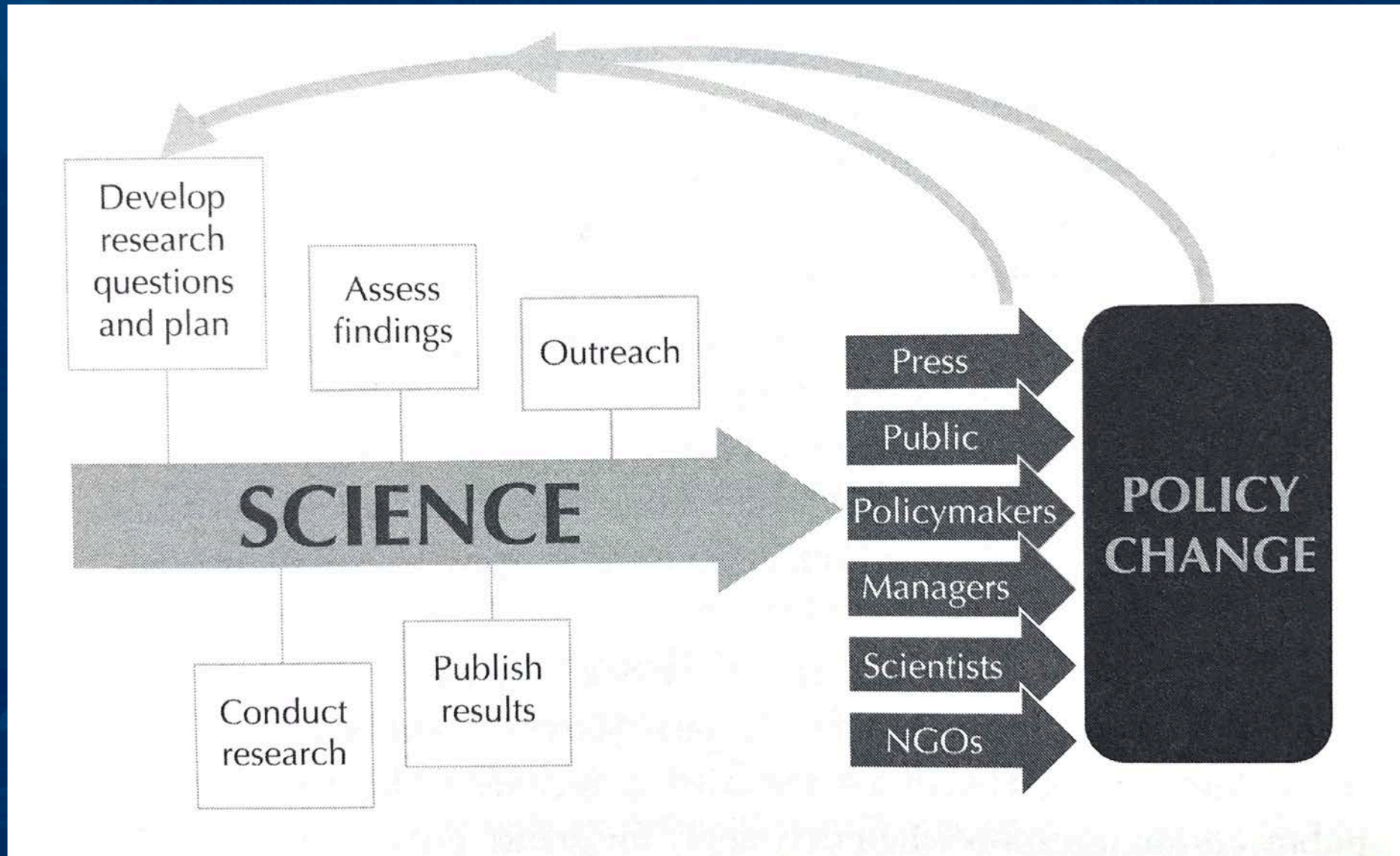


Preparing Graduate Students in Agriculture and Natural Resources to Communicate about Science and Research

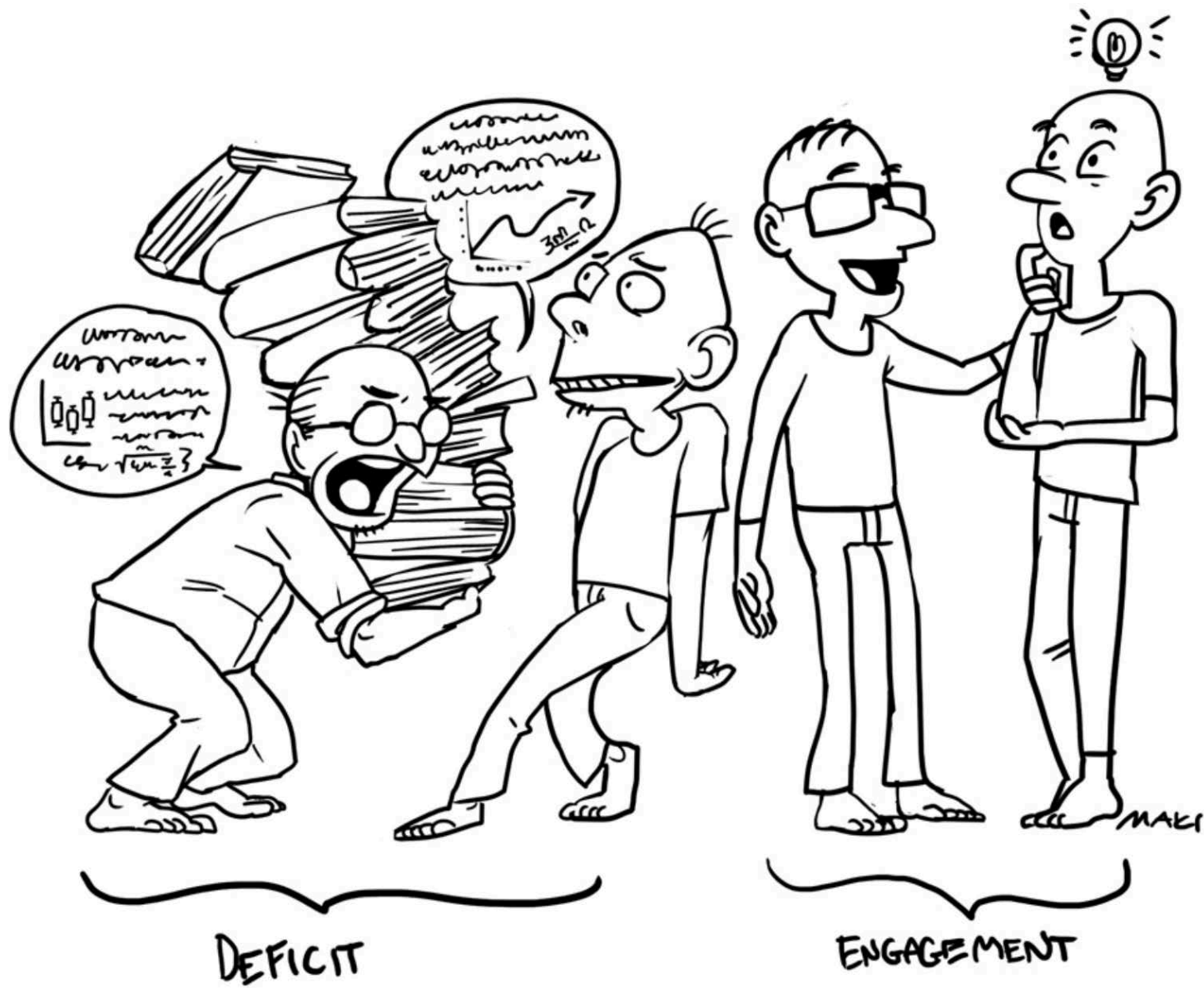
FOR THE

#GATORGOOD

Lisa Lundy, Joy Rumble, Ricky Telg, Angie Lindsey, Katie Stofer & Brian Myers



Baron, N. (2010). *Escape from the Ivory Tower*.



“A common assumption is that a lack of information or understanding of science fully explains why more people do not appear to accept scientific claims or engage in behaviors or support policies that are consistent with scientific evidence.”

National Academies of Sciences, Engineering, and Medicine. (2017). *Communicating Science Effectively: A Research Agenda*. Washington, DC: The National Academies Press. doi: 10.17226/23674.





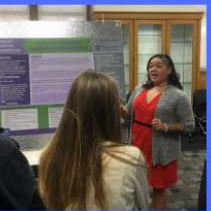
Science
Literacy



Social
Media



Posters &
Presentations



Media
Interviews



Outreach &
Engagement



New online class for Spring 2018

AEC 6932

Communicating about Agricultural
and Natural Resources Research

Instructor: Dr. Lisa Lundy
Email: lisalundy@ufl.edu
Twitter: @lisalundy

UF | **IFAS CALS**
UNIVERSITY of FLORIDA

Class Description

- Rationale for online format
- Modules

HOME

AEC 6932
Communicating about
Agricultural and Natural
Resources Research

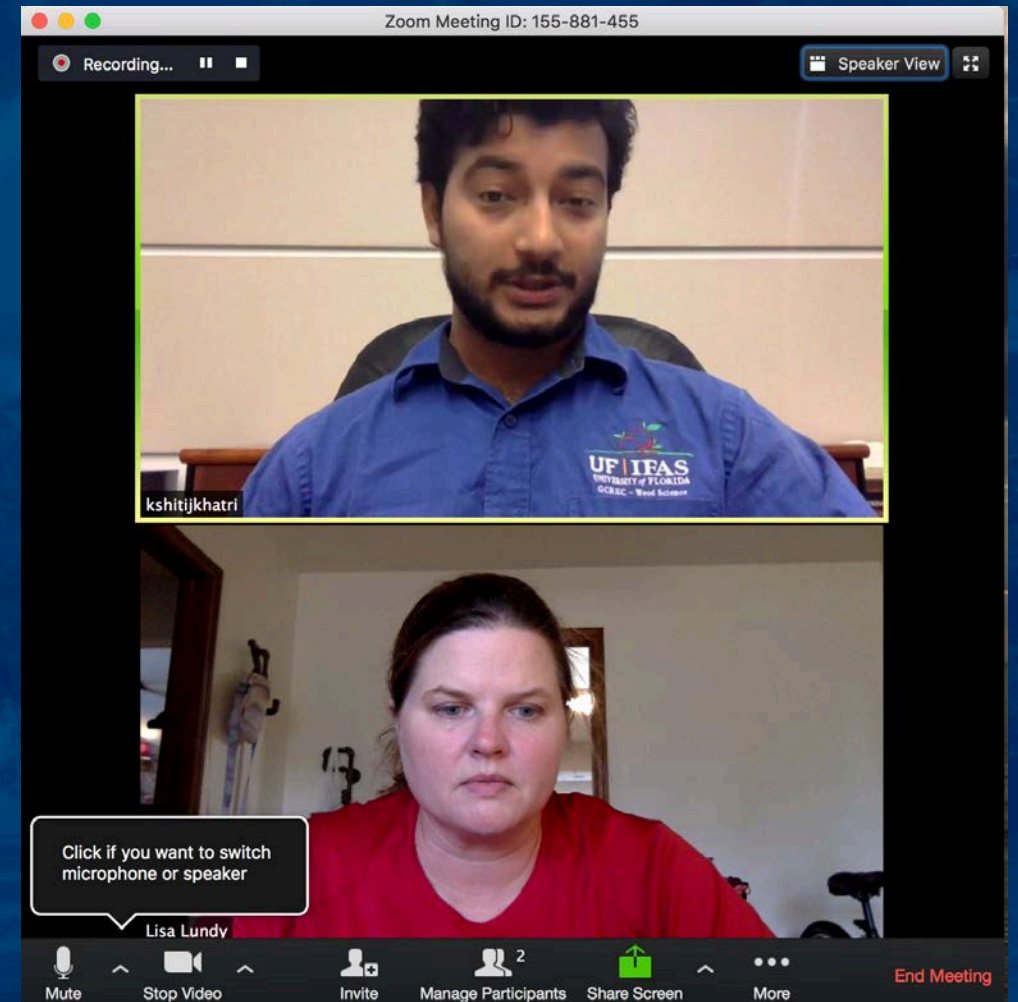


	Module 1	The Need for Science Communication
	Module 2	How People Make Sense of Science
	Module 3	How People Form Attitudes about Science
	Module 4	Storytelling and Science
	Module 5	Communicating about Contentious Issues and Crisis: Natural Disasters
	Module 6	Communicating Science to News Media
	Module 7	Video Storytelling for Scientists
	Module 8	Social Media for Scientists
	Module 9	Engaging in Discussion: Dialogue about Science
	Module 10	Effective Posters and Research Presentations
	Module 11	Evaluating Communication Effectiveness (Reporting Outreach Efforts)
	Module 12	Communicating Science through Formal and Informal Education

Class Description

Assignments

- Discussion posts
- Elevator pitch
- Environmental assessment
- Video storyboard
- Social media plan
- Media interview
- Community engagement plan
- Extension plan
- Research poster
- Outreach plan



Students

- 23 students
- Majors
 - Agricultural Education and Communication (5 MS, 7 PhD)
 - Wildlife Ecology and Conservation (3 MS, 1 PhD)
 - Horticultural Sciences (1 PhD)
 - Entomology (1 PhD)
 - Environmental Horticulture (1 PhD)
 - Animal Science (1 MS)
 - Forest Resources and Conservation (1 PhD)
 - Fisheries and Aquatic Sciences (1 PhD)
 - Agronomy (1 PhD)



Observations

Many of the students were engaged in citizen science – apart from their degree program

Students had emotional responses to some of the assignments/experiences

Feedback

“My idea of what science communication is has expanded.”

“You have to learn to speak the language of your audience.”

“This class shifted my perspective from just expecting all scientists to engage in communication to realize the importance of supporting scientists with training opportunities.”

“I totally didn’t understand Extension before this class. This class helped me understand what Extension is and its role in science communication.”

“This class has helped me learn to be intentional with my communication.”

Future Plans & Questions

FOR THE

#GATORGOOD

Follow up - @lisalundy or lisalundy@ufl.edu