



Science In Public: Communication, Culture, And Credibility

Jane Gregory, Steven Miller, Steve Miller

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Does the general public need to understand science? And if so, is it scientists' responsibility to communicate? Critics have argued that, despite the huge strides made in technology, we live in a "scientifically illiterate" society--one that thinks about the world and makes important decisions without taking scientific knowledge into account. But is the solution to this "illiteracy" to deluge the layman with scientific information? Or does science news need to be focused around specific issues and organized into stories that are meaningful and relevant to people's lives? In this unprecedented, comprehensive look at a new field, Jane Gregory and Steve Miller point the way to a more effective public understanding of science in the years ahead.

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