

SCIENCE COMMUNICATION

2021-06-30

10:00-12:00

PROGRAM

PART I

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Why communicate about science?

How do Lithuanian scientists feel about science communication?

Benefits of science communication, barriers to science communication

Development of science communication as a field of research and practice

Status of the research field in Lithuania

Evolution of “thinking” about science and the public

Science communication theories

What is effective science communication?

Difficulties with communicating about science/misconceptions about science communication

Understanding audiences: what influences public attitudes and behaviors about science, health and technology? Why do people reject science?

Effective communication strategies