



PUBLIC PERCEPTION OF SCIENCE

CRASC - LECTURE 6
- 20/03/25

point of view

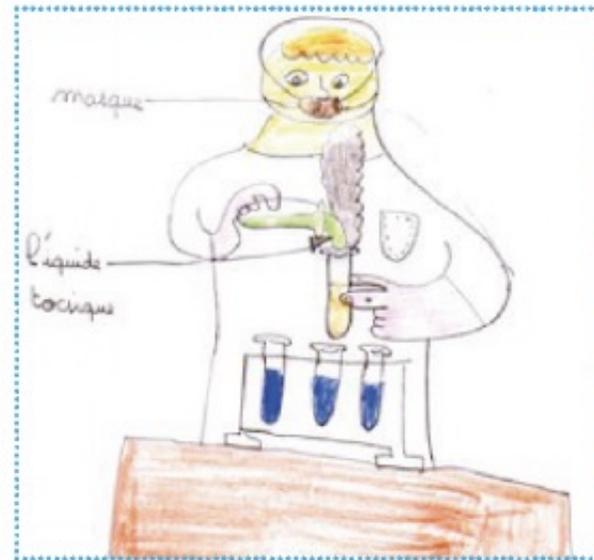
IS HOW THE
NARRATOR TELLS
A STORY



perspective

IS WHO IS
NARRATING THE
STORY





The point of view is the specific stance or viewpoint of the communicator, often shaped by their background, expertise, and values.



A scientist communicating their own research, a journalist reporting on a scientific study, or a science educator explaining a concept to students.

Perspective in science communication refers to the broader context, understanding, and experiences of the audience, as well as the social, cultural, and political dimensions of the scientific issue.



Understanding the audience's existing knowledge, beliefs, and values related to the scientific topic, or considering the potential impact of the science on different communities.

... THE FOURTH WALL

ABOUT YOUR PUBLIC

- age
- gender
- class
- education
- attitudes
- motivations
- what they know already
- expectations
- etc.

What EU citizens think of scientists



<https://europa.eu/eurobarometer/surveys/detail/2237>