



Social science and science communication – polar opposites or partners in science communication

Working with future scientists and science communicators

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- Science Communication Unit at UWE seeks to define, target and engage publics with science
- Undergraduate, postgraduate and PhD in social sciences
- Teaching social science, health and science students
- Research exploring media representations of science, attitudes towards public engagement, science communication evaluation techniques (often in conjunction with a scientist or a scientific advisory panel).

Working with future and existing scientists/
science communicators

- Exploring Science and Society
 - Module offered to a variety of undergraduate science programmes such as Biological Sciences, Environmental Science and Forensic Chemistry
 - Case study approach exploring the science, societal issues and implications for public engagement of emerging areas such as Facial Transplantation





- MSc Science Communication
 - Compulsory module on Science and Society
 - Introducing students to science communication field
 - Utilising academic research to discuss implications for the development of science communication

- Continuing Professional Development
 - Introductions to Evaluation Techniques
 - Increasing confidence and awareness of breadth of methods (particularly qualitative mechanisms)



- Developing critical and reflexive thought
- Defining what it is we are doing
- Encouraging interdisciplinary approaches
- Putting ourselves in 'lay' shoes
- Finding the right tools for our questions
- Social science and science in parallel
- Working with a social scientist = becoming a social scientist?



Issues: Where are the social scientists?

- Where are the social science graduates?



Applicant Backgrounds

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- Where are the social science graduates?
- Should communication training be embedded in undergraduate social science programmes ?
- How are social scientists who want to communicate more readily about their work supported?



Thank you

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