

Masthead Logo

Latham Science Communication Project

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Tu Dosis de Ciencia / Your Daily Dose of Science Blog

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Tu Dosis de Ciencia / Your Daily Dose of Science Blog

By: Maria Nunez Hernandez

Since I started working in the lab doing research I have fallen even more in love with science than when I was in high school. I enjoy having conversations about science with people and every time I visit my family I want to talk to them about my research but this doesn't go so well. Their knowledge about science and how scientific research is conducted is very limited and this is the case for the majority of the people in my home town, Marshalltown, IA. Even if they want to get a better understanding about these topics, there is a lack of resources in Spanish that provides this information in a way that is understandable to the average adult with minimum education. Because of this I wanted to provide a source (a blog in Spanish) where these people who want to learn about science can go to start learning how scientific research works. I also want to get others, which may not be thinking about science as being important, to look at it in a different way and see that it is an integral part of our daily lives and it should matter to them. My overall goal with the creation of a blog in Spanish is to improve science literacy for those who are interested in learning about science and to increase interest in science in those people who don't consider science to be important to them.

Because I thought of this project while thinking about how I would like to communicate with my family about science my main target audience was the average Spanish speaking adult with minimum education. As I progressed with my project and started writing some blog entries I realized that the knowledge that high school students have is probably the same if not greater than what my target audience would know. Most of the blog entries I was

working on would also apply and be interesting to high school students so I broadened my target audience to them as well.



Image: Website heading

With this audience in mind I started writing down ideas about possible topics for blog posts that would interest this audience. I came up with some that I thought would be interesting but the more I thought about it, the more it I felt like I was missing something. I felt that it was necessary to first start with basic concepts about science before getting into science experiments and research done by scientists. This led me to writing my initial posts about why people should care about science, who are scientists and also one on how the scientific method works. The content that I included in these posts were things that I didn't know before joining the lab and learning more about science research. Since I grew up in the same environment that my target audience lives in I assumed that they would not know most of the information that I was writing about and that it would be interesting to them to learn about it.



Example of introductory blog post. Who are scientists?

Currently I am working on trying to advertise my blog so more people will be visiting the site. I also want to get people to be more engaged and comment on the posts. I will be posting more this summer about different science topics that will relate to people's everyday life so that they will find it interesting. From doing this project I have learned that I really enjoy providing people with information about science and trying to get them interested in scientific research. I hope to continue with this blog in the future and hopefully benefit my target audience.