Discrepant Events

What does this have to do with presenting about my science?

- Scientific mindset
- Motivation
School vs. Public Communication of Science

School / Formal  Informal / Not School
School vs. Public Communication of Science

Captive Audiences

- Time commitment (fixed)
- External rewards important
- Must pay attention
- Will accept a formal, academic approach
- Will make an effort to pay attention, even if bored
School vs. Public Communication of Science

Non-captive Audiences
- Voluntary
- No time commitment
- External rewards not important
- Do not have to pay attention
- Expect an informal atmosphere and nonacademic approach
- Will switch attention if bored
So what?
Some may be interested enough to learn the supporting details.
Successful Science of Communication

- Brain chemistry
- Engagement
- Strong emotional stamp
- Integration

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Brain Chemistry

Fun, enjoyable activities stimulate the brain to produce endorphins and dopamine. Boring or excessively difficult information causes the brain to look for more gratifying experiences elsewhere.

- Ham, S. 2013

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Engagement

Learning is highly effective when learners are engaged in experiences that are relevant, compelling, and motivating.

- Falk, J. and L. Dierking, 2002
Emotional Stamp

The stronger the emotional value, the better the memory – and fun, playful, enjoyable experiences are strongly rewarded over less pleasant ones.

- Falk, J. and L. Dierking, 2002

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Integration

“Play” is an integrating mechanism, helping the learner make important connections among things they learn, know, feel, and understand.

- Lego Learning Institute, 2015
Good communication captures your attention and successfully makes a point.
Together we can Engage, Educate, and Employ the Future STEAM Workforce.
Your help in planning and designing mini traveling SMART Grid exhibits

Engage the public!
- NM Science Fiesta
- Science Communication Fellows program
- Meet a Scientist (videos)
- Teen Science Café
- Mentors Matter events
- Classroom Connections