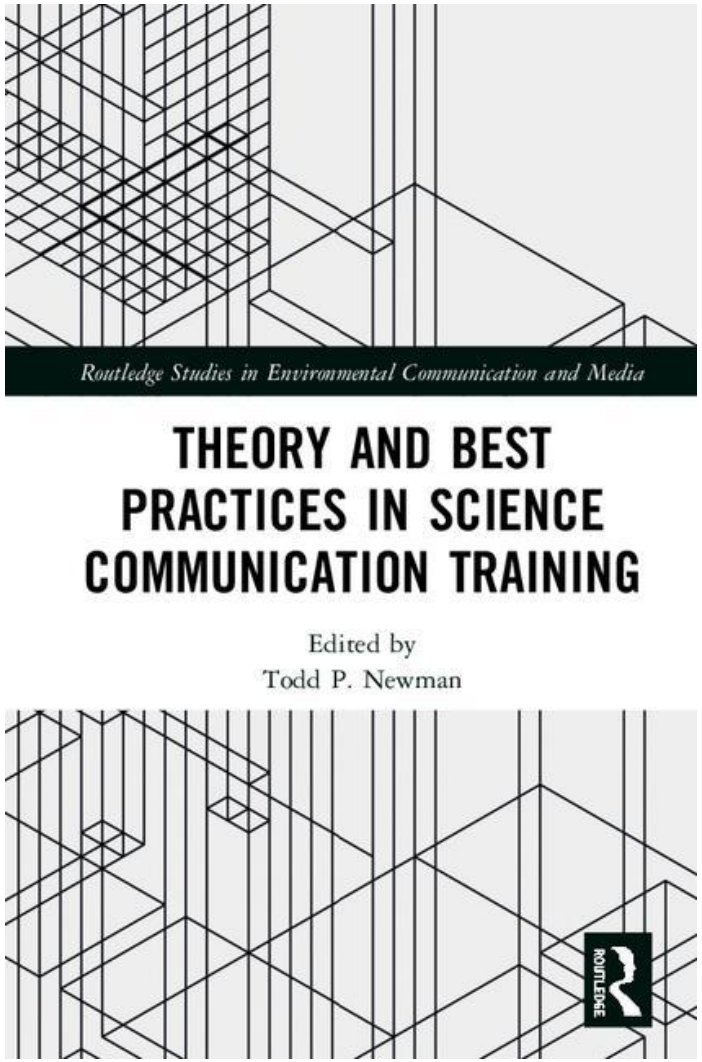
AAAS Communicating Science Workshop

CIENCIA PUERTO RICO

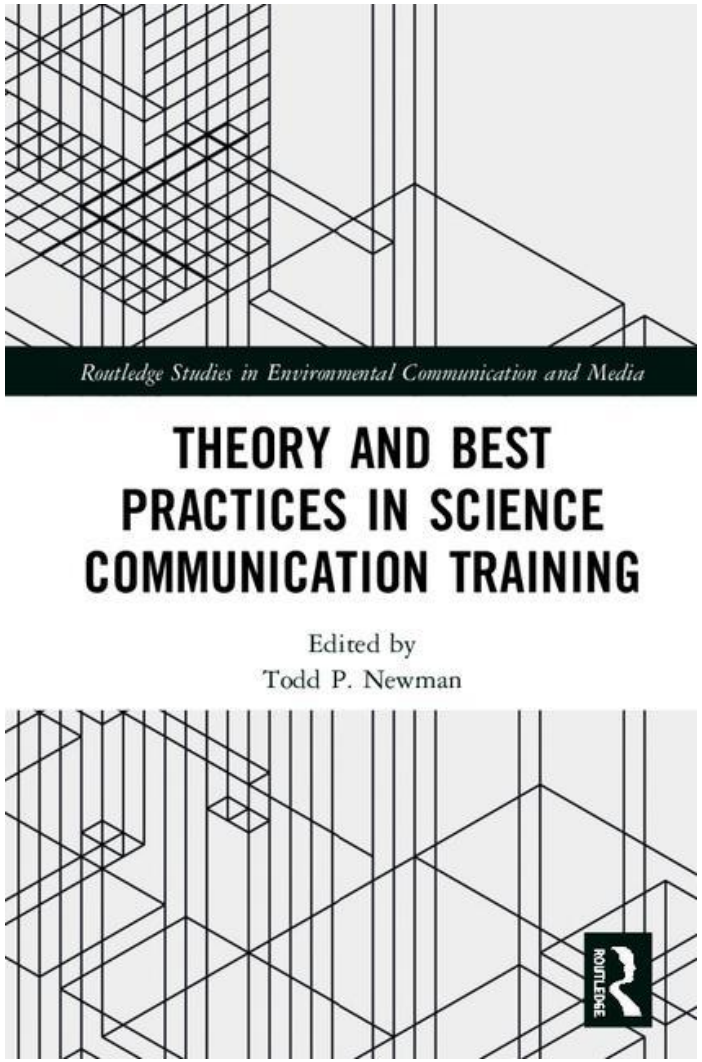
FRAME WORKS INSTITUTE

Basketmead

NINJA COMMUNICATIONS



- Reflect on a growing field
- Communication training vs. education
  - Short skills
  - Education (e.g. programs and certificates)
- What translates from other fields of research
  - Health Communication
- Fostering research-practitioner collaborations



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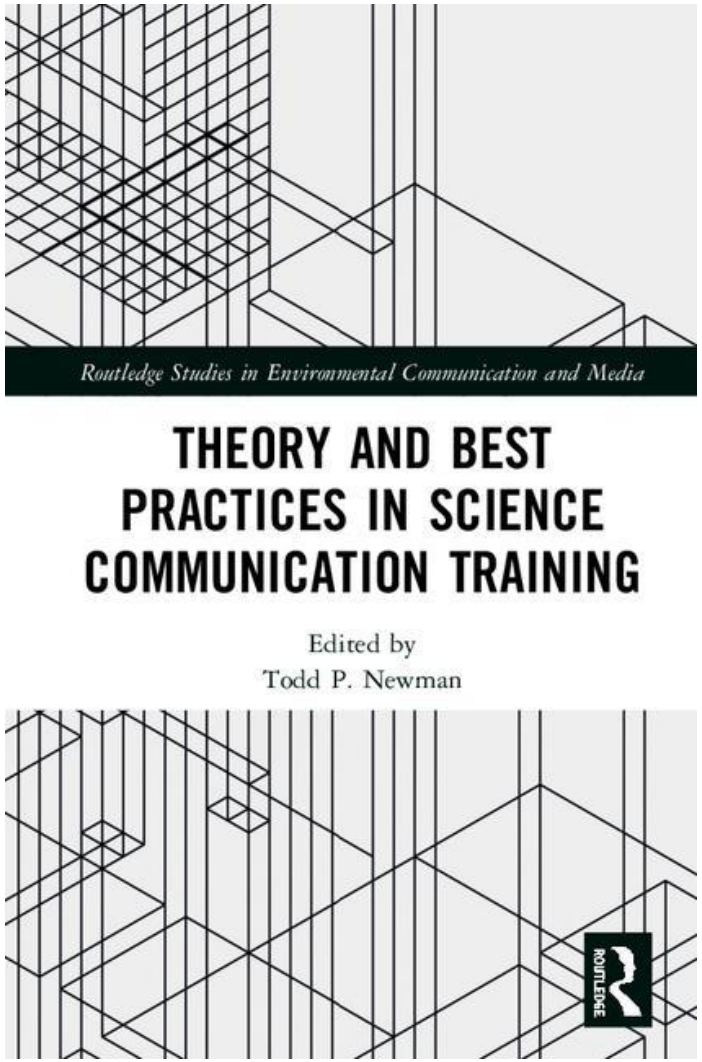

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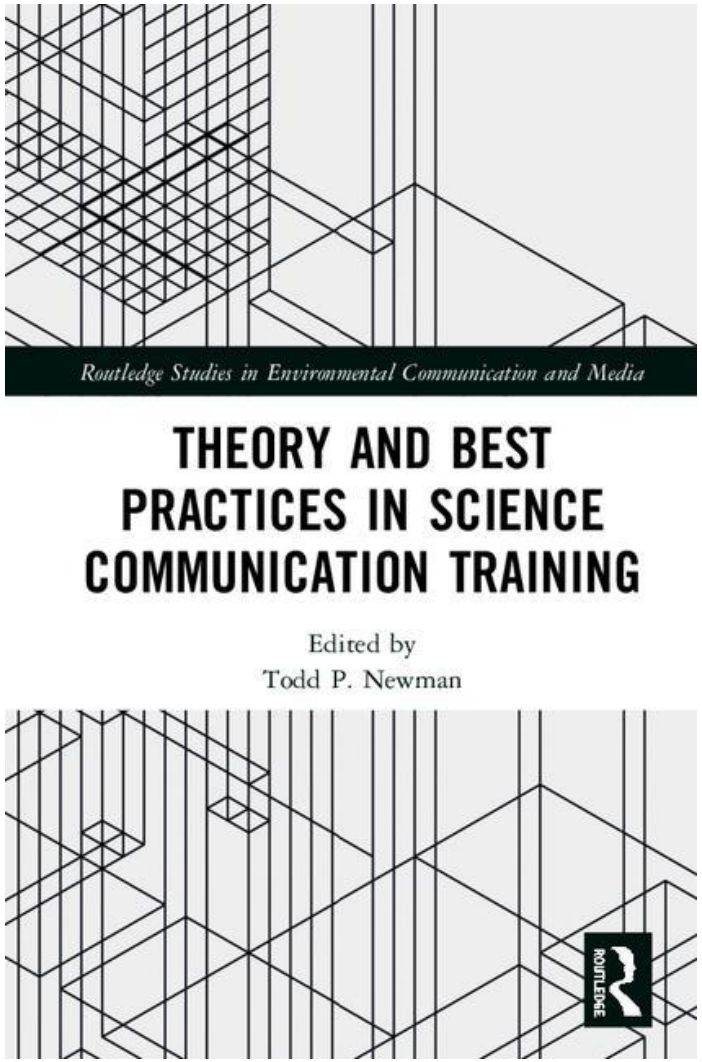

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RED LINE
Shady Grove
Rockville
Twinbrook
White Flint
Grosvenor-Strathmore
Medical Center
Bethesda
Friendship Heights
Tenleytown-AU
Van Ness-UDC
Cleveland Park
Woodley Park-Zoo/
Adams Morgan
Dupont Circle
Farragut North
McPherson Sq
Metro Center
Federal Triangle
Smithsonian
Foggy Bottom-GWU
Farragut West
Rosslyn
ORANGE LINE
Vienna/Fairfax-GMU
Dunn Loring/Merrifield
West Falls Church-VT/UVA
East Falls Church
Ballston-MU
Virginia Sq-GMU
Clarendon
Courthouse
Glenmont
Wheaton
Forest Glen
Silver Spring
Takoma
Georgia Ave-Petworth
Fort Totten
Columbia Heights
U St-Cardoza
Shaw-Howard U
Mt Vernon Sq/7th St-Conv. Center
Gallery Pl-Chinatown
Judiciary Sq
Union Station
Brookland-CUA
Rhode Island Ave-Brentwood
New York Ave-Florida Ave-Gallaudet u
GREEN LINE
Greenbelt
College Park-U of Md
Prince George's Plaza
West Hyattsville
New Carrollton
Landover
Cheverly
Deanwood
Minnesota Ave
Benning Road
Capitol Heights
Addison Road-Seat Pleasant
Morgan Boulevard
Largo Town Center
Stadium-Armory
Potomac Ave
Eastern Market
Capitol South
Federal Center SW
Archives-Navy Mem'l-Penn Quarter
L'Enfant Plaza
YELLOW LINE
Arlington Cemetery
Pentagon
Pentagon City
Crystal City
Ronald Reagan Washington National Airport
Braddock Road
King Street
Eisenhower Ave
Huntington
Van Dorn Street
BLUE LINE
Alexandria
Fairfax Co.
Franconia-Springfield
Waterfront-SEU
Navy Yard
Anacostia
Congress Heights
Southern Ave
Naylor Road
Suitland
Branch Ave
Capital Beltway
Montgomery County
D.C.
Prince George's County
Fairfax County
Arlington County
Alexandria
Potomac River
Anacostia River
Station in Service
Planned Station
Transfer Station
N

Smith, B. (2019)

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  - Science communication destinations

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- **Metro lines**
  - Pathways for communication and engagement

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- **Engineering the Metro**
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- **Financing and Building**
  - Investing in the infrastructure

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