Public Understanding of Research

Exercise with Science Museum of Minnesota
Outline

- PUR vs Public Understanding of Science
- Introduction to Science Buzz program at Science Museum of Minnesota
- Tool Links
- Project assignment described
Informal Science Education vs. PUR

- See article by Hyman Field
- NSF: Communicating Research to Public Audiences
- Could be important for all of you as researchers

- Following are a few distinctions:
Comparison and Contrast - 1

- **Informal Science Ed:**
  - Presents established science knowledge
  - Often a one-time learning experience
  - Presents info in a single medium
  - Examines applications of science in the past

- **PUR:**
  - Examines research into the unknown
  - Must be on-going or follow research
  - Should be diverse and coordinated media
  - Discusses what applications of research might be
Comparison and Contrast - 2

- Informal Science Ed:
  - Presents process of research in simplified version -- well-defined, linear process
  - Presents scientists who have made significant contributions

- PUR:
  - Presents research as it is happening -- non-linear process
  - Intros scientists currently working
  - Engages public in dialog
  - Relies on feedback from the public
Science Buzz

- Community-based “buzz blog” to encourage visitors to registered content in the form of a poll or blog post.
- See article by von Appen, Kennedy and Spadaccini
- [http://ltc.smm.org/buzz](http://ltc.smm.org/buzz)
Assignment-Part 1

- Registerd with Science Buzz: http://ltc.smm.org/buzz/user/register
- Read over what the blog entries, etc. look like.
- Pick a partner (this will be done in teams of twos)
- Pick a topic. See how they categorize information at: http://ltc.smm.org/buzz/community/teachers/standards
Assignment-Part 2

- Create the basic content:
  - Theme Label
  - Sidebar 1: Explain the concept
  - Sidebar 2: What’s the big idea?
  - Acquire images, links or other content (n.b. attribution is essential)

- Decide who will respond to the dialog in the blog
Tools

- **Images**
  - Anything with .gov is fine.
  - [http://flickr.com/go](http://flickr.com/go) to creative commons.

- **Brainstorming popular topics:**
  - [http://technorati.com/](http://technorati.com/)

- **Content linking:** Wikipedia, etc.
Process

- By next Friday, send me a copy of first draft content to Brenda and me.
- Then we’ll give you feedback and access info to enter into blog template.
- Friday the 19th we’ll view them all together, discuss, and then do a videocon with Bryan Kennedy.