



# Science Communication: A Practical Guide for Scientists

By Laura Bowater, Kay Yeoman

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Science communication is a rapidly expanding area and meaningful engagement between scientists and the public requires effective communication.

Designed to help the novice scientist get started with science communication, this unique guide begins with a short history of science communication before discussing the design and delivery of an effective engagement event. Along with numerous case studies written by highly regarded international contributors, the book discusses how to approach face-to-face science communication and engagement activities with the public while providing tips to avoid potential pitfalls.

This book has been written for scientists at all stages of their career, including undergraduates and postgraduates wishing to engage with effective science communication for the first time, or looking to develop their science communication portfolio.

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## **Bibliography**

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## **Editorial Review**

### **Review**

“This book is an effective manual of how scientists can – and should – engage with the public.” (*Watershed Sentinel*, 1 July 2013)

“The book is easy to read and contains many references and consulting it will improve any science communication event.” (*TCE Today.com*, 1 November 2013)

“If you want to know more about the history of science communication, how it fits with your day job, or about other people’s experiences then this book will be of value. It is written in an academic style with references to further reading throughout. . . I would recommend this book as an introduction to sci-com.” (*Microbiology Today*, 30 August 2013)

“Science Communication – A practical guide for scientists will be an invaluable resource for any scientist wishing to develop their scientific career by starting to engage in science communication or for those who already have experience in science communication and wish to refresh their skills.” (*Nutrition Bulletin*, 1 June 2013)

### **From the Back Cover**

The public has a fascination with science. This can be both positive and negative as highlighted in the public's perception of recent scientific developments such as therapeutic stem cells and Genetic Modification (GM). Science communication is a rapidly expanding area and meaningful engagement between scientists and the public requires effective communication. Science communication is multi-faceted; it encompasses sociology, psychology, political science and communication studies as well as the science itself.

This book presents a short history of science communication before comprehensively offering ideas, inspiration and practical advice for the design and delivery of effective science communication activity and events. The book uses a variety of case studies written by highly regarded scientists from around the globe to highlight and illustrate areas such as interacting with schools, policy makers, citizen scientists and the general public. This book also offers practical advice such as applying to funding streams, designing activities and events, undertaking effective evaluation as well as the dissemination of best practice.

This book has been written for scientists at all stages of their career, including undergraduates and postgraduates wishing to engage with effective science communication for the first time, or looking to develop their science communication portfolio.

## **Users Review**

### **From reader reviews:**

**Sherrie Shannon:**

Playing with family within a park, coming to see the marine world or hanging out with good friends is thing that usually you could have done when you have spare time, in that case why you don't try issue that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Science Communication: A Practical Guide for Scientists, you may enjoy both. It is excellent combination right, you still desire to miss it? What kind of hangout type is it? Oh occur its mind hangout folks. What? Still don't obtain it, oh come on its called reading friends.

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**Cary Barrett:**

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