

In other words:

Making science understandable to the rest of us

**Jana Goldman/Press Here
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Make it **clear**

Make it **interesting**

Make it **relevant**



What's plain?

When the process of freeing a vehicle that has been stuck results in ruts or holes, the operator will fill the rut or hole created by such activity before removing the vehicle from the immediate area.

▶ (36 words)

If you make a hole while freeing a stuck vehicle, you must fill the hole before you drive away.

▶ (19 words)

As developments in science and technology raise new issues for public debate – from driverless cars and space exploration to climate change and genetically modified crops – a public with more knowledge of scientific facts and principles is often seen as one better able to understand these developments and make informed judgments.²

- ▶ See review by Martin W. Bauer, Nick Allum and Steve Miller, 2007. “What We Can Learn from 25 Years of PUS Survey Research: Liberating and Expanding the Agenda,” *Public Understanding of Science*, 16: 79-95. But see Susannah Priest, 2013. “Critical Science Literacy: What Citizens and Journalists Need to Know to Make Sense of Science,” *Bulletin of Science and Technology & Society*, 33:138-145

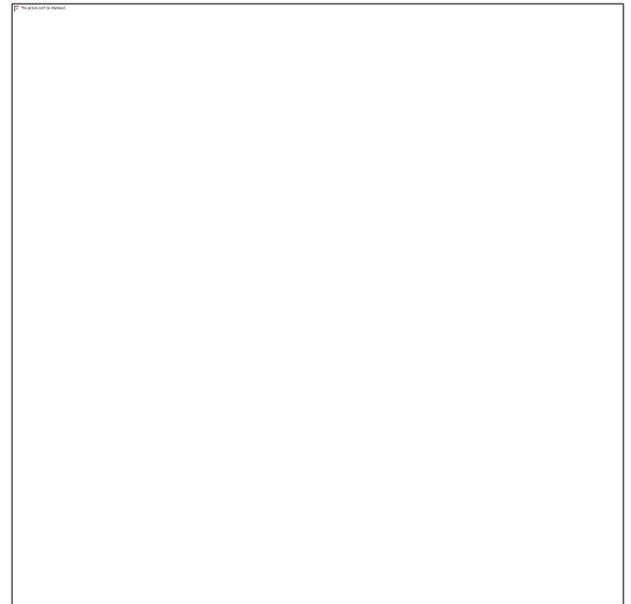




"Every time you have that soil or rock, whatever it is, that is deposited into the seas, that forces the sea levels to rise because now you've got less space in those oceans because the bottom is moving up."

Morris Jackson Brooks Jr., U.S. Rep.
Alabama R, House Committee on
Science, Space and Technology

A perissodactyl ungulate may be propelled toward a body of aqueous fluid, but such ungulate cannot be compelled or forcibly induced to imbibe such fluid.



As with the progenitor of the scion, in such similar manner it may occur with the scion.

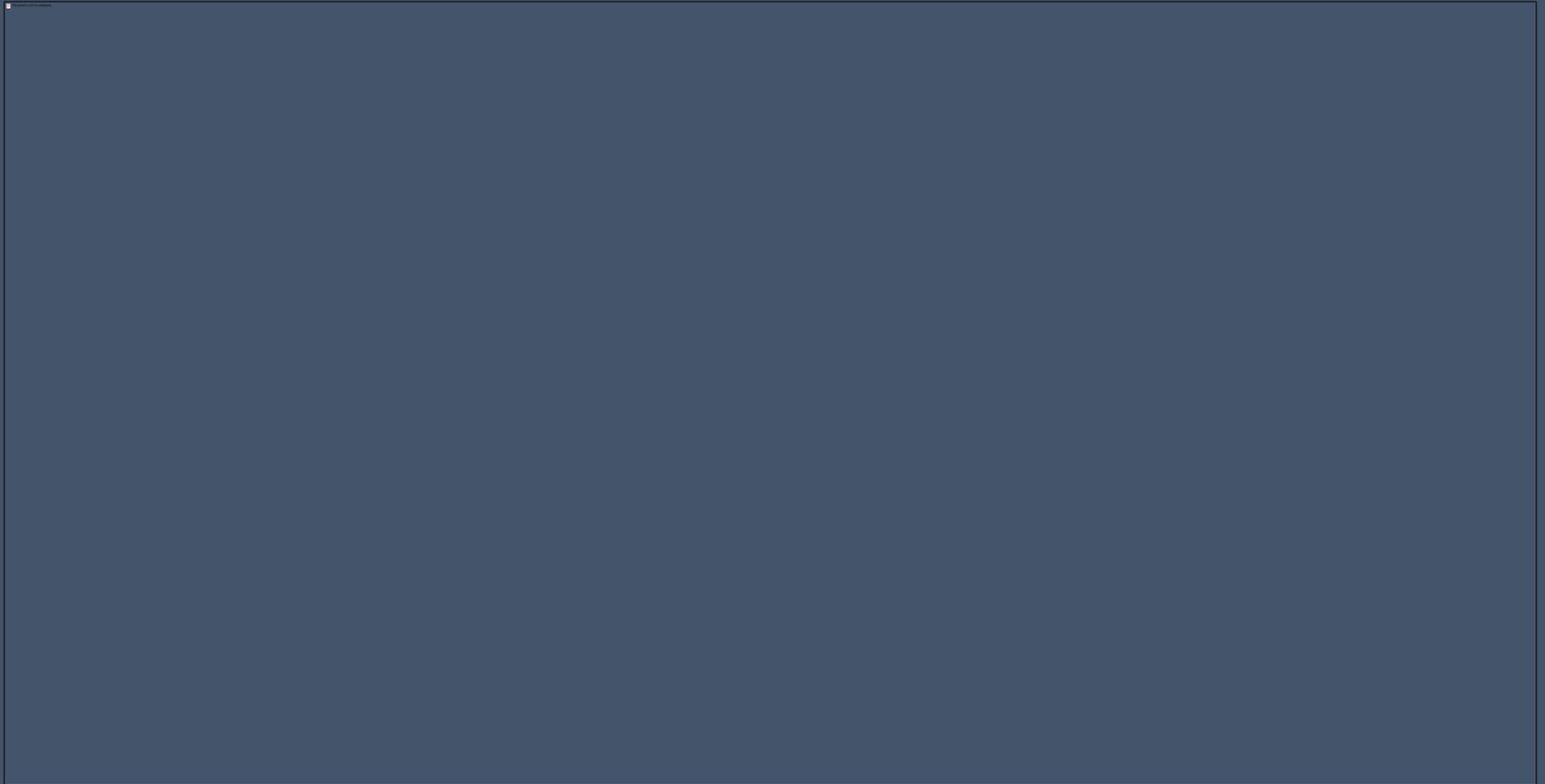
Pulchritude does not penetrate below the dermal plane.

Lithodial fragments ought not to be forcibly projected by inhabitants of vitreous abodes



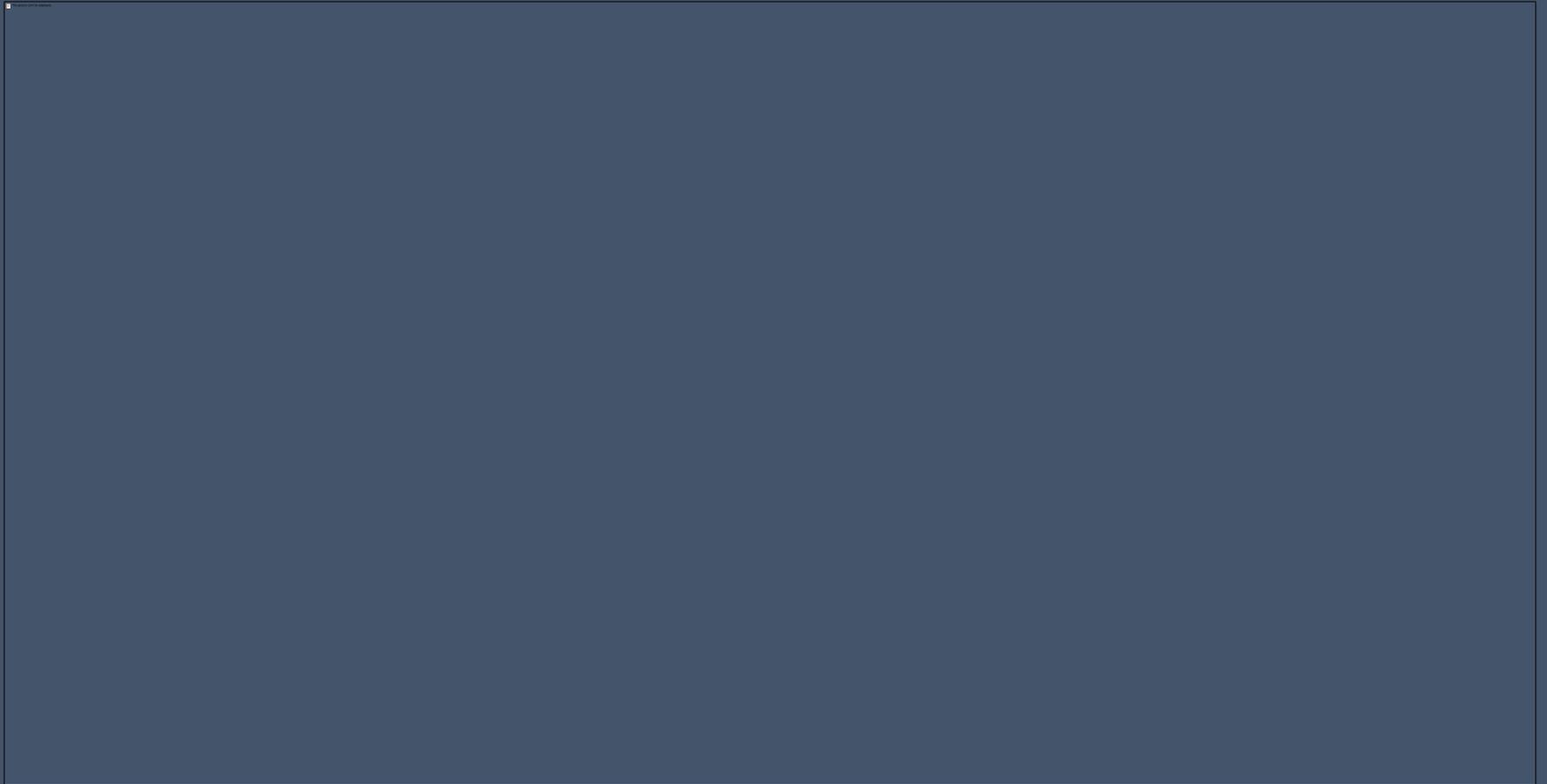
Cycling

Not the flow of nutrients or elements in a system



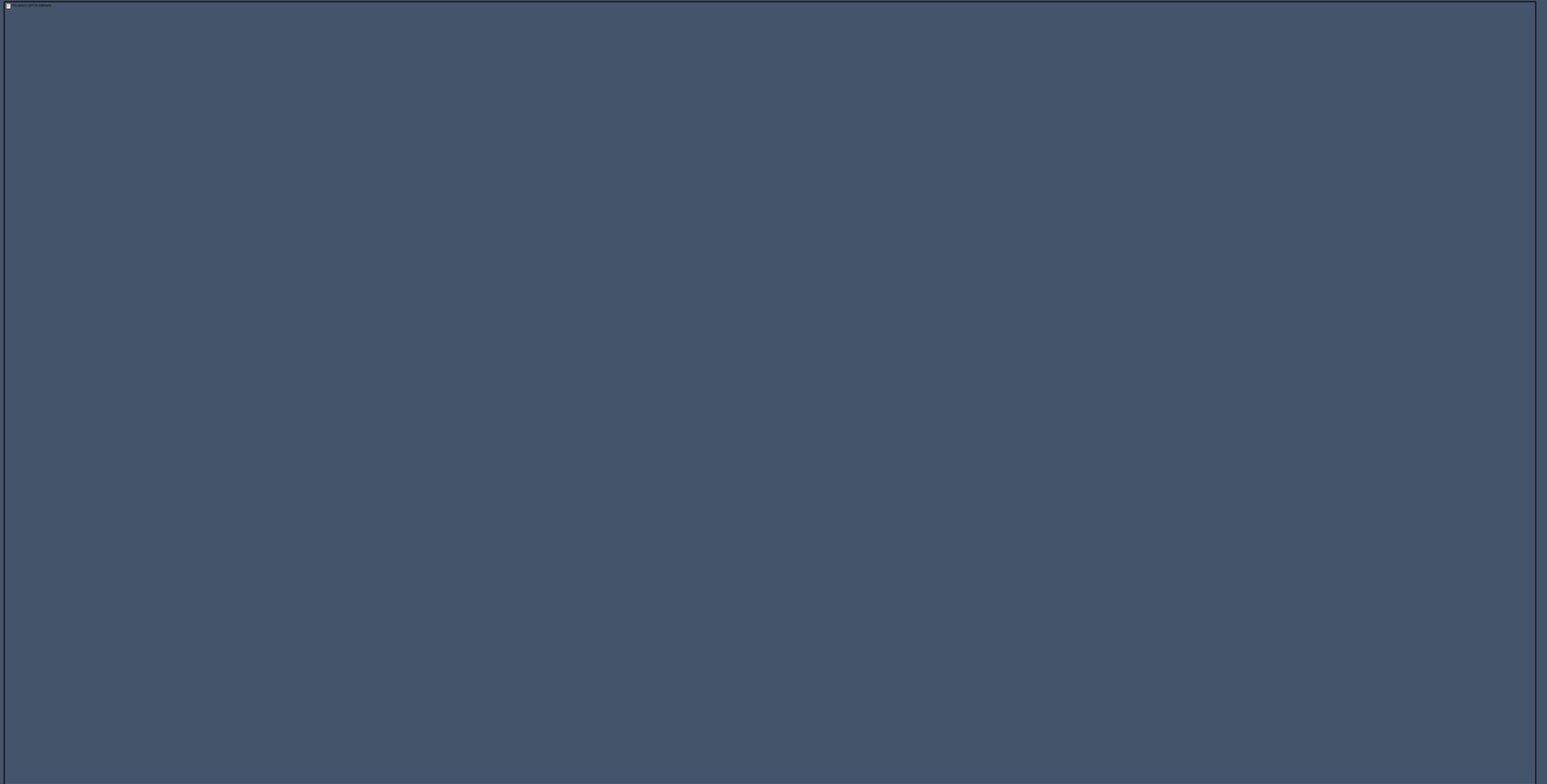
Mean

Not an arithmetic average



Dating

Not determining the age of a site or artifact



Scientific term

Public meaning

Better choice

enhance

improve

intensify, increase

aerosol

spray can

tiny atmospheric particle

positive feedback

good response, praise

vicious cycle, self-reinforcing cycle

theory

hunch, speculation

scientific understanding

uncertainty

ignorance

range

error

mistake, wrong, incorrect

difference from exact true number

bias

distortion, political motive

offset from an observation

manipulation

illicit tampering

scientific data processing

scheme

devious plot

systematic plan

anomaly

abnormal occurrence

change from long-term average



You try it!

Work with a partner or on your own and choose five scientific, technical, or industry terms from your latest work or a piece of writing you have read.

Discuss or think how non-scientific audiences may interpret (or misinterpret) the term and come up with an everyday language alternative or two.

**Stress
Sample
Plastic
Bank
Swell
Code
Bar**

New science hashtag where scientists explain their work in easy language--->

[#InOtherWords](#) started by

[@MySci_PK](#)



I am researching how generations of health inequity, deprivation, and racism have changed U.S. urban populations in their DNA, causing black kids to start life with heightened stress & middle-age diseases (diabetes, hypertension).

[#InOtherWords @MySci PK](#)

I use rockets, high-altitude balloons, airplanes, & satellites (incl. tiny ones!) to study energetic processes on our closest star — the Sun — such as explosions so big they release more energy in a few seconds than humanity has generated in all of its history. [#InOtherWords](#)

I don't do the science. I translate from scientist (sic) & lawyer to human. So people get the “why”. [#InOtherWords](#)



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“We need to redouble our efforts engaging with the wider community to help it understand **why science matters**.

“We don’t just need more scientists in society, **we need people to better understand how science works.**”

--The Conversation
May 2, 2016

<http://theconversation.com/scientists-need-to-engage-more-with-the-public-to-secure-funding-50315>

NOAA/PMEL



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The location of the specimen









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Here's some help

- ▶ Plainlanguage.gov (US)
- ▶ plainlanguagenetwork.org (PLAIN int)
- ▶ Centerforplainlanguage.org (US)
- ▶ Randy Olson – Don't be Such a Scientist
- ▶ Alan Alda Center for Communicating Science
- ▶ sharingscience.agu.org/

Thank you!

Jana Goldman
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