



What is Science Communication? And Why is It Important?

By Molly Murray

Science communication is a growing field. Its purpose is to educate the general public on science issues or research that is relevant to them, so they are able to form educated opinions and decisions. Our world is evolving rapidly around us, whether it's the newest technological innovation, species or disease, the topics are endless. We are in a time where scientific changes happen every day and for us to be able to thrive and adapt to these changes, we all need to understand what we are up against.

People are flooded with information from so many different sources whether it's through newspapers, television or social media. This means that as scientists, we need to communicate our information effectively so that our message resonates with the public. Social media can be a great medium for positive connected communication, but it has also changed how society interprets scientific facts. Opinions are now taken at face value and everyone seems to be the expert, except the real experts! This is a huge issue that needs to be addressed and using effective science communication will help. The public deserve evidence-based facts so they can form their own educated opinion on topics that effect their everyday life. Communication is a complex human interaction that can be easily misunderstood, which is why science communication is a crucial type of communication. Using clear, concise science communication allows the public to have access to relevant and understandable science-based information.

People wonder why scientists even need special science communicators to relay their messages. Why should they need other people to share their work? A good scientist should be a good communicator. This is a lesson that could be taught along with cell theory, organic chemistry and Newton's laws in Science degrees. The whole point of Science is to discover new things and share them with people. The reality is that not everyone understands complex science (often because it is full of scientific jargon), but that doesn't mean their right to understand should be taken away. Science communication is a field that is always developing because science is ever evolving. Science communication creates lots of room for collaboration and it utilizes creative ways to incorporate science literacy into everyone's lives. The fact of the matter is that science is in everyday life, you cannot escape it. So, becoming educated on the relevant topics is essential.

Science communication provides a non-confrontational, universal way of communicating information that is important for life on earth (and other planets). The world is changing and so shall we, but we need the right information shared in the appropriate way to adapt to the changes we face as humanity. Science communicators should be a crucial member on political advisor teams, product development, Public relations teams etc. This world is developing, it is time we develop with it.

Here are some great resources if you are interested in learning more about Science Communication:

[Science Up First!](#)

[Canadian Centre for Science Communication](#)

[The Nova Scotia Institute of Science](#)

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