



Seminar: Why and how to engage with the public about science

Prof. Mary Williams (Feature Editor of *Plant Cell*)

Friday, June 28, 2019

10:15

SR 00.043, Institute of Biology II / III, Schänzlestr. 1

Host: CIBSS, Prof. Dr. Thomas Ott (Institute of Biology II)

Inquiries: christine.ehler@cibss.uni-freiburg.de | +49 761 203 97374

What if you found the secret to happiness, or the fountain of youth, and nobody believed you? Scientific findings, from the causes and consequences of climate change, to the efficacy of vaccines, to the potential of gene editing, are increasingly being met by skepticism and intentional misinformation. Scientists have a responsibility to engage with the public to counter these trends. I will discuss strategies and resources to help you become an effective communicator.