



Successful Science Communication: Telling It Like It Is

From Bennett David J

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In the 25 years since the 'Bodmer Report' kick-started the public understanding of science movement, there has been something of a revolution in science communication. However, despite the ever-growing demands of the public, policy-makers and the media, many scientists still find it difficult to successfully explain and publicise their activities or to understand and respond to people's hopes and concerns about their work. Bringing together experienced and successful science communicators from across the academic, commercial and media worlds, this practical guide fills this gap to provide a one-stop resource covering science communication in its many different forms. The chapters provide vital background knowledge and inspiring ideas for how to deal with different situations and interest groups. Entertaining personal accounts of projects ranging from podcasts, to science festivals, to student-run societies give working examples of how scientists can engage with their audiences and demonstrate the key ingredients in successful science communication.

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Editorial Review

Review

"Written in a practical, readable style and all well researched and well thought out, we are presented with history of scientific communication but also a handbook for those who could use a primer or those who are new to the communications game."

Edward Fenner, York University for DEMESCI- International Journal of Deliberative Mechanisms in Science

"This book being a collection of writings by various authors is actually reassuring in that we are not listening to the opinion of one person or one group of people. In fact, it is eye-opening as to how opinions of scientists are fairly uniform (and actually improving!) across different cross-sections of society. This book is also a treasure trove of resources, references and links to data in the area of public understanding and appreciation of science and scientists. If you have been hesitating to talk about your science to non-science audiences take a look at this book for motivation, ideas and guidelines - at the very least we may recruit more bright, young minds to science instead of losing them to Wall Street!"

Vidhya Ramachandran, CWSP & COM Gazette

About the Author

David Bennett is a Guest at the Department of Biotechnology at Delft University of Technology in the Netherlands and a Visitor to the Senior Combination Room of St Edmund's College, Cambridge, UK. He has long-term experience, activities and interests in the relations between science, industry, government, education, law, the public and the media and works with the European Commission, government departments, companies, universities, public interest organisations and the media in these areas.

Richard Jennings is an Affiliated Research Scholar in the Department of History and Philosophy of Science at the University of Cambridge. His research interests are focused on the Responsible Conduct of Research and the ethical uses of science and technology. He is a member of BCS, the Chartered Institute for IT, has worked with the BCS Ethics Forum defining and refining the BCS Code of Conduct, and with four other members has developed a 'Framework For Assessing Ethical Issues in New Technologies'.

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