

Science Communication

Instructor: Dina Navon

Office location: Morrill II 336

Office hours: By appointment

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Course Description

This course is designed to give students an introduction to the important art of communicating about their science with various audiences, especially with those who are outside their academic field. It is intended for all science graduate students and upper-level undergraduates, as being equipped to communicate science to a broad audience becomes increasingly important for securing funding and ensuring the future health of STEM. This course is appropriate both for students who are planning to continue their careers in academia as well as for those who wish to pursue careers outside academia. Class sessions will focus on the importance of science communication and opportunities for science communication as well as effective ways to engage various audiences.

Course Goals

After taking this course, students will be able to do the following:

- 1) Explain the importance of science communication
- 2) Name several local outreach efforts they could engage with and the correct contact person for those efforts
- 3) Effectively communicate about their research with a wide variety of audiences

Grades

This course is pass/fail and is worth 1 credit.

Disability Statement

The University of Massachusetts Amherst is committed to providing an equal educational opportunity for all students. If you have a documented physical, psychological, or learning disability on file with Disability Services, you may be eligible for reasonable academic accommodations to help you succeed in this course. If you have a documented disability that requires an accommodation, please notify me within the first two weeks of the semester so that we may make appropriate arrangements.

Academic Honesty Statement

Since the integrity of the academic enterprise of any institution of higher education requires honesty in scholarship and research, academic honesty is required of all students at the University of Massachusetts Amherst. Academic dishonesty is prohibited in all programs of the University. Academic dishonesty includes but is not limited to: cheating, fabrication, plagiarism, and facilitating dishonesty. Appropriate sanctions may be imposed on any student who has committed an act of academic dishonesty. Instructors should take reasonable steps to address academic misconduct. Any person who has reason to believe that a student has committed academic dishonesty should bring such information to the attention of the appropriate course instructor as soon as possible. Instances of academic dishonesty not related to a specific course should be brought to the attention of the appropriate department Head or Chair. Since students are expected to be familiar with this policy and the commonly accepted standards of academic integrity, ignorance of such standards is not normally sufficient evidence of lack of intent. Click [here](#) for detailed information on the Academic Honesty Policy.

Class Schedule (Subject to Change)

Week	Date	In-Class	Homework Due	Homework Assigned
1	Mon Jan 22	Introductions/Pre-Survey/How To Pitch Your Science	None	Prepare Generic Elevator Pitch
2	Mon Jan 29	Elevator Pitch Workshop Activity	Prepare Generic Elevator Pitch	Watch Randy Olson's TED Talk
3	Mon Feb 5	Tim Miller: Narrative Theory - ROOM CHANGE CC 162-75	Watch Randy Olson's TED Talk	Read Hendry 2014
4	Mon Feb 12	Baby, Werewolf, Silver Bullet Activity	Read Hendry 2014	Prepare 3MT Presentations
PRESIDENT'S DAY - NO CLASS				
5	Mon Feb 26	3MT Presentations	Prepare 3MT Presentations	Prepare Questions for Erin
6	Mon Mar 5	Erin Baker: UMass Public Engagement Fellow	Prepare Questions for Erin	Enjoy your break!!!
SPRING BREAK - NO CLASS				
7	Mon Mar 19	Skye Long: Using Digital Visual Media in Sci Comm	Enjoy your break!!!	Read Miller-Rushing et al. 2008, Kosmala et al. 2016
8	Mon Mar 26	Colleen Hitchcock: Communicating Science for Citizen Science	Read Miller-Rushing et al. 2008, Kosmala et al. 2016	Design CNC Ad Campaign
9	Mon Apr 2	Intro to Blogging	Design CNC Ad Campaign	Favorite Science Blog Presentations
10	Mon Apr 9	Favorite Science Blog Presentations	Create Favorite Science Blog Presentations	~150 Word Written Pitch
11	TUE Apr 17	Workshop with TLS	~150 Word Written Pitch	Read Irion 2014, From the Lab Bench 2016
12	Mon Apr 23	Carrie McDonough: How I Began My Very Own Blog	Read Irion 2014, From the Lab Bench 2016	Blog Post
13	Mon Apr 30	Thing Explain/Tweet Your Research	Blog Post	Enjoy your summer!!!