

Journaling to Communicate Science and Excitement



You are already an expert
science communicator.

You are already excited
about PolarTREC.

Thank you.
Questions?

Science Communication will differ from Science Teaching



Knowing the
Science

Understanding
of the Audience

**Science
Communication
Opportunity**

Skills and techniques

Know your Audience...



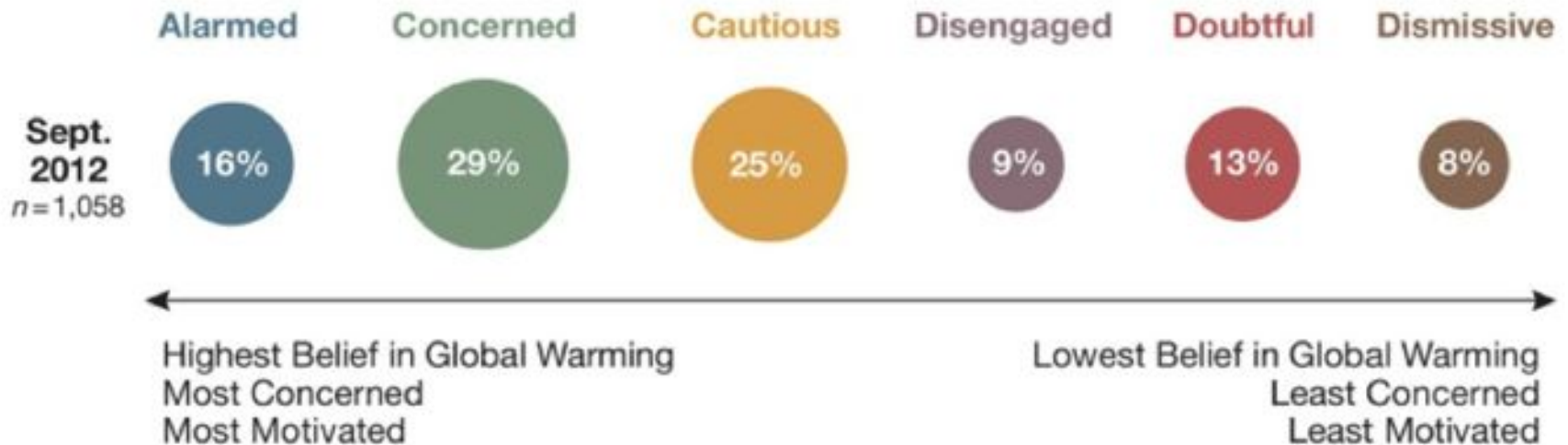
A 2009 survey revealed that 65 % of Americans cannot name a living scientist. Another 18 % try but get it wrong.

That's 83 % who don't know a living scientist by name

<http://newvoicesforresearch.blogspot.com/2009/07/can-you-name-living-scientist.html>



The Six Americas Audience Segments



Proportion represented by area

Source: Yale / George Mason University

Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance		
aerosol		
positive trend		
positive feedback		
theory		
uncertainty		
error		
bias		
sign		
values		
manipulation		
scheme		
anomaly		

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aerosol	spray can	tiny atmospheric particle
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Terms that have different meanings for scientists and the public

Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback		
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uncertainty		
error		
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sign		
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anomaly		

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Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
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enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
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
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average

What do I do with my
PolarTREC Journal??

Types of Journaling

Storytelling


Multimedia

Factual

Journals

August 21, 2012 A week


It has been one week since we returned to 'normalcy' here. It's not so bad to deal with 8 miles and are dead when your days are not...



[Read Full Journal](#)

August 14, 2012 South Bound

11, 12, 13... just like that another weekend in Longyearbyen was spent in differing ways for various projects. Students worked on their projects, talk on outreach got thrown into...



[Read Full Journal](#)

August 11, 2012 Some photos from proposal

As these days are being spent in the field, here are a few pictures of life around UNIS and the final field journal. In addition, here is a proposal to study the various of Linneus... proposal has guided his field work at Kapp Linne and...



[Read Full Journal](#)

August 10, 2012 Bright Lights, Big City

A lot has happened in the past 48 hours. I last checked in at the closing of Aug. 8 thinking that all was buttoned up neatly. Field work done, heading out on Friday... pack things up and cast off. Well, later on Wednesday night (post journal) we got a message from UNIS logistics. The logistics...




[Read Full Journal](#)

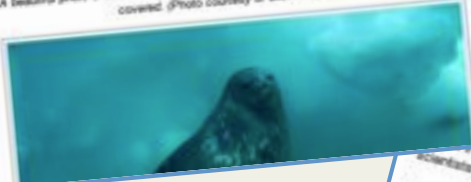
August 8, 2012 Ten Marathons, 29 days = A good field season

The Diving

It's really hard to put into words the experiences we shared under the ice. The 2011 diving season had some amazing moments for our group. There are too many to try to name, so I'll just leave the diving with a few amazing pictures from my last dive and a couple of accomplishments from our diving group.



A beautiful photo of the underwater landscape, with the ice overhead and the sea floor covered. (Photo courtesy of Steve Russ)




Meet the seals! Part one

Since my return from Antarctica, the questions I've most often received are:

- Did you name the seals and if so, what were their names?
- How did you pick the names?
- What was the largest seal you tagged?
- What was the smallest seal you tagged?
- How many of the seals were male and how many were female?
- How old were the seals?

These are all excellent questions so I thought I'd give you some of these basic facts 'glamor shot' (or two) of each!

Seal 1 - 'Aussie'



Meet Aussie - the first seal we tagged!

Aussie's name was chosen because during our first official outing we met another group of scientists from Australia - so we named Seal 1 Aussie.

Here are some of Aussie's basic 'stats':

- Female
- Weight 405 kg (893 lbs.)
- Standard Length (how long) 254 cm (8.3 ft.)



Frame of Mind

Today, are you a....

Teacher

Artist

Naturalist

Scientist

Ecologist?

Your perspective will guide your journaling through the experience and help keep you focused.

Important Field Journalists

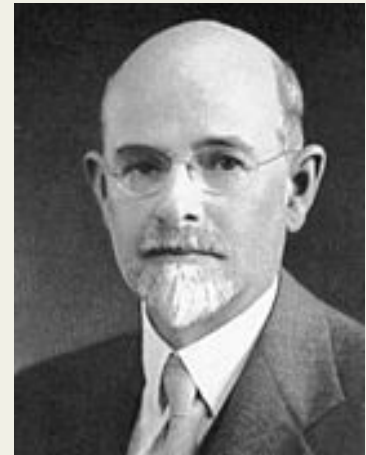
Adventurer



Naturalist



Scientist



Observer



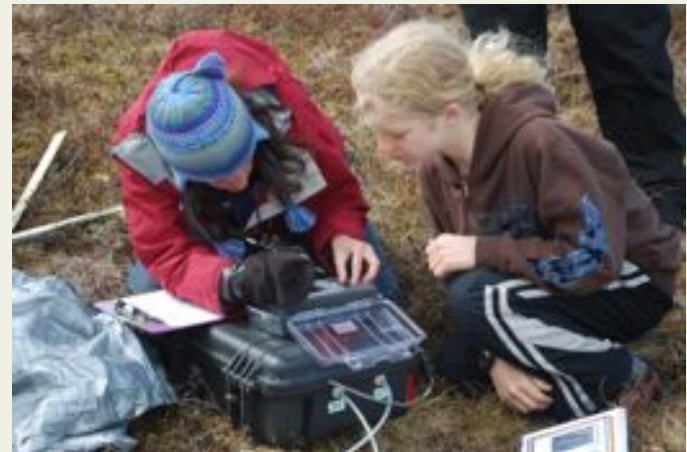
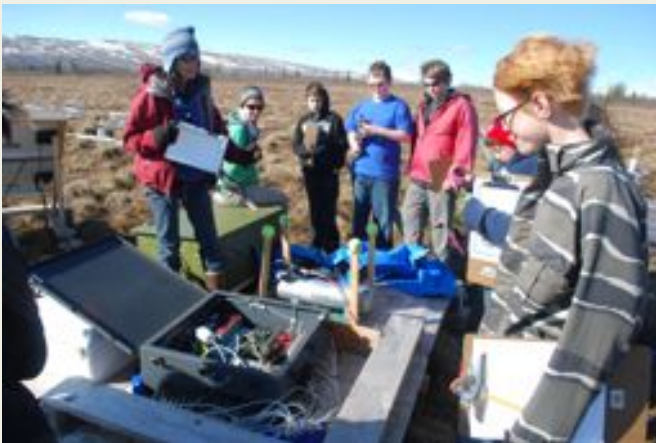
Teacher



Conservationist

Communicating Science

“That is what I most want to convey to students via a teacher: the important science issues and why we study them, how our field activities yield answers to those science questions, and how to interpret and apply results.”



“It's so nice to know that there has been a connection made through the journals. It's easy to feel as if no one is reading them.”