



Communicating science through the science of communication

August 14, 2020

2:30 pm (eastern), 1:30 pm (central), 12:30 pm (mountain), 11:30 am (pacific)

In the digital world we live in today, the public is presented with an overwhelming quantity of information, much of which is unscientific. STEM professionals seeking to navigate this information space need new strategies for breaking out from the pack and targeting new audiences. This webinar is brought to you by the iAMResponsible project, a nationwide team of researchers and extension experts working to develop and deliver effective outreach on antimicrobial resistance for diverse audiences, from the farm and pharma to family. In this webinar, we will apply lessons learned from antimicrobial resistance and health communications to more science communication challenges. We'll be joined by a panel of communication experts discussing how the public forms perceptions of science and health information, the kind of information sources they trust and seek out, and how socioeconomic and cultural differences impact audience engagement with scientific information. *An application for continuing education credit for Certified Crop Advisors (CCAs) and members of the American Registry of Professional Animal Scientists (ARPAS) will be submitted.*

Kari Nixon is an assistant professor at Whitworth University. Her research focuses on the confluence of microbiology, germ theory, and social norms in the late nineteenth century, and expands into the present day, considering the risk aversions that motivate antibiotic usage. Her co-edited collections, *Endemic: Essays in Contagion Theory and Syphilis and Subjectivity* were published with Palgrave in 2016 and '17, respectively. Her first book, *Kept From All Contagion: Germ Theory, Disease, and the Dilemma of Human Contact* came out in May 2020, and she recently published for CNN about Coronavirus discourse. Email: knixon@whitworth.edu



Leandra H. Hernández (Ph.D., Texas A&M) is an assistant professor in the Department of Communication at Utah Valley University. Her research focuses on patient-provider communication, health disparities, and health equity for diverse and minoritized communities. She is coauthor of *Challenging Reproductive Control and Gendered Violence in the Américas* (Lexington, 2018) and co-editor of the following books: *This Bridge We Call Communication: Anzaldúan Approaches to Theory, Method, and Praxis* (Lexington, 2019), *Military Spouses with Graduate Degrees: Interdisciplinary Approaches to Thriving amidst Uncertainty* (Lexington, 2019), and *Latina/o/x Communication Studies: Theories, Methods, and Practice* (Lexington, 2020). Leandra has published a number of peer-reviewed scholarly journal articles in outlets such as *Communication Research*, *Frontiers in Communication*, and *Health Communication*. Email: leandrahernandez11@gmail.com

Meaghan McKasy (Ph.D., University of Utah) is an Assistant Professor of Public Relations in the Department of Communication at Utah Valley University. Her research interests are in strategic processing of environmental and science communication. She is particularly interested in analyzing individual motivation and ability in processing messages and forming attitudes. She has explored the use of energy democracy in utility company communication, the impact of emotions on perceptions of microbiomes, and scientists' use of humor on Twitter. She has published in the journals *Public Understanding of Science*, *Frontiers in Communication*, and *Mass Communication and Society*. Email: Meaghan.McKasy@uvu.edu



How do I participate?

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Where do I find more information?

- The way we talk about coronavirus matters
<https://www.cnn.com/2020/03/03/opinions/coronavirus-history-of-disease-medical-humanities-nixon/index.html>
- Using narratives and storytelling to communicate science with nonexpert audiences
https://www.pnas.org/content/111/Supplement_4/13614

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on the sharing of both
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