

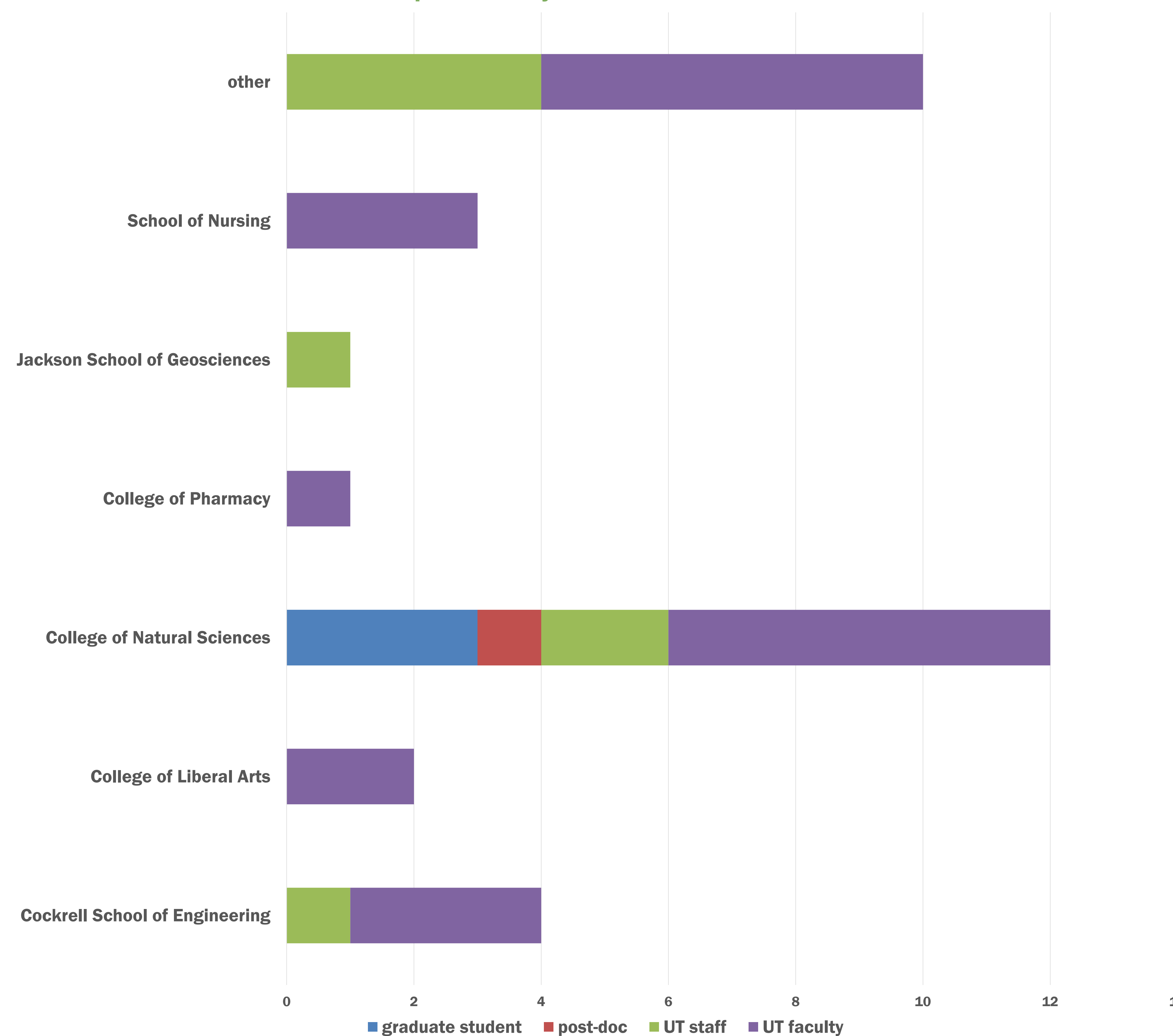
Science Communication across STEM Disciplines: Who's Keen, Who's Not?

Roxanne Bogucka, MLIS | Life Science Library, University of Texas at Austin

Objective

This is a program evaluation study of an interest group (IG) that advances public engagement by STEM researchers and provides opportunities to develop science communication skills. The study addresses these questions and observations: 1) Members of biomedical/biosciences disciplines are more common participants in the IG's science communication activities than members from other STEM disciplines. 2) What are the characteristics of STEM disciplines that are more resistant/less amenable to participating in science communication activities?

Respondents by Status & Academic Unit



Discipline/Departmental Culture

17% communicate about science at the suggestion of their department
68% report that their department encourages science communication
68% believe that their discipline values and encourages science communication

Motivation

86% view science communication as a duty; 68% say it's part of the job
On a 10-point scale, (10 = proficient), 90% self-rate their science communication skills 7 or higher
Only 13% never participate actively in science communication activities

Characteristics of STEM Disciplines with Less Participation

“distance-to-application”
no obvious “So what?”
jargon
no obvious “wow” factor
laypersons’ misconceptions of the discipline

Next Steps

Clarification of science communication objectives and goals
More training and more awareness of public engagement opportunities
Better networking with and awareness of other science communicators around campus

Works Consulted

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