



Science Communication



Part 1: Feed Your Curiosity

Featuring: Dr. Lisa Lundy

Main Ideas

- Science communication is the translation of science to various audiences with various needs.
- Anyone can be a science communicator. Researchers, scientists, and the public can share science information with those that may benefit from hearing it.
- Challenges in science communication include timeliness, trust, and technology.
- Understanding why we think, what motivates us to take action, and what biases we hold is beneficial for effective communication.

Discussion Questions

1. How does effective science communication benefit everyone?
2. How can understanding your own thoughts improve your communication skills?
3. What does "learn to listen" mean?
4. How can you tell if a source is credible?
5. What are some ways you can feed your curiosity?

Tips from the Speaker

1. Learning how to listen is key to effective communication.
2. Understand ways to help distinguish factual information from misinformation.
3. Remain curious and feed your curiosity through reading and learning.

Other Resources

The Skeptic's Guide to the Universe
By Steven Novella and Cara Santa Maria

PIECENTER.COM/MEDIA/PODCAST





Science Communication



Part 2: Farm Babe

Featuring: Michelle Miller

Main Ideas

- Social media can be a great medium for advocacy and education, but can also result in misinformation.
- Social media can spread information to millions of people in a small time frame.
- Controversial topics tend to evoke strong opinions online and are presented from various perspectives.
- Agricultural communicators should feel empowered to inform the public about farming and agriculture.

Discussion Questions

1. How can social media have a positive/negative impact on public opinion?
2. How can you tell the difference between truth and misinformation?
3. How would a farmer's opinion on animal production differ from a consumer's opinion?
4. How do agricultural communicators inform the public?
5. How can you use your voice to advocate for agriculture or other topics you feel need advocacy?

Tips from the Speaker

1. Do your part by advocating for agriculture, voting, and ensuring the safety of farms for the next generation.
2. Put yourself in someone else's shoes to understand their thought process.
3. Your voice matters.

Other Resources

thefarmbabe.com

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