Science Communication at Emerson College

Dr. Amy Vashlishan Murray at Emerson College and her team has created a network of early career, scientific researchers (graduate students, postdocs, and early principal investigators), and integrated them into Science in Translation and other Emerson courses. We work with communications and arts focused undergraduates to:

- Assess the needs and challenges of science engagement amongst the public
- Evaluate the limitations of scientific representation by the popular press and media
- Engender informal opportunities for the public to connect with local scientists to engage in scientific understanding
- Improve communication of science to the public by connecting graphic designers, artists, and multimedia specialists with scientists

Tenants of the SCC

- Build bridges between science & non-scientists
- Improve scientific communication to the general audience
- Educate about the scientific process, consensus, and lack thereof in a field/discipline; the literature
- Hypothesis development: what is the question
- Accumulation of evidence: uncertainty versus certainty
- Statistics and significance: p-value, sample size, validation

Tools: The Ask for Evidence Campaign

Media literacy training related to writing press releases to participating in public discourse of science

Access to lectures and workshops related to visual visual representation of science

Connect with a group of scientists engaged in scientific outreach both locally and internationally

Interactivity

Nothing draws attention like interactivity. Aside from ads – and posters – installation art is a powerful tool to bring in an audience

Public Outreach: Science and Art Interconnection

Connecting artists and designers with science is a great way to generate engagement!

Science based art installations at big public events like First Night Boston

Public transit ads and other mass media are a great way to market the campaign and direct online engagement

Resources to learn more and get involved!

- To learn more about the SCC or Ask for Evidence contact:
  - Amy Vashlishan Murray: A_Vashlishan_Murray@emerson.edu
  - Lauren Robertson: ltr349@mail.harvard.edu
  - Mihai Dinulescu: mihaidinulescu@post.harvard.edu

New media artist Heather Panic on a light throne designed to respond to brainwaves from an EEG "crown"