

Science to the people

Giving future scientists the skills needed to communicate effectively with policy makers and the public.

LOREN EISELEY

AUTHOR of THE INVISIBLE PYRAMID

B16 839

\$ 3.97

THE NIGHT COUNTRY

ILLUSTRATED BY LEONARD EVERETT FISHER

"Once you have come to know the night country,
you remember it even when the sun is shining."

Otto Friedrich, *Time*

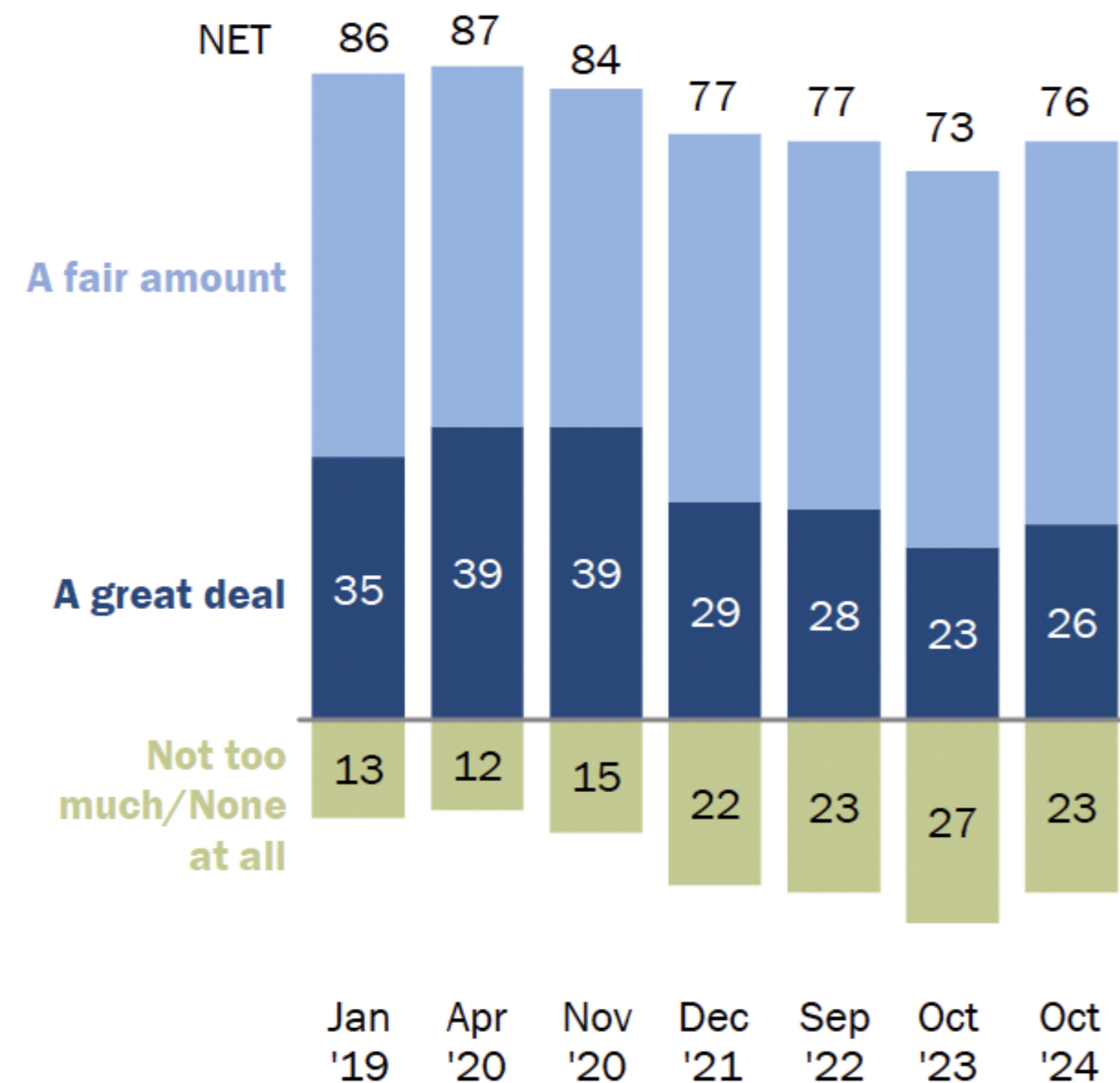


Americans are losing faith in science

According to a recent Pew Center survey:

Confidence in scientists up slightly but remains lower than before pandemic

% of U.S. adults who have ___ of confidence in scientists to act in the best interests of the public



Note: Respondents who did not give an answer are not shown.

Why?

A climate of mistrust

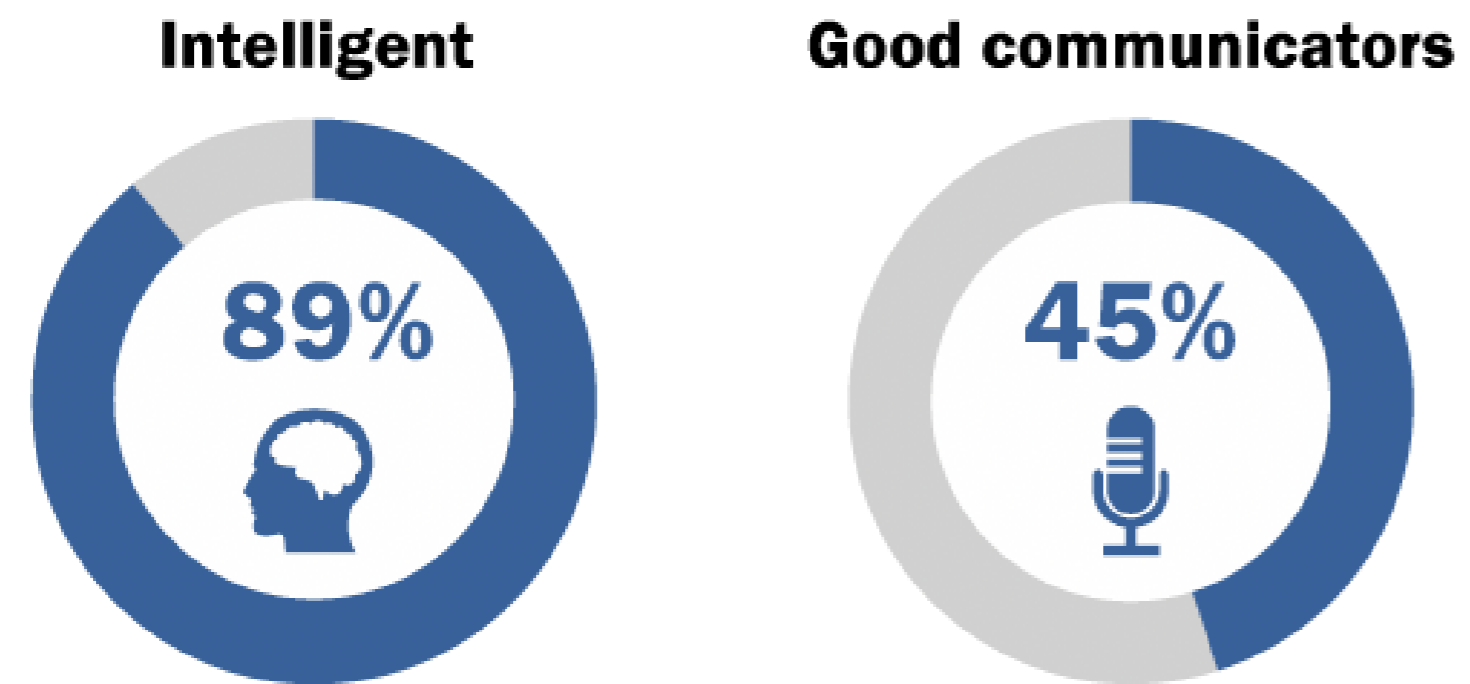
- Politicization of science: A belief that science follows ideological agendas
- Lost faith in the benefits of science: Its harm outweighs its benefits
- Scientists have removed themselves from the public sphere and let others speak for them

The public agrees

There's a failure to communicate

Most Americans see research scientists as intelligent, while fewer say they're good communicators

% of U.S. adults who say each of the following statements describes most research scientists well



Note: Respondents who gave other responses or did not give an answer are not shown. Refer to the topline for full list of traits.

Source: Survey of U.S. adults conducted Oct. 21-27, 2024.

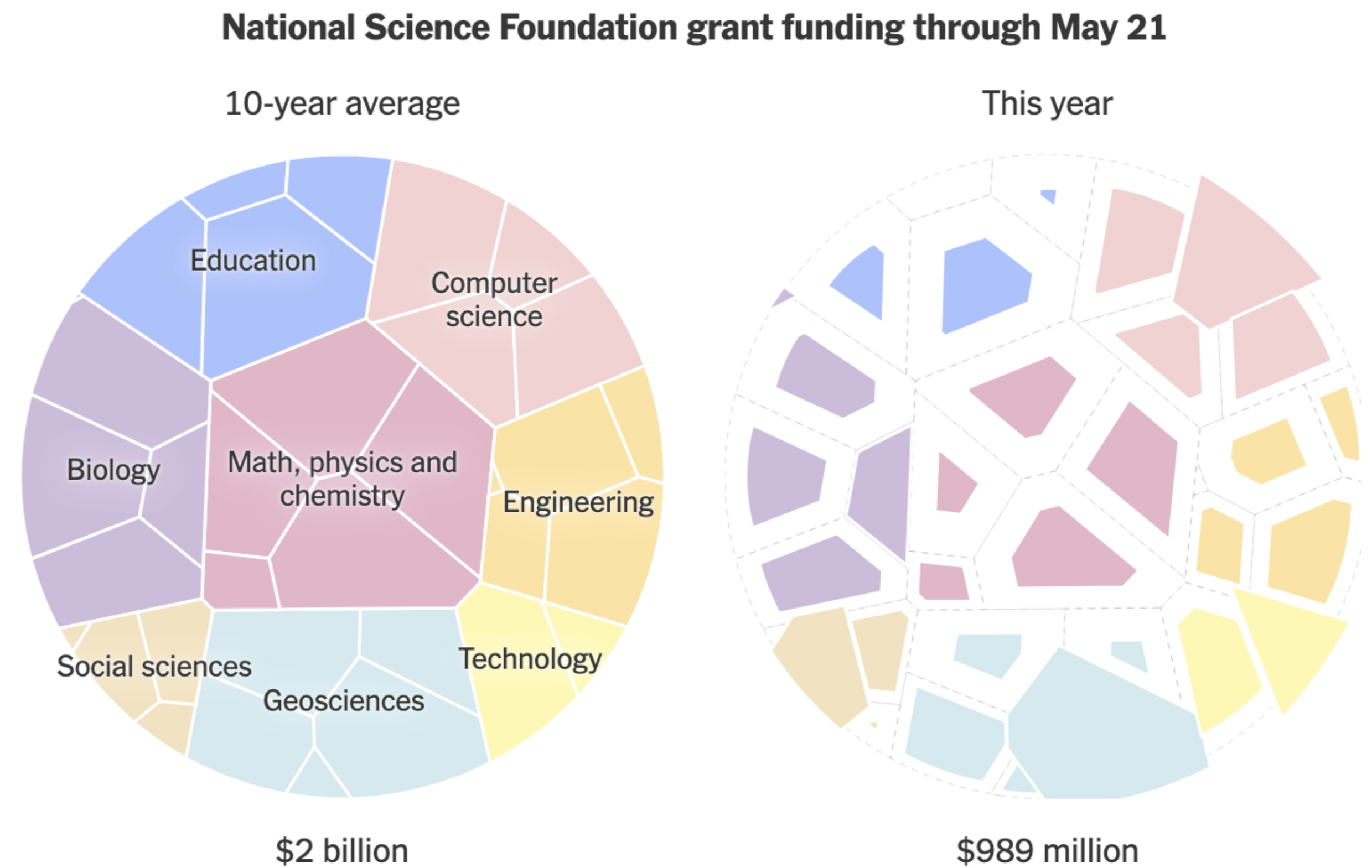
“Public Trust in Scientists and Views on Their Role in Policymaking”

PEW RESEARCH CENTER

The crisis at hand

Science on the chopping block

- Lost funding for research
- Dismantling of science-based policy
- Demonization of academe



The project:

Exploring STEM Communication: Investigating methods to enhance the ability of STEM scholars to interact with policymakers and the public

- Two-year TCUP planning grant
- Hosted by Aaniiih Nakoda College
- Investigate how TCUs can better prepare STEM students to talk about their work with the general public and policymakers through writing, video, and photography

Why TCUs?

Many stories to tell

- Rapid development of research capacity
- Community focused research agendas
- Dependence on federal funding
- Writing supports student learning

“Writing helps students process information, retain knowledge, and develop critical thinking skills.”

- Communication advances careers



Project activities

1. Review literature and explore approaches to course development. What should be taught? How should the course be delivered? Consider needs and concerns of TCUs
2. Develop curriculum
3. Offer a week-long pilot workshop at Aaniiih Nakoda College (possibly with an online component), open to all TCU students. Introduce skills related to interviewing, news writing, video scripting, editing, and outreach.
4. Draft an plan for formalizing the workshop, possibly as a project within the TCUP Hub.

Next steps

We need your help

- Focus group
- Get the word out to colleagues and students

“The little lady
who started it
all.”

Senator Edward M. Kennedy

