

## **Contents**

Foreword

	SIR WALTER BODMER FRS		
	Authors' biographies	xv	
	Introduction: Public engagement in an evolving science		
	policy landscape	1	
	RICHARD A. L. JONES FRS, PRO-VICE-CHANCELLOR		
	FOR RESEARCH AND INNOVATION, UNIVERSITY		
	OF SHEFFIELD		
	Part I		
	What it helps to know beforehand	15	
1	Deficits and dialogues: science communication and the		
	public understanding of science in the UK	17	
	SIMON J. LOCK, DEPARTMENT OF SCIENCE		
	AND TECHNOLOGY STUDIES, UNIVERSITY COLLEGE		
	LONDON		
2	Explaining the world: communicating science through		
	the ages	31	
	JAMES HANNAM, HISTORIAN		
3	Science: truth and ethics	45	
	RICHARD JENNINGS, DEPARTMENT OF HISTORY		
	AND PHILOSOPHY OF SCIENCE, UNIVERSITY OF		
	CAMBRIDGE		
4	The public's view of science	60	
	GEORGE GASKELL, SALLY STARES AND NICOLE		
	KRONBERGER, LONDON SCHOOL OF ECONOMICS		ix

Page xiii



## x Contents

5	The common language of research TRACEY BROWN, MANAGING DIRECTOR,	77
_	SENSE ABOUT SCIENCE	0.0
6	Not 100% sure? The 'public' understanding of risk	90
	JOHN ADAMS, EMERITUS PROFESSOR OF GEOGRAPHY, UNIVERSITY COLLEGE LONDON	
7	The ethos of science vs. ethics of science communication:	
,	on deficit and surplus models of science-society	
	interaction	101
	ALFRED NORDMANN, TECHNISCHE	101
	UNIVERSITÄT DARMSTADT AND UNIVERSITY	
	OF SOUTH CAROLINA	
	of South Carolina	
	D. (W.	
	Part II	
	Policy-makers, the media and public interest	110
	organisations	119
8	Research and public communication in EU policy	
	and practice	121
	MICHEL CLAESSENS, COMMUNICATION HEAD,	
	ITER ORGANISATION, FORMERLY DIRECTORATE-GENERAL	
	FOR RESEARCH, EUROPEAN COMMISSION	
9	Tackling the climate communication challenge	137
	ANDREW C. REVKIN, JOURNALIST AND SENIOR FELLOW,	
	PACE ACADEMY FOR APPLIED ENVIRONMENTAL STUDIES,	
	PACE UNIVERSITY	
10	Dealings with the media	151
	STEPHEN WHITE, HEAD OF COMMUNICATIONS, BRITISH	
	PSYCHOLOGICAL SOCIETY	
11	Dealings with the U.S. media	167
	CHRIS MOONEY, AUTHOR, MEDIA TRAINER	
	AND PODCASTER	
12	Relations with public interest organisations: consumers	182
	SUE DAVIES MBE, CHIEF POLICY ADVISER, WHICH?	
13	Relations with public interest organisations: patients	
	and families	196
	ALASTAIR KENT, DIRECTOR, GENETIC ALLIANCE UK	



		Contents	xi
14	Relations with environmental organisations: a very		
	personal story	204	
	PIET SCHENKELAARS, SCHENKELAARS		
	BIOTECHNOLOGY CONSULTANCY, THE NETHERLANDS		
	Part III		
	What you can do and how to do it	221	
15	Building relations with the various groups	223	
	DAVID J. BENNETT, DELFT UNIVERSITY OF TECHNOLOG	3Y	
	AND ST EDMUND'S COLLEGE, CAMBRIDGE		
16	Finding the right words: how to shine in radio and		
	television interviews	240	
	PETER EVANS, SCIENCE BROADCASTER AND WRITER		
17	Nanotechnology and the media: front page or no story?	256	
	RICHARD HAYHURST, SCHWARTZ COMMUNICATIONS		
	UK LIMITED		
18	The power of the podcast: the Naked Scientists' story	268	
	CHRIS SMITH, DEPARTMENT OF PATHOLOGY,		
	UNIVERSITY OF CAMBRIDGE		
19	The social web in science communication	280	
	HAYLEY BIRCH, SOUNDS OF SCIENCE		
20	Dealing with dilemmas and societal expectations:		
	a company's response	294	
	LISE KINGO, EXECUTIVE VICE-PRESIDENT AND CHIEF		
	OF STAFFS AND SUSANNE STORMER, VICE-PRESIDENT,		
	GLOBAL TBL MANAGEMENT, NOVO NORDISK		
21	Science festivals	312	
	NICOLA BUCKLEY, UNIVERSITY OF CAMBRIDGE AND		
	SUE HORDIJENKO, BRITISH SCIENCE ASSOCIATION		
22	Things to see and do: how scientific images work	332	
	RIKKE SCHMIDT KJÆRGAARD, HARVARD MEDICAL		
	SCHOOL AND AARHUS UNIVERSITY		
23	The Triple Helix: the undergraduate student-run face	n==	
	of science communication	355	
	JAMES SHEPHERD, DEPARTMENT OF CHEMISTRY,		
	HINLIVERSITY OF CAMBRIDGE		



## xii Contents

24	Public understanding of research: the Open Research	
	Laboratory at the Deutsches Museum	372
	PAUL HIX AND WOLFGANG M. HECKL, DEUTSCHES	
	MUSEUM, MUNICH	
25	Imagine: a communication project putting life sciences	
	in the spotlight	384
	PATRICIA OSSEWEIJER AND TANJA KLOP, DELFT	
	UNIVERSITY OF TECHNOLOGY	
	Part IV	
	And finally, evaluating and embedding science	
	communication	401
26	Evaluating success: how to find out what worked	
	(and what didn't)	403
	LAURA GRANT, LAURA GRANT ASSOCIATES	
27	Effectively embedding science communication	
	in academia: a second paradigm shift?	423
	MAARTEN C. A. VAN DER SANDEN AND PATRICIA	
	OSSEWEIJER, DELFT UNIVERSITY OF TECHNOLOGY	
	Index	443
	The colour plates are situated between pages 354 and 355	