

Let's
communicate
science!

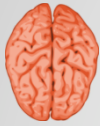
"Extreme Habitable Worlds"
4-8 December, ESA ESTEC, Noordwijk
Arianna Ricchiuti, Planetario di Bari

“A good communication is made of
20% of what you know and of
80% of what you feel
about what you know”





Reasons for science communication



To inspire critical thinking: it helps embarrass away non-evidence based approaches



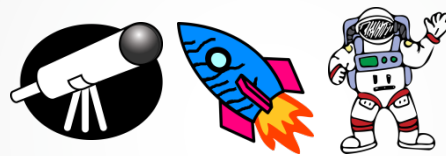
To fight against misinformation and to democratize science and knowledge





Reasons for science communication

To point out the importance of research:
it is useful even when it seems useless



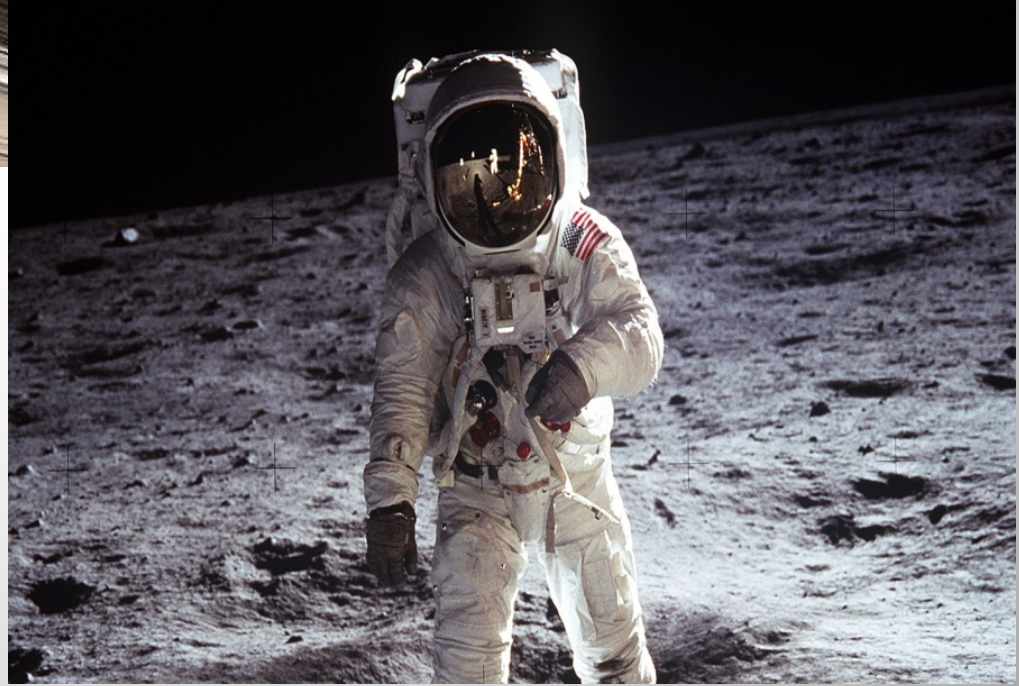


Reasons for science communication



To make people understand
research can be useless,
sometimes!










Strategies for science communication

- Language adapted to the audience 



- Items: experiments, common objects, professional instruments, videos

- Exploit technology and art: planetariums, science festivals, museums, theatres





Strategies for science communication

- The more you have fun, the more you learn



- Pay attention to the style

- Use body language: you are the demo!



- Always make sure you've finished speaking before your audience has finished listening!

“There are always 3 speeches behind
the speech you have done:
the one you’ve been preparing for;
the one you have actually done;
and the one you wished
you would have done.”





GRAZIE! ☺

Facebook profile: Arianna Ricchiuti
Facebook page: Arianna Ricchiuti- Astrobiologia per Tutti