

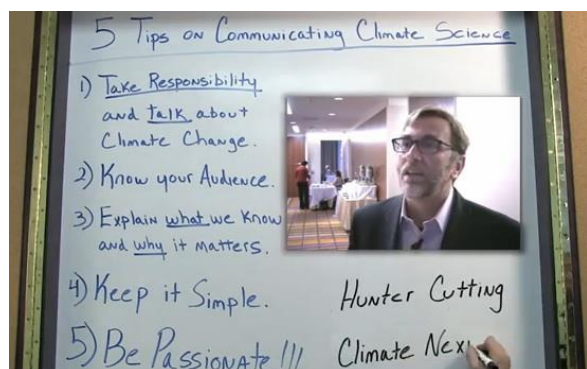
The Plainspoken Scientist

The Plainspoken Scientist is an AGU blog on science communication, for scientists. With this blog, we at AGU wish to encourage scientists to reach out to the public and to do so with plainspoken discussion. <http://blogs.agu.org/sciencecommunication/>

Blog post examples:

AGU Video: Speak up about climate change, science communicators say

25 February 2013



5 Tips on Communicating Climate Science

<http://bit.ly/107XBUS>

Use your words (wisely)

19 October 2011

Terms that have different meanings for scientists and the public		
Scientific term	Public meaning	Better choice
enhance	improve	intensify, increase
aerosol	spray can	tiny atmospheric particle
positive trend	good trend	upward trend
positive feedback	good response, praise	vicious cycle, self-reinforcing cycle
theory	hunch, speculation	scientific understanding
uncertainty	ignorance	range
error	mistake, wrong, incorrect	difference from exact true number
bias	distortion, political motive	offset from an observation
sign	indication, astrological sign	plus or minus sign
values	ethics, monetary value	numbers, quantity
manipulation	illicit tampering	scientific data processing
scheme	devious plot	systematic plan
anomaly	abnormal occurrence	change from long-term average

Scientists and the public can have different definitions for the same words. (Chart source: Physics Today)

<http://bit.ly/oBmuGj>