Approaches to Education and Training in Science Communication

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Does training *improve* (science) communication skills?
Evaluation vs. Research
Measuring Communication Effectiveness

Trained

...
Measuring Communication Effectiveness

Trained  Control

...  ...
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- Speaker
- Presentation
- Clarity
- Personal Interest
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 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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• Metro stops
• Science communication destinations

Smith, B. (2019)
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• **Metro lines**
  • Pathways for communication and engagement
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  • Using research and data to build and evaluate science communication

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  - Supporting policies and culture

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• Financing and Building
  • Investing in the infrastructure

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