

Improving Scientific Communication through the Use of U.S. Geological Survey Video Podcasts



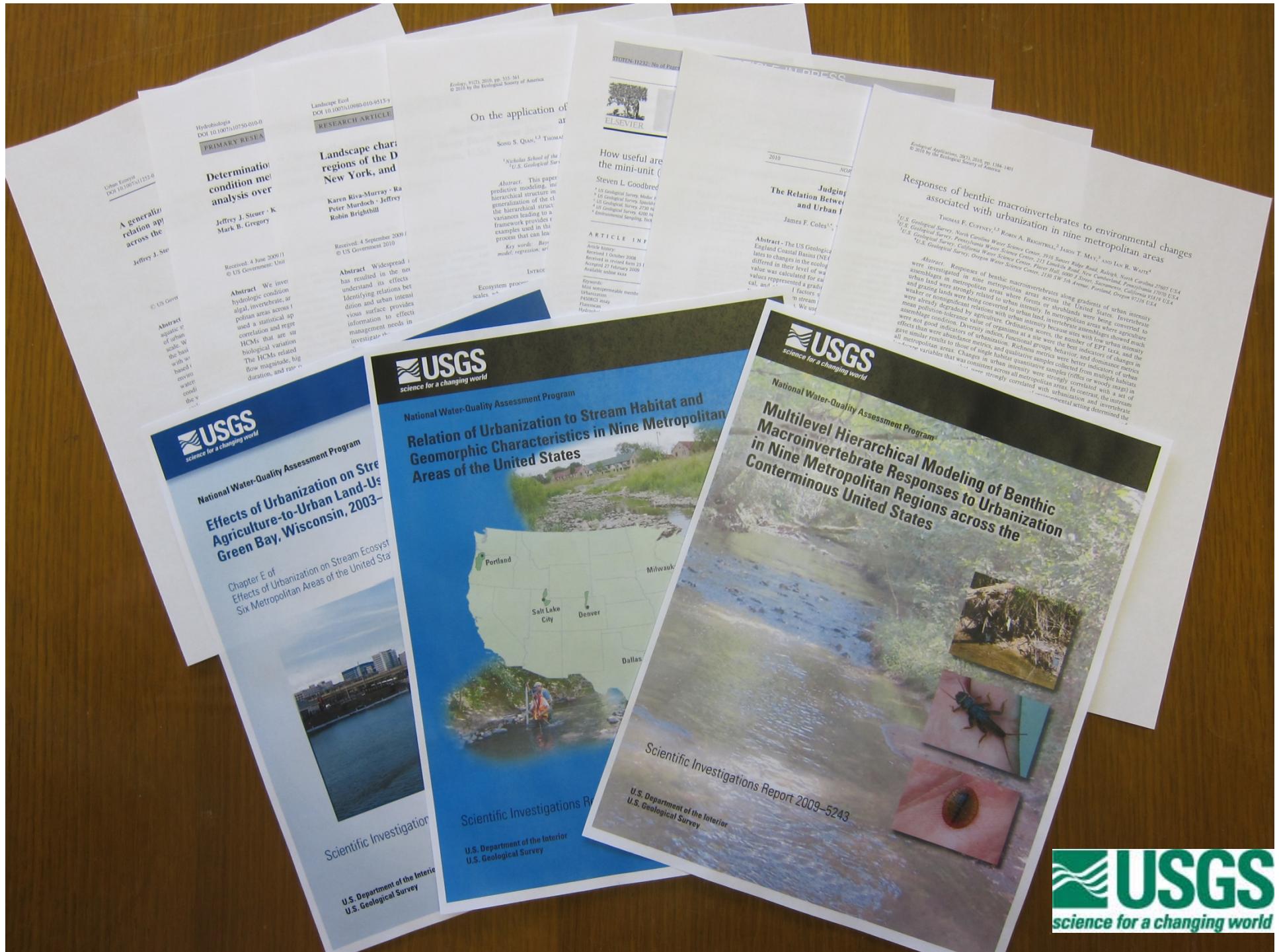
Michelle Moorman, Douglas Harned, Gerard McMahon, and Kara Capelli



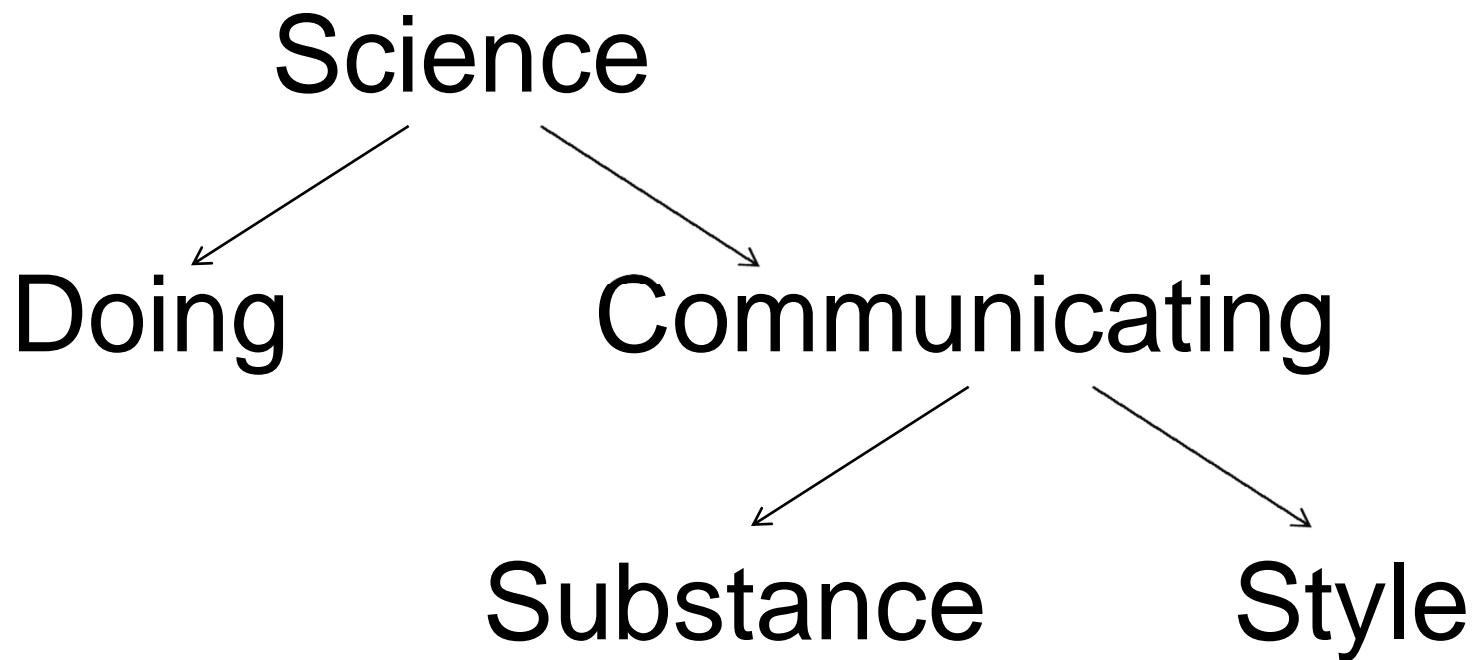
Science Illiteracy – who's to blame?



"..send again doesn't look
like they got it."

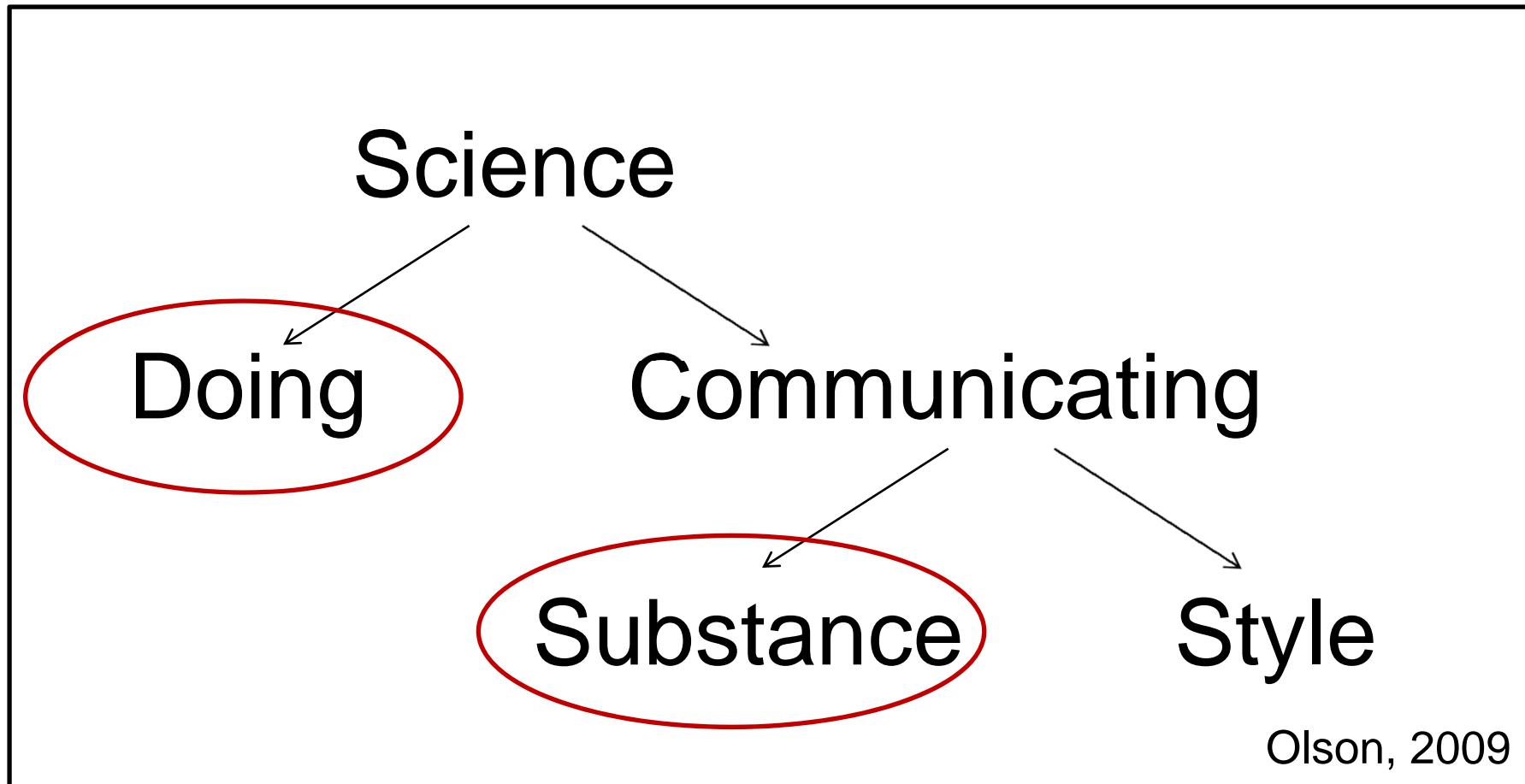


The Objective/Subjective Divide

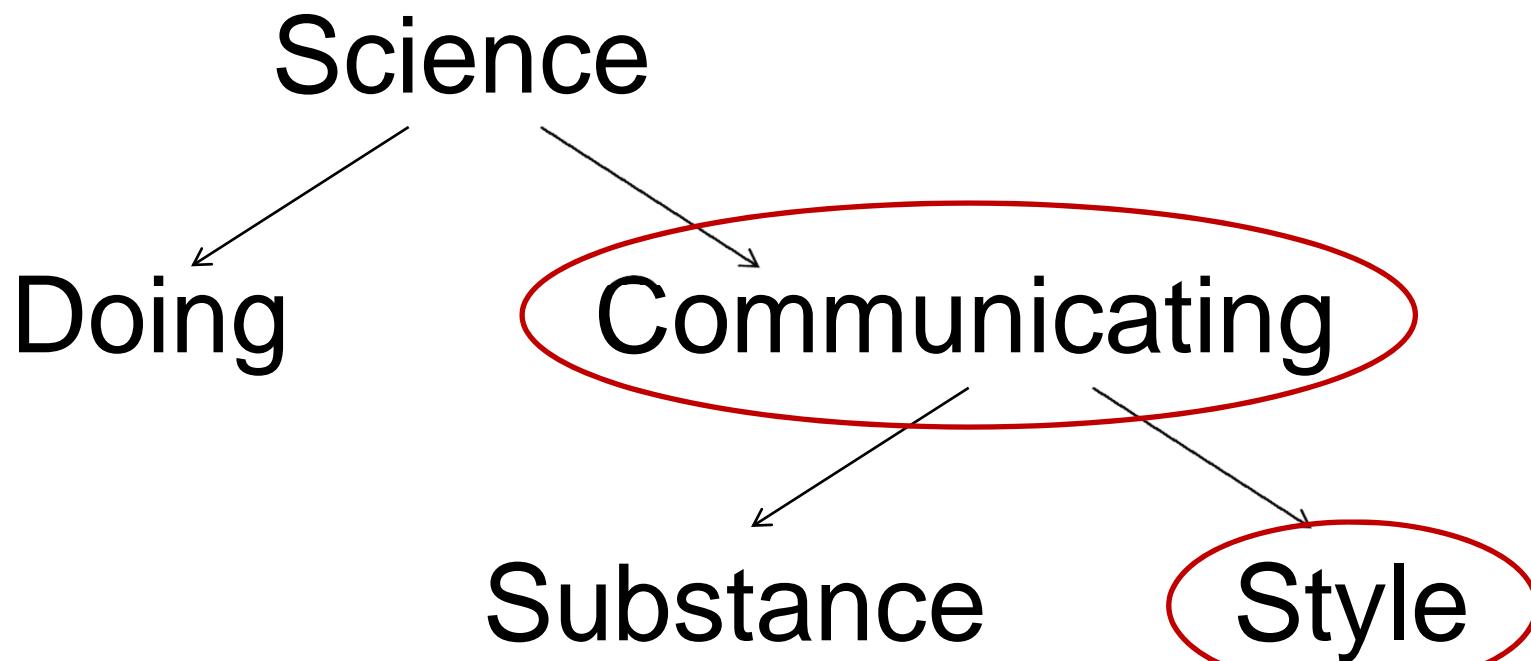


Olson, 2009

The Objective/Subjective Divide



The Objective/Subjective Divide



Olson, 2009

Communication of Science



Communication of Science



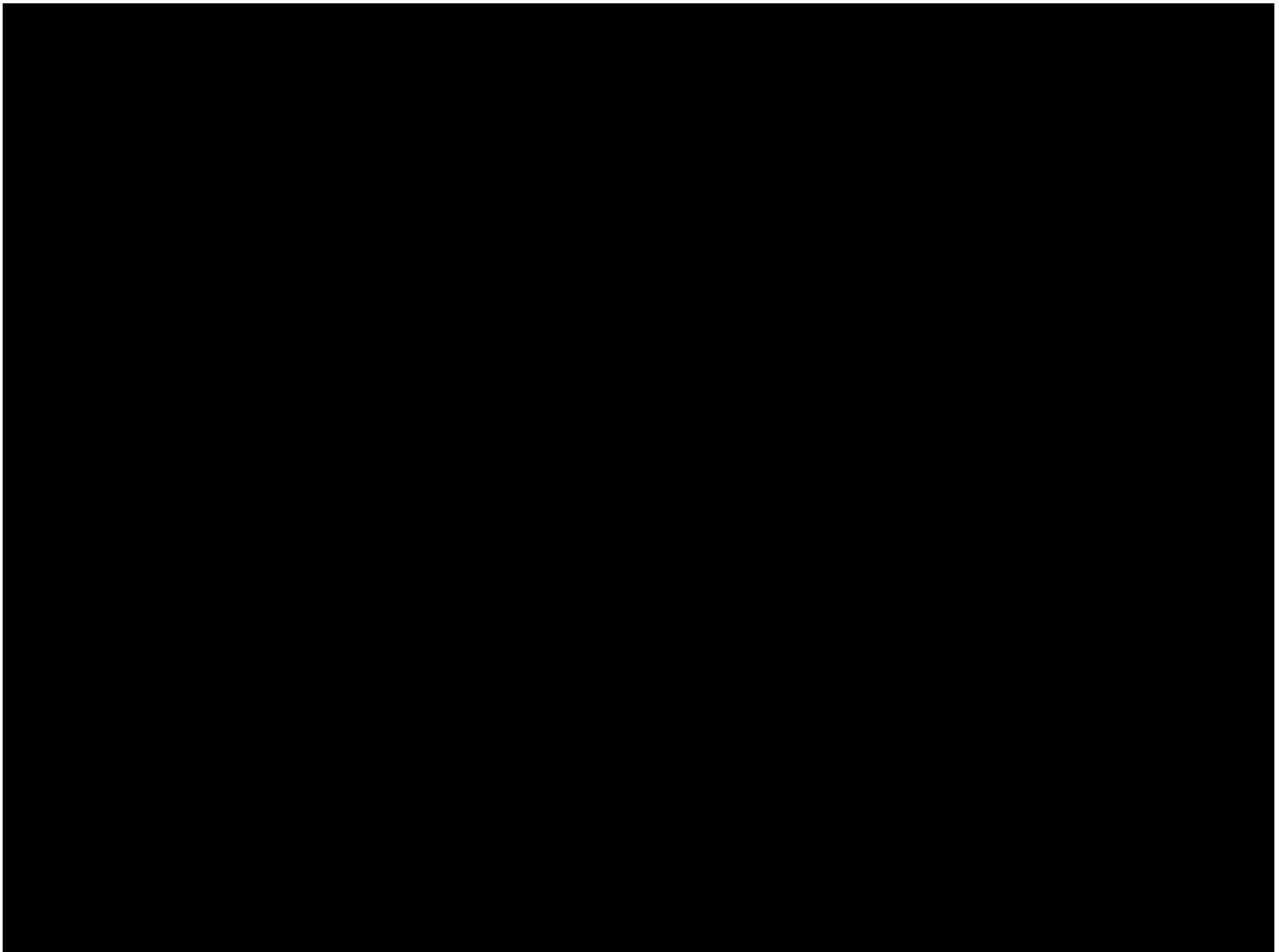
Podcasts as a communication medium



- Easy to use
- Free and open source
- Flexible
- Dynamic
- Good for auditory learners
- Information can be automatically delivered
- Supplement traditional communication methods

What makes for a good podcast?

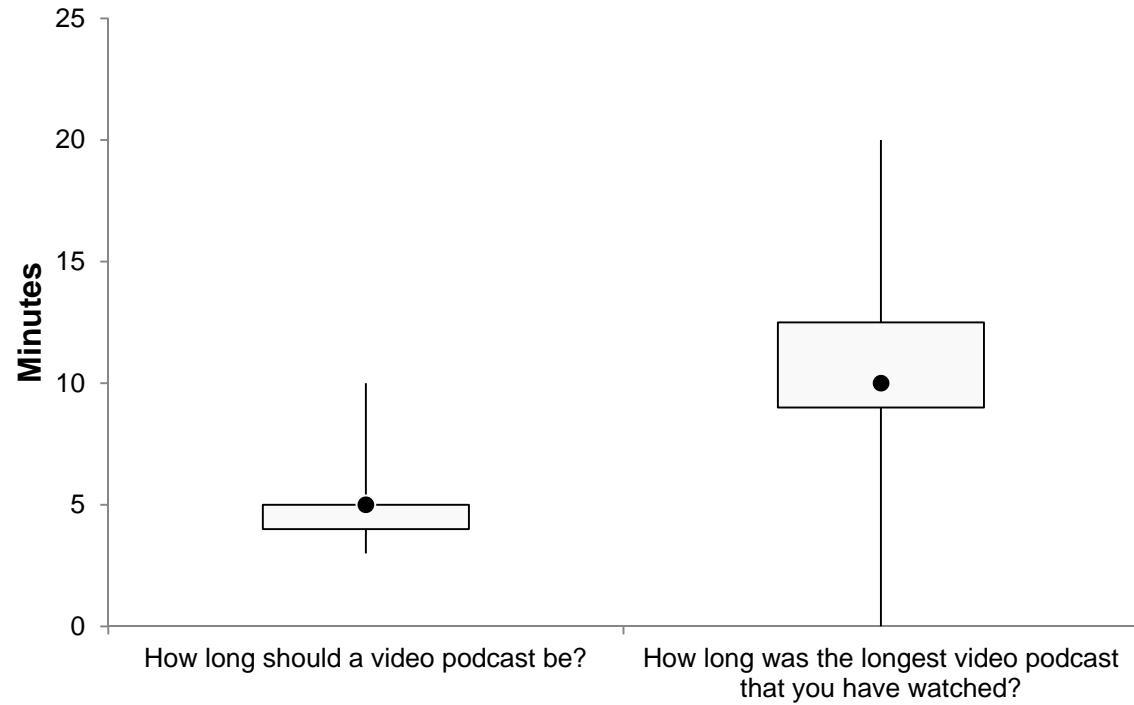




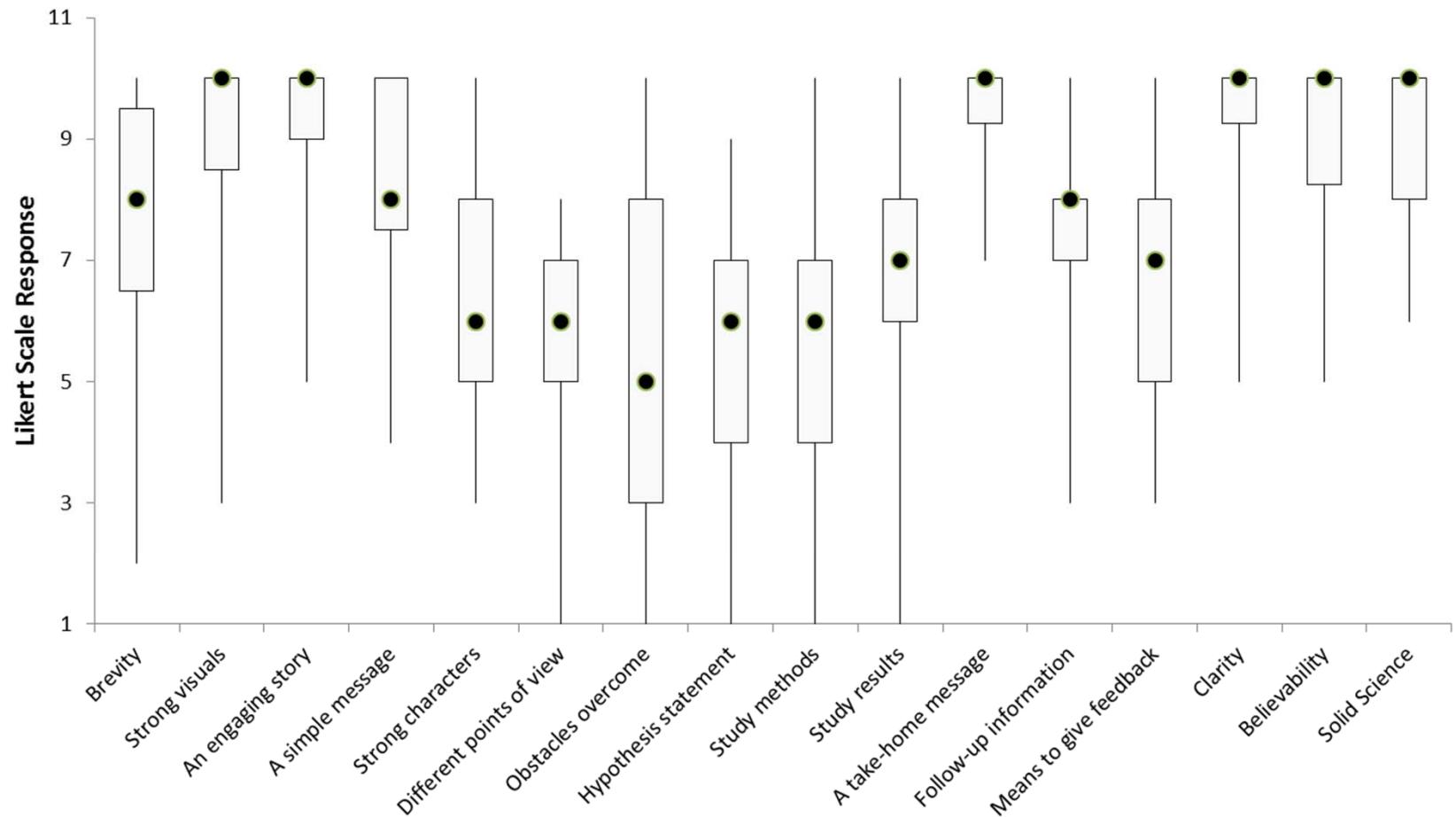
How did the podcast rate?



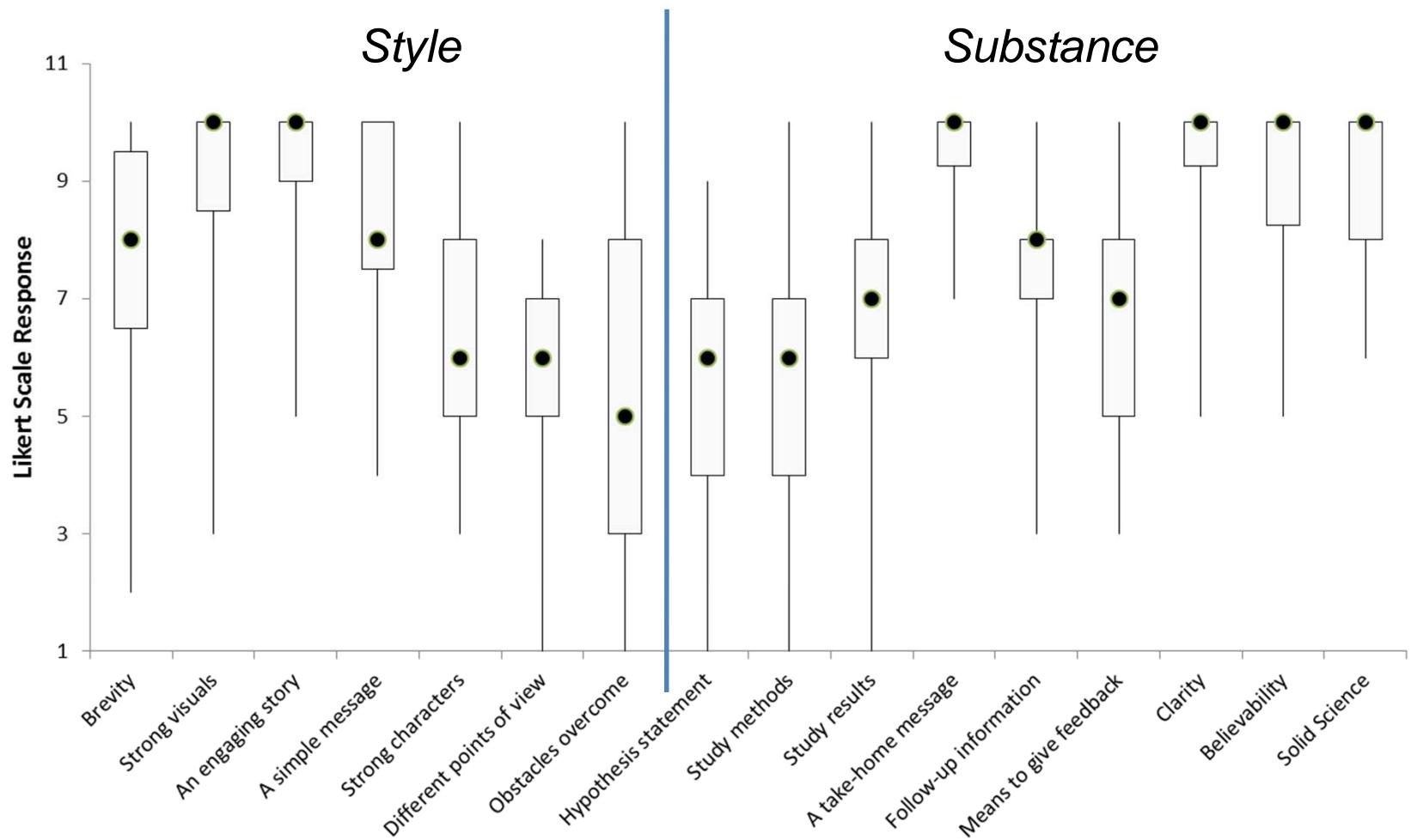
Podcast Length



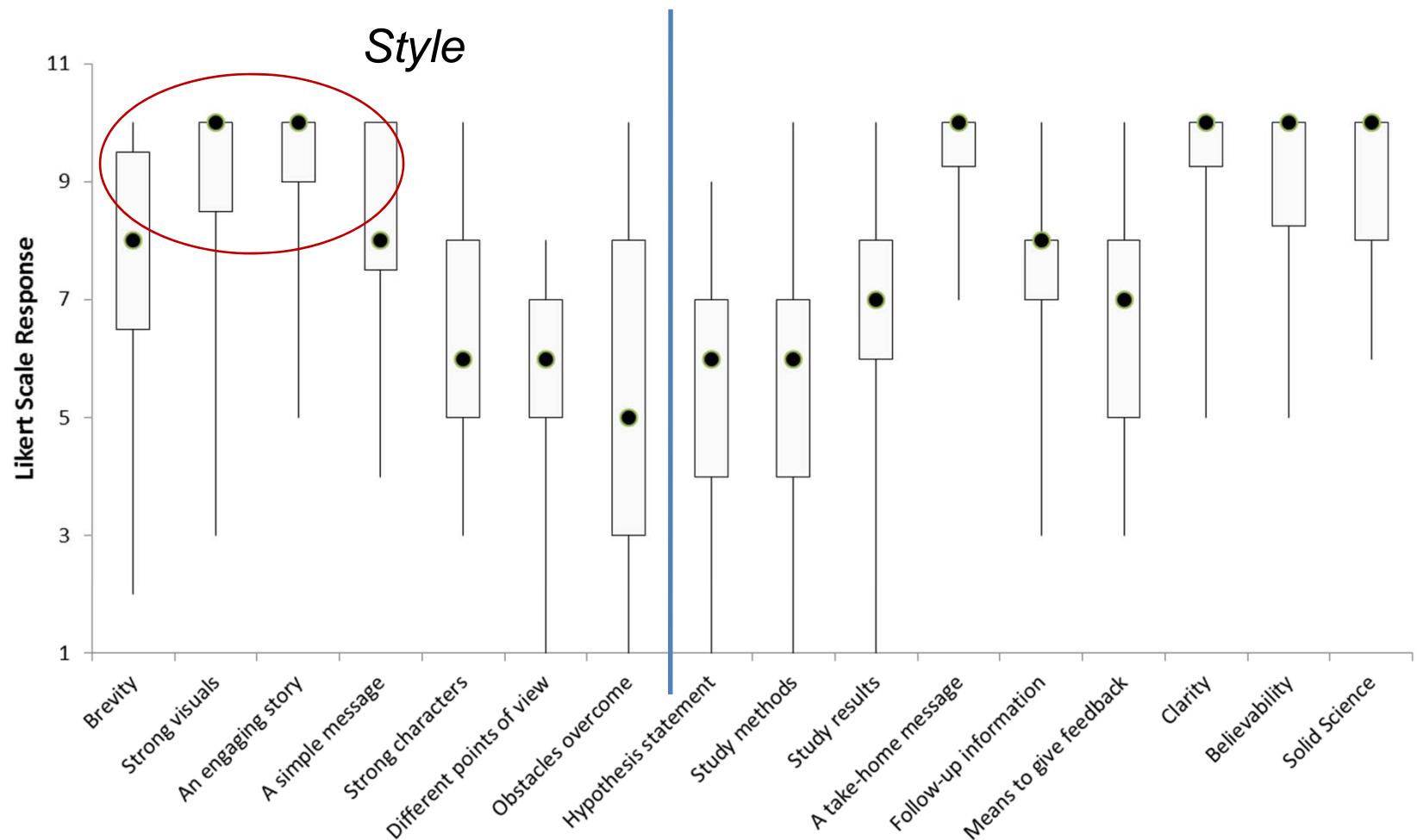
Podcast Elements



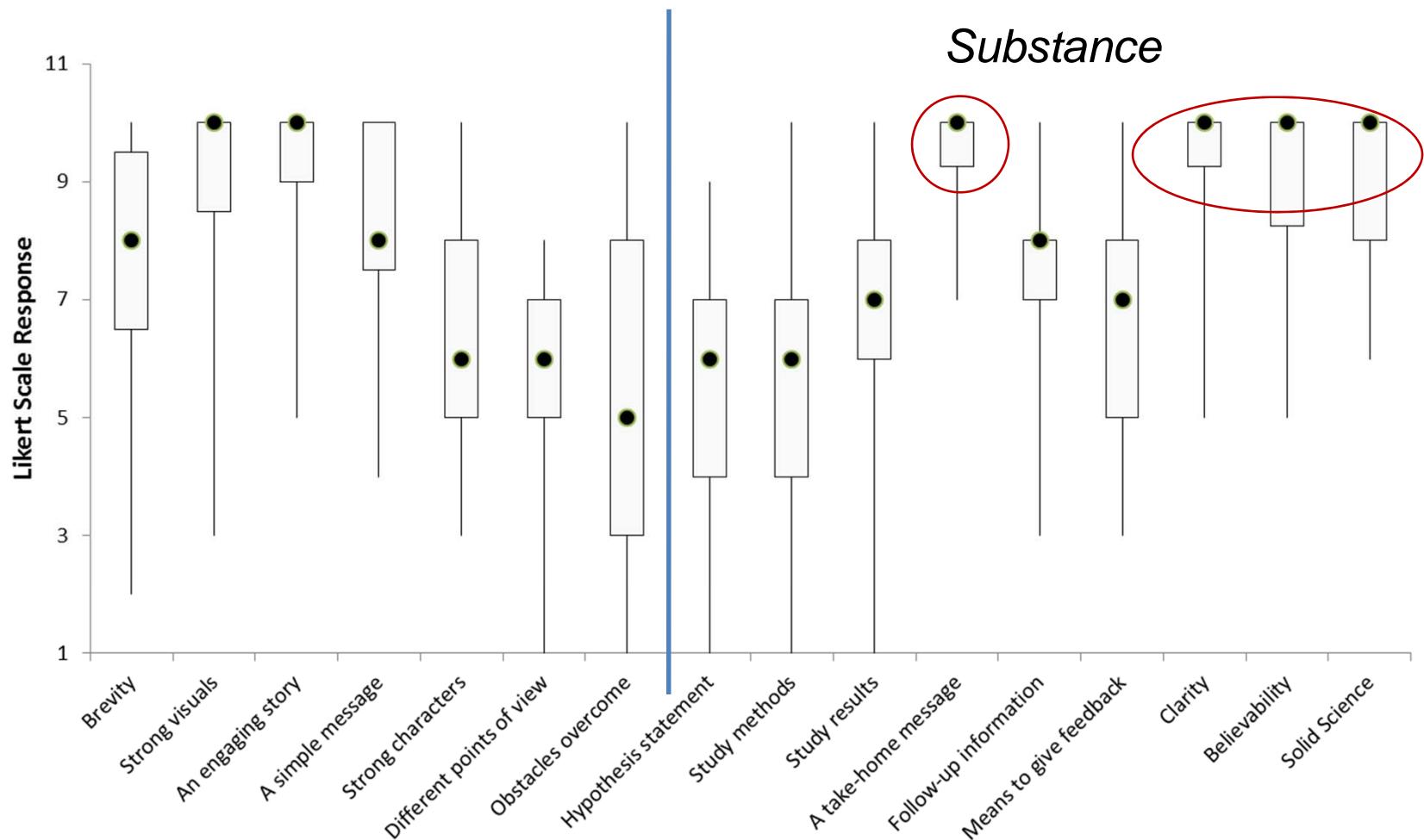
Podcast Elements



Podcast Elements



Podcast Elements





- Who's our audience?
- How will our message be disseminated?

Podcasts can be an effective medium for science communication if...

- They are simple and easy to understand with one straightforward take-home message
- Keep the audience engaged by having good visuals and an engaging story
- They are effectively marketed





Questions and Thoughts?
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