



Oskar Klein
centre

Science communication

Serena Nobili

-  **Mohammad Anwari** @aksimdamt 15m
Wow, Higgs boson standard model presentation is done with **Comic Sans**....
Expand
-
-  **Jason Snell** @jsnell 15m
Oh good grief, this **#higgs** presentation is entirely in **Comic Sans**?
Expand
-
-  **Mark Pesce** @mpesce 15m
Comic Sans. Yes, those slides are in **Comic Sans**. **#higgs**
#headdesk
Expand
-
-  **Andreas Warburton** @AWarb 15m
Fabiola's **comic sans** font is back! Everybody here is relieved.
#ICHEP2012 #Higgs
Expand
-
-  **Justin Ignacio** @theGunrun 15m
Comic Sans.. REALLY CERN?
webcast.web.cern.ch/webcast/play_h...
Expand
-
-  **Jackson James Wood** @_jjw_ 16m
NOOOOOO SHE USED **COMIC SANS!** **#higgs #Higgsboson**
Expand Reply Retweet Favorite





*You don't really understand something unless
you can explain it to your grandmother.*

- Einstein



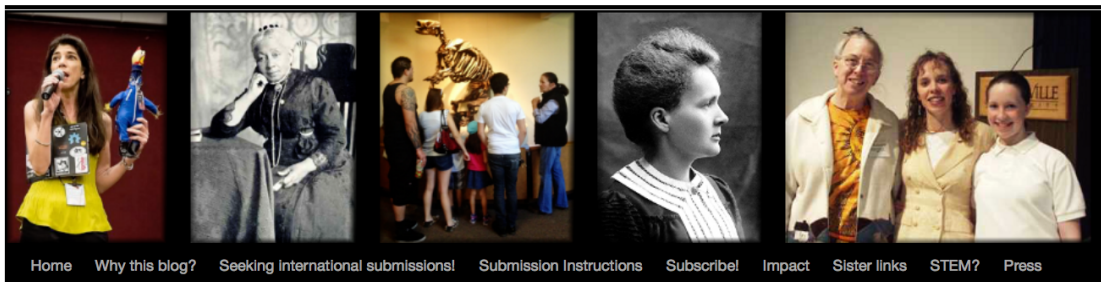
Science communication

1. Know your stuff

Who is your grandmother?

Grandma Got STEM

Science, Technology, Engineering,
Mathematics (+more!).



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Isabella Karle

Posted on [April 27, 2015](#)








Isabella Karle in 2005 in Washington, DC

Isabella Karle (1921-) is a world-famous structural chemist, who has received almost all awards and distinctions except for the Nobel Prize. In fact, there are many who thought she should have shared the one in 1985, which her husband, Jerome Karle received jointly with

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<https://ggstem.wordpress.com>



Science communication

1. Know your stuff
2. Know your audience



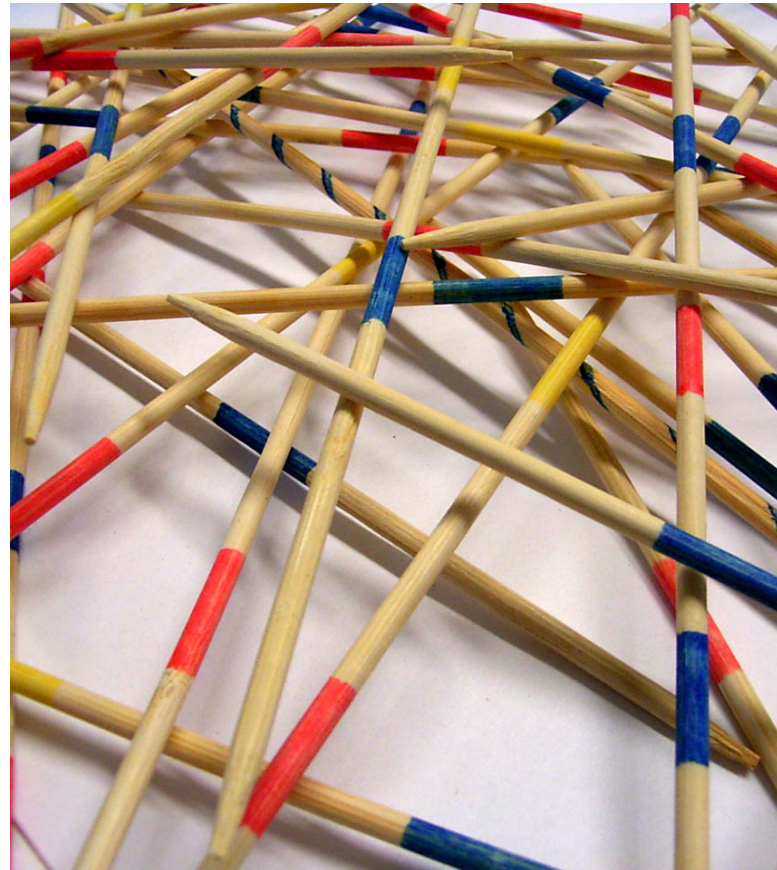
fuck you!



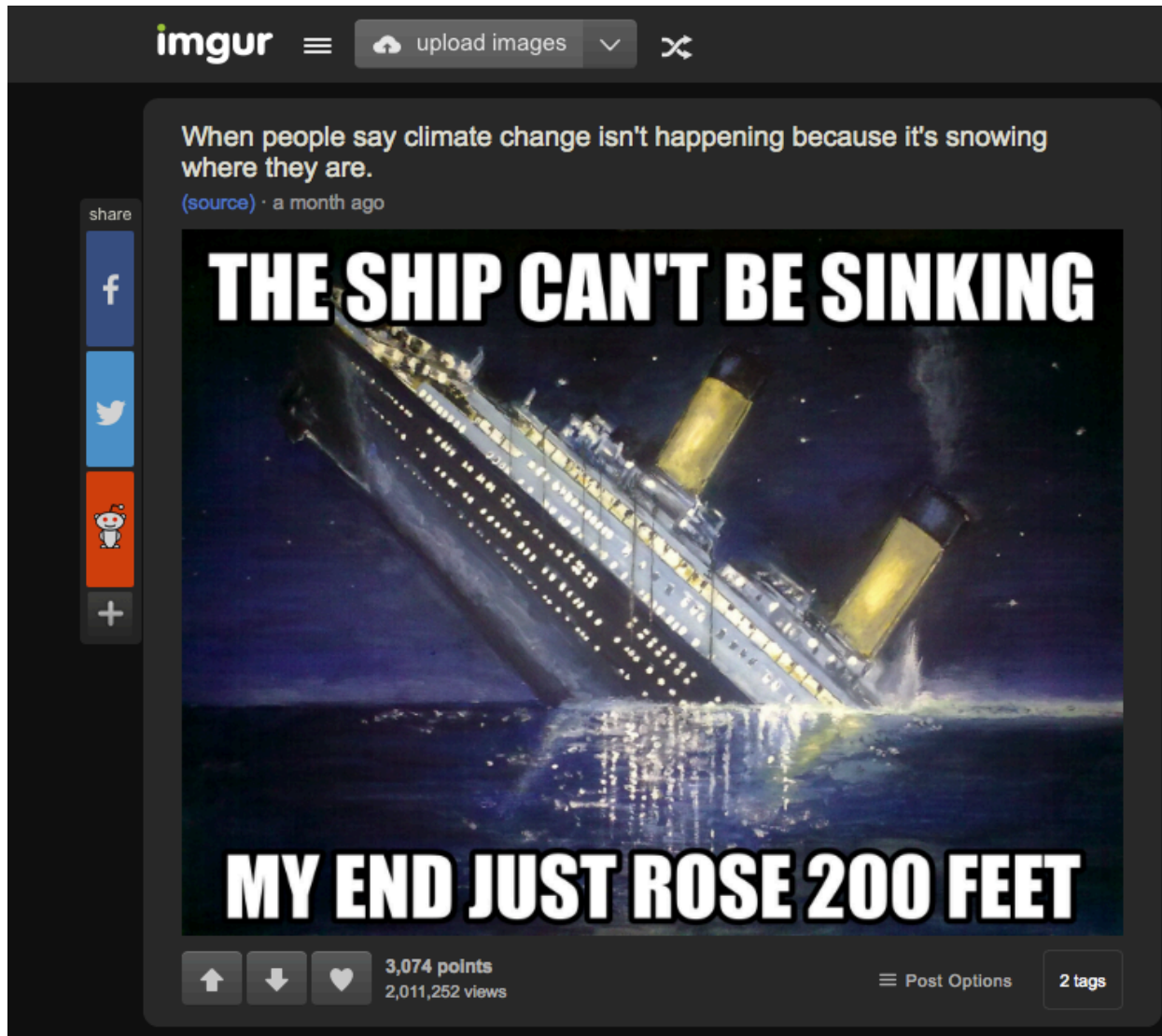
Science communication

1. Know your stuff
2. Know your audience
3. Build your credibility

Science communication models



Do you believe in global warming?



Intuition \leftarrow ----- \rightarrow Rationality

Prior knowledge & beliefs



As we become scientifically literate, we repress our naive beliefs but never eliminate them entirely. (*)

(*)See i.e. Behavioural studies by Andrew Shtulman of Occidental College

Tips to Read: Why Do Many Reasonable People Doubt Science? <http://ngm.nationalgeographic.com/2015/03/science-doubters/achenbach-text>



Science communication

1. Know your stuff
2. Know your audience
3. Build your credibility
4. Know your audience
(Get to know their prior knowledge & beliefs)





Science communication

1. Know your stuff
2. Know your audience
3. Build your credibility
4. Know your audience
5. Connect emotionally



The power of storytelling

Results repeatedly show that our attitudes, fears, hopes, and values are strongly influenced by story.

In fact, fiction seems to be more effective at changing beliefs than writing that is specifically designed to persuade through argument and evidence.



<https://www.youtube.com/watch?v=ERB7ITvabA4>

Randy Olson