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SciComm 2016 - Lincoln, Nebraska, September
23-24, 2016


SciComm - Effective Science Communication

9-24-2016

Science Communication Strategies in the K-12 Classroom

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Ising, Andrew, "Science Communication Strategies in the K-12 Classroom" (2016). *SciComm 2016 - Lincoln, Nebraska, September 23-24, 2016*. 24.

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Why is science literacy
important to you?

Why is science literacy
important to me?

Situation #1: Peer Review

Scientists talking to other Scientists

Making Science Research More Accessible:

Poster Sessions *[KABT Miniposters]*



Situation #2: Informal Science

Scientists telling science stories

Common sources:

- Blogs, science magazines, newspapers, etc.
- Documentaries
- Social Media

Why students like this:

Narrative... Drama... Fewer long latin words



Situation #3: Community Outreach

Scientists talking as experts to an audience
“A scientist seen is a scientist trusted”

Be/Become someone’s “**BROADER IMPACTS**”!

- Citizen Science Projects (Scistarter, YourWildLife, IMP, Great KS Tardigrade Hunt, BioBlitz)
- Professional Society Meetings (KHS Field Trips)
- Skype/Google+ Hangouts/FaceTime/FacebookLive
- Social Media: Tweet-ups; #SciStuChat; #NGSSchat; #citsci; #edvines/#6secscience

The ultimate goal in my room: Students as the experts

Question(s)?

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