

COMMUNICATING SCIENCE

Southern California Marine Mammal Workshop 2014

By Stuart Wolpert

VIDEOS ON SCIENCE COMMUNICATION

Four experts in scientific communication answer four seminal questions about the best ways to communicate science to the public.

http://www.youtube.com/watch?v=K_bK7HgDcic

In a light-hearted talk, Woods Hole Oceanographic Institution chemical oceanographer Chris Reddy looks at how various TV characters talk about science

<http://www.youtube.com/watch?v=kzeBNjHdBzc>

Robert Desimone introduces keynote speaker director and actor Alan Alda at the 10th anniversary celebration of the McGovern Institute for Brain Research at MIT. As the former host of the long-running PBS series, "Scientific American Frontiers," Alda shares some advice on how scientists can communicate more effectively with the general public.

<http://www.youtube.com/watch?v=UGo6pTcTgVw>

Melissa Marshall brings a message to all scientists (from non-scientists): We're fascinated by what you're doing. So tell us about it -- in a way we can understand. In just 4 minutes, she shares tips on presenting complex scientific ideas to a general

audience. http://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me.html

This video highlights how people see science and would like science communicated in the media. The video was produced by a team of interns from the University of Melbourne, questioning how science is communicated in the media and the role trusted content can play in improving the communication and understanding of science in the public. The views and opinions expressed by the people in this video are their own.

<http://www.youtube.com/watch?v=3YHP2Exfu2A>