

Communicating Science to the General Public



Watch the FacDev in 5 Video featuring Dr. Aimee Bernard, Associate Professor, Immunology and Microbiology.

tinyurl.com/FD5-Comm-Science

Key Takeaways



Use the tips below to make scientific information more accessible, engaging, and understandable for public audiences.

1

Start with What Matters to Your Audience

Begin with questions your audience already has before sharing information.

2

Use Clear, Concrete Language

Replace jargon and technical language with clear language and relatable examples.

3

Use Analogies and Stories

Connect unfamiliar concepts to everyday experiences to improve understanding.

4

Acknowledge Uncertainty

Be transparent about what is known, unknown, and still being studied, and explain that scientific knowledge evolves over time.

5

Engage, Don't Lecture

Ask questions and listen actively to understand concerns and build trust.



Dive Deeper

American Association for the Advancement of Science.

[AAS Communication toolkit](#). 2022.

Forman-Katz, N. et al. [Young adults and the future of news](#). Pew Research Center. 2025.

Panthagani, K. et al. [Training health communicators – the need for a new approach](#). *New England Journal of Medicine*. 2025.

University of Pennsylvania. [Why excellent communication skills are vital for a successful science career](#). 2024.