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The science of communicating nanoscience

Nanotechnology is just one example of a long line of scientific breakthroughs that are all characterized by a lack of widespread public awareness and knowledge. Nonetheless, we know from countless studies that lay audiences form attitudes about nanotechnology, its applications, and the policy environment surrounding it, even in the absence of information. This talk will examine the science of science communication, using nanotechnology as one of its most recent examples. Why does “informing the public” do little to produce more pro-science attitudes? How do lay audiences make decisions about nanotechnology? And what are some of the big challenges facing the scientific community with respect to communicating (nano)science in modern information environments?

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