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6 Things Scientists Can Learn from Science Journalists

MAGGIE KOERTH-BAKER, BoingBoing.net, The New York Times Magazine

When you talk about your research, do you feel like you're talking to yourself? Have ever accidentally left a lay person more confused than they were before they met you? Does your left eye go twitchy every time a journalist calls? Communicating science is scary. Fortunately, the same lessons that turn cringe-worthy journalism into smart science reporting can help you do a better job of communicating your own work—whether directly to the public, or to journalists, themselves. Don't freak out. Don't give up. Instead, come to this presentation.