

Feb 7th

STC 0020

14:30-15:30

Biology Seminars



Communicating Science Online: Experts, Citizens and Trust

Uncloistered by the web, new forms of science communication are finding their way to new audiences through once unimaginable communication technologies. As science communication has moved online, a range of new genres have emerged, including in crowdfunding and in science blogs. Such forms of science communication are responses by scientists who are adapting their communication strategies to meet the demands of changing academic and disciplinary expectations as well as to the needs of public audiences and participants in science. In this presentation, I explore how scientists can now communicate with broader and more complex audiences and, importantly, how those audiences communicate back.

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