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Research: Form and Function – Geckos, sharks, snakes, etc



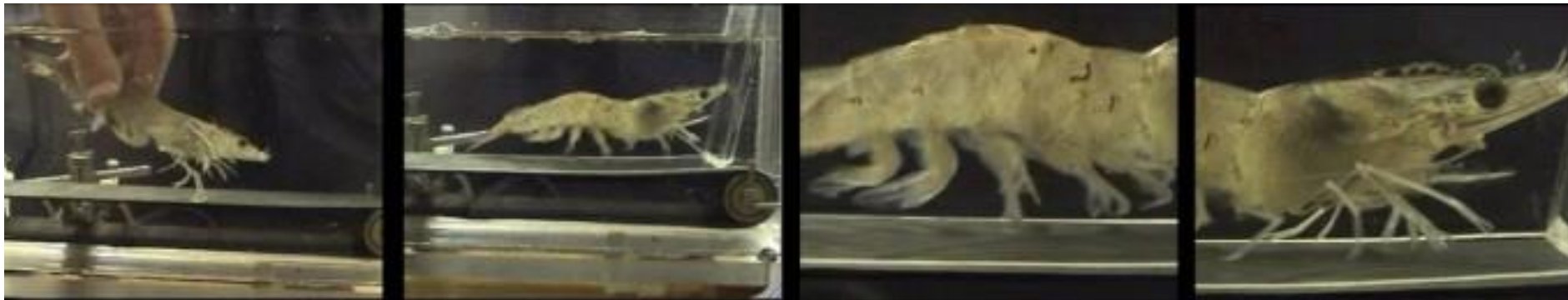
Things I think I know

- 1. A snappy press release for a paper that lacks true rigor is ultimately a disservice to all involved
- 2. Animals are not humans – please don't turn them into them
- 3. The media will mutilate your science – try and help them avoid doing so
- 4. Good press releases should be simple, snappy but also scientifically correct
- 5. Media spotlight is intense – then quickly moves away (eye of sauron) – this is a problem



Basic (non-applied) Science under attack

- **How a \$47 Shrimp Treadmill Became a \$3-Million Political Plaything**
- **Duck reproduction**
- **NSF spending 103,000 to examine aggression in sunfish drinking tequila**



How can scientists communicate to change this view?

- **One view – scientists need to be better in terms of speaking to public (writing, social media, etc)**

Problem - We now have more scientific communication than ever before, but are not reaching the key demographic that makes decisions

How can we use scientific writing and speaking to change this view?