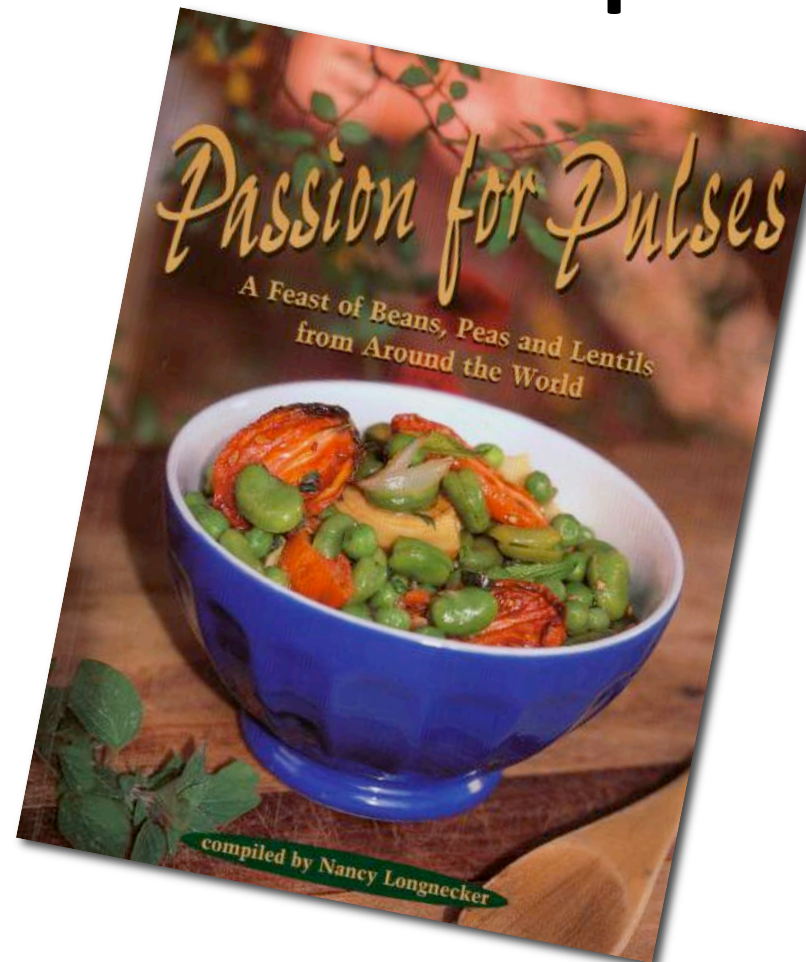


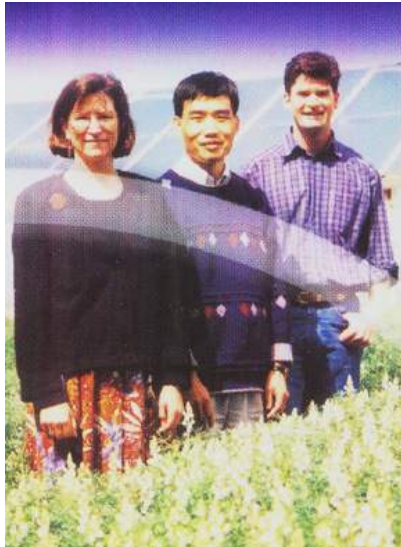
Science Communication: Using Food to Get People's Attention



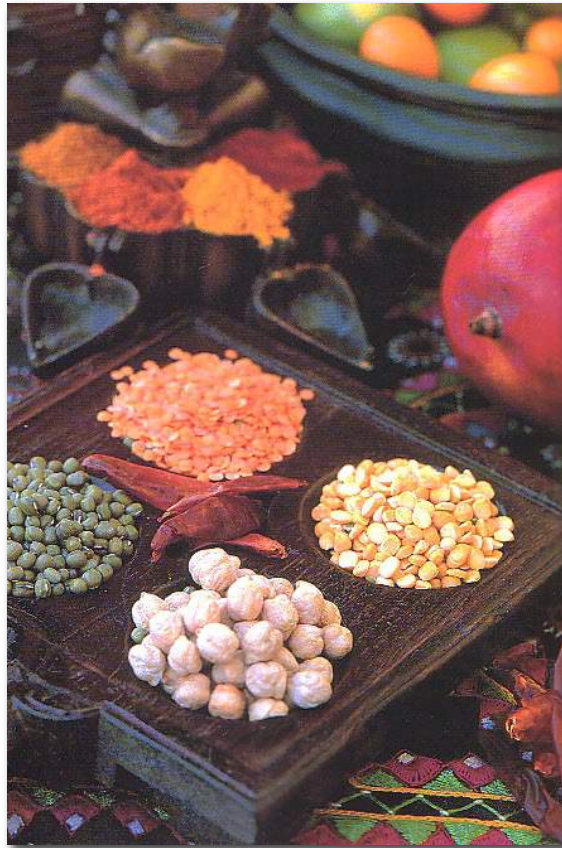
Nancy Longnecker
University Club
12 August, 2016

Plant Scientist to Science Communicator

**Plant science
researcher
(1978- 2002)**



**Science communicator
(CLIMA: 1994- 2002)**



**Science communication
academic,
(UWA: 2002-14
Otago: 2014-)**



Simple Model of Science Communication

THE BEAN FILES



Knowledge



Crafting messages



Channels



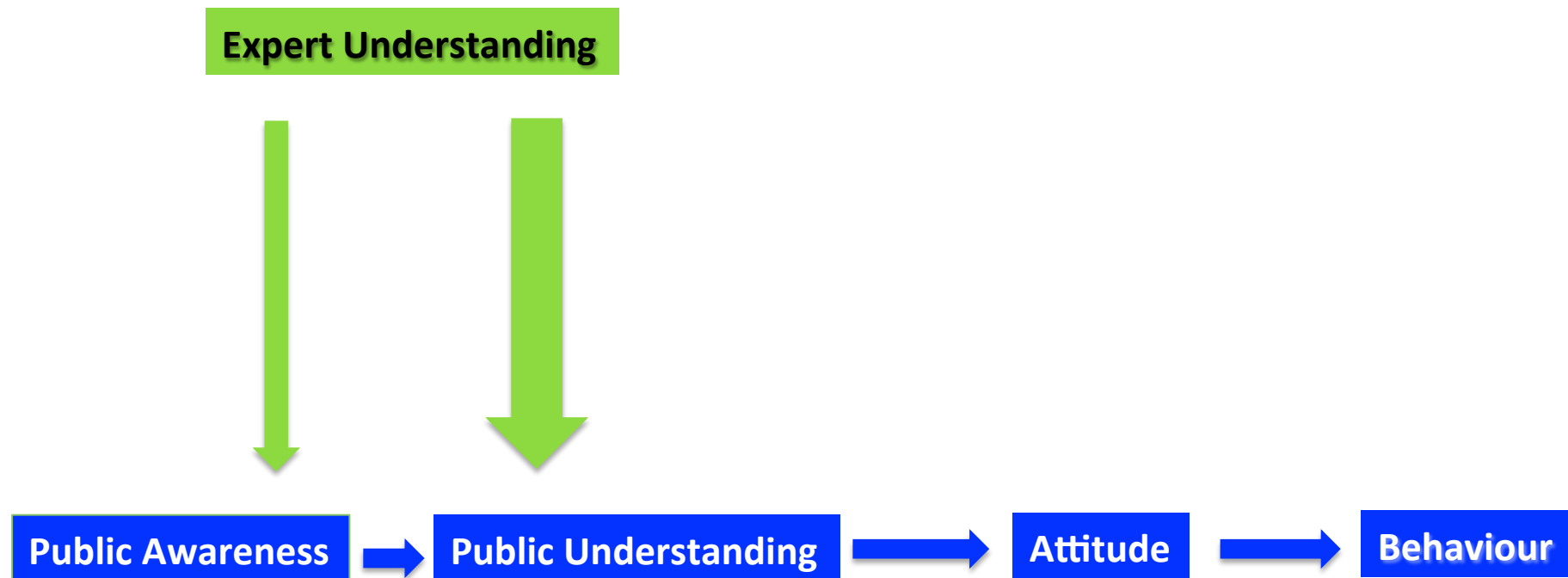
Assumption

People weigh up evidence and make decisions based on facts.

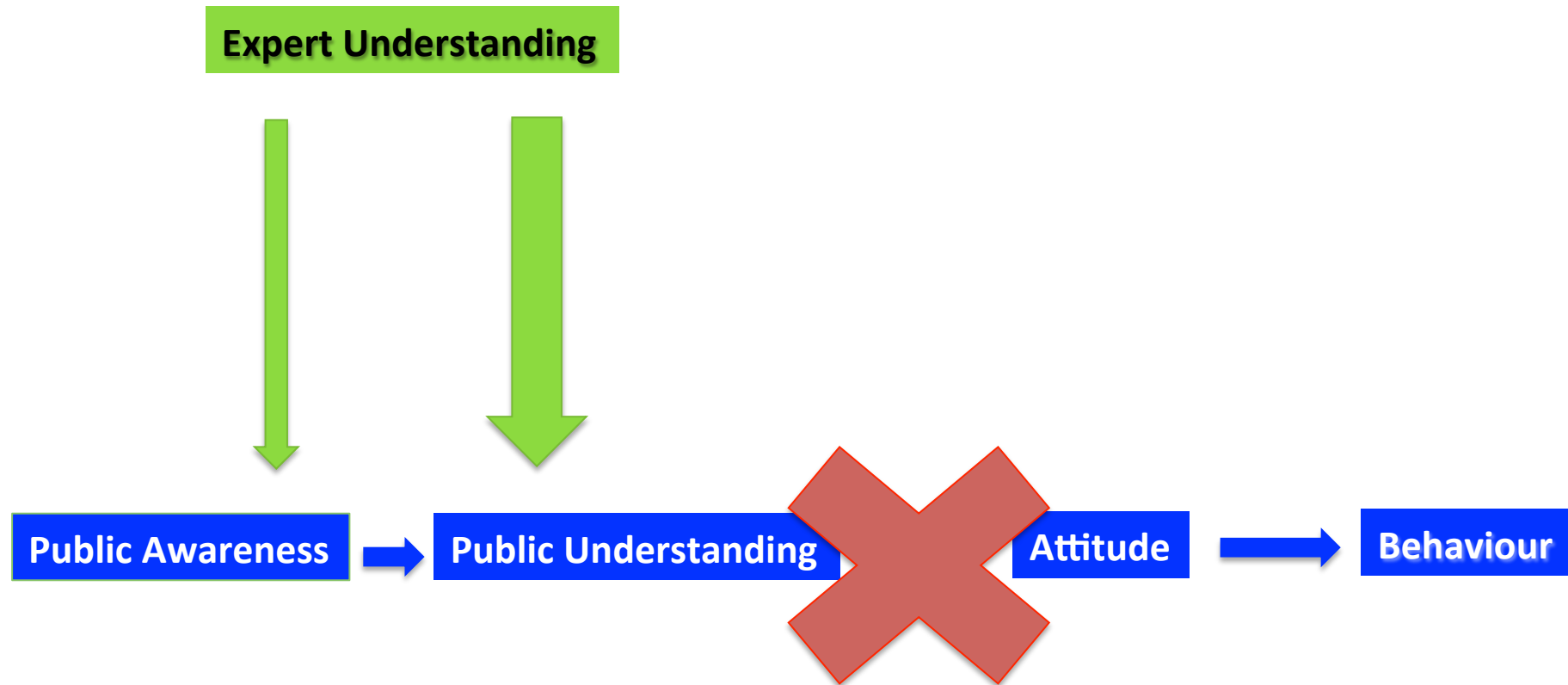


By Mbiama (Own work) [CC BY 3.0 (<http://creativecommons.org/licenses/by/3.0>)]

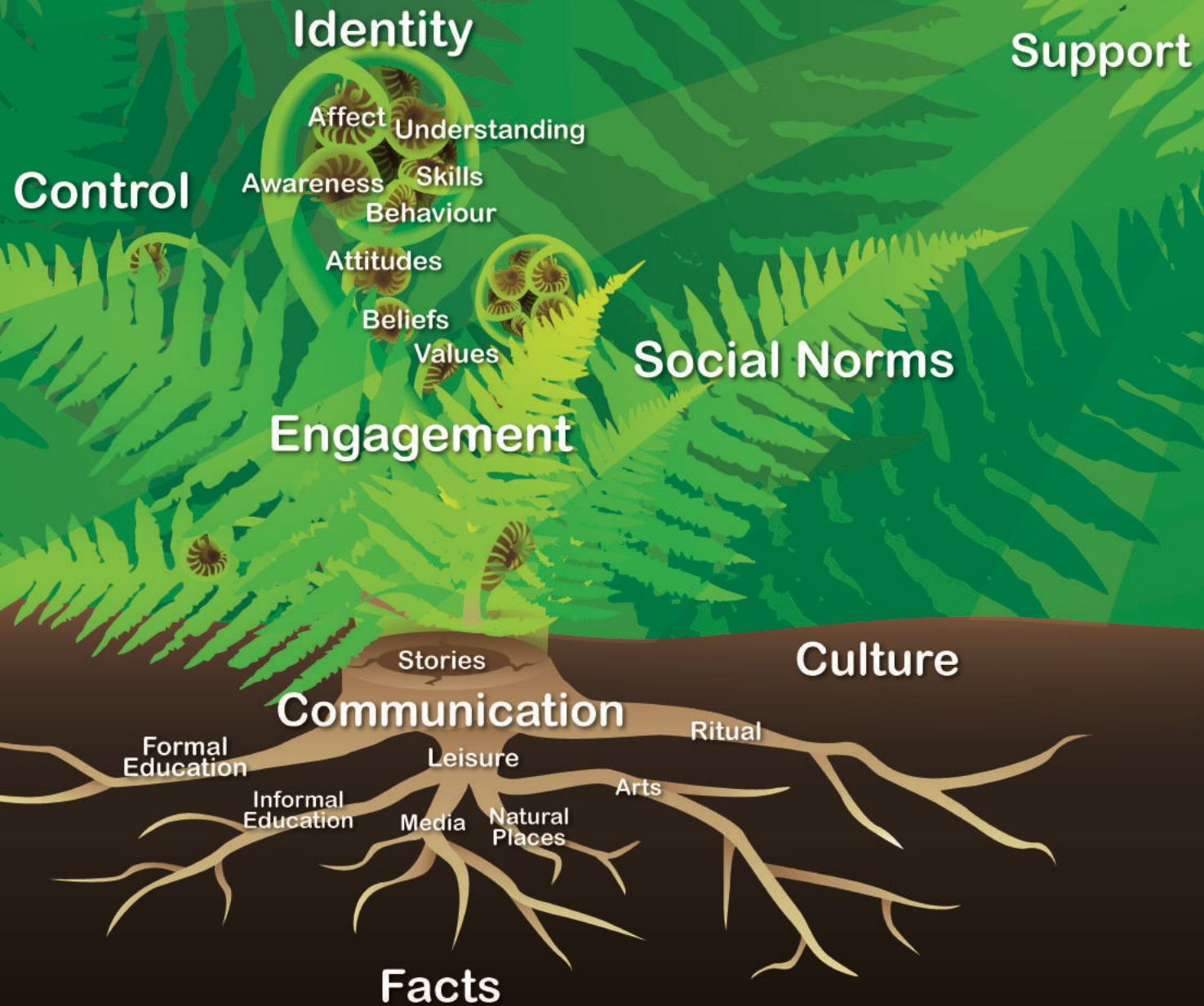
Deficit Model of Science Communication and Personal Decision Making



Providing information alone is unlikely to persuade



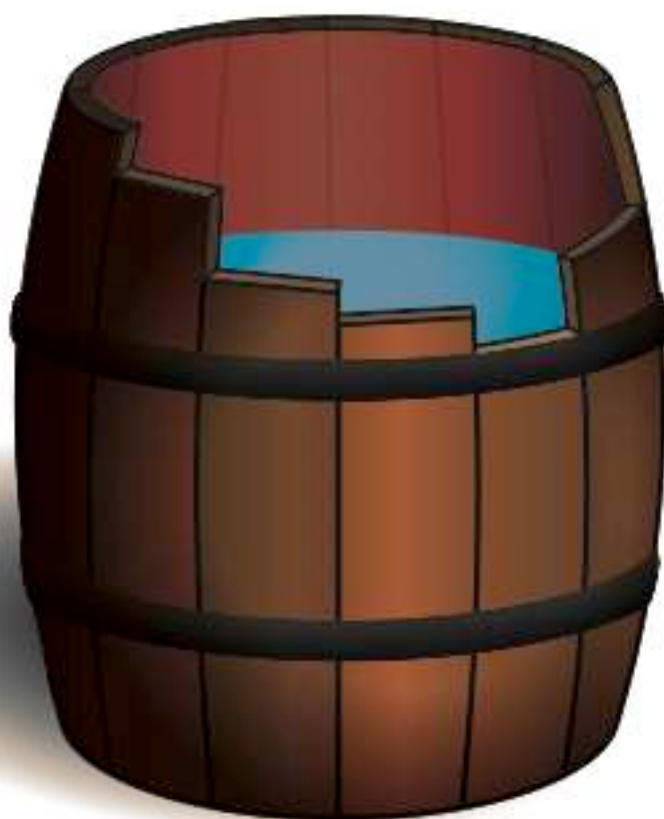
Integrated Model of Science Communication

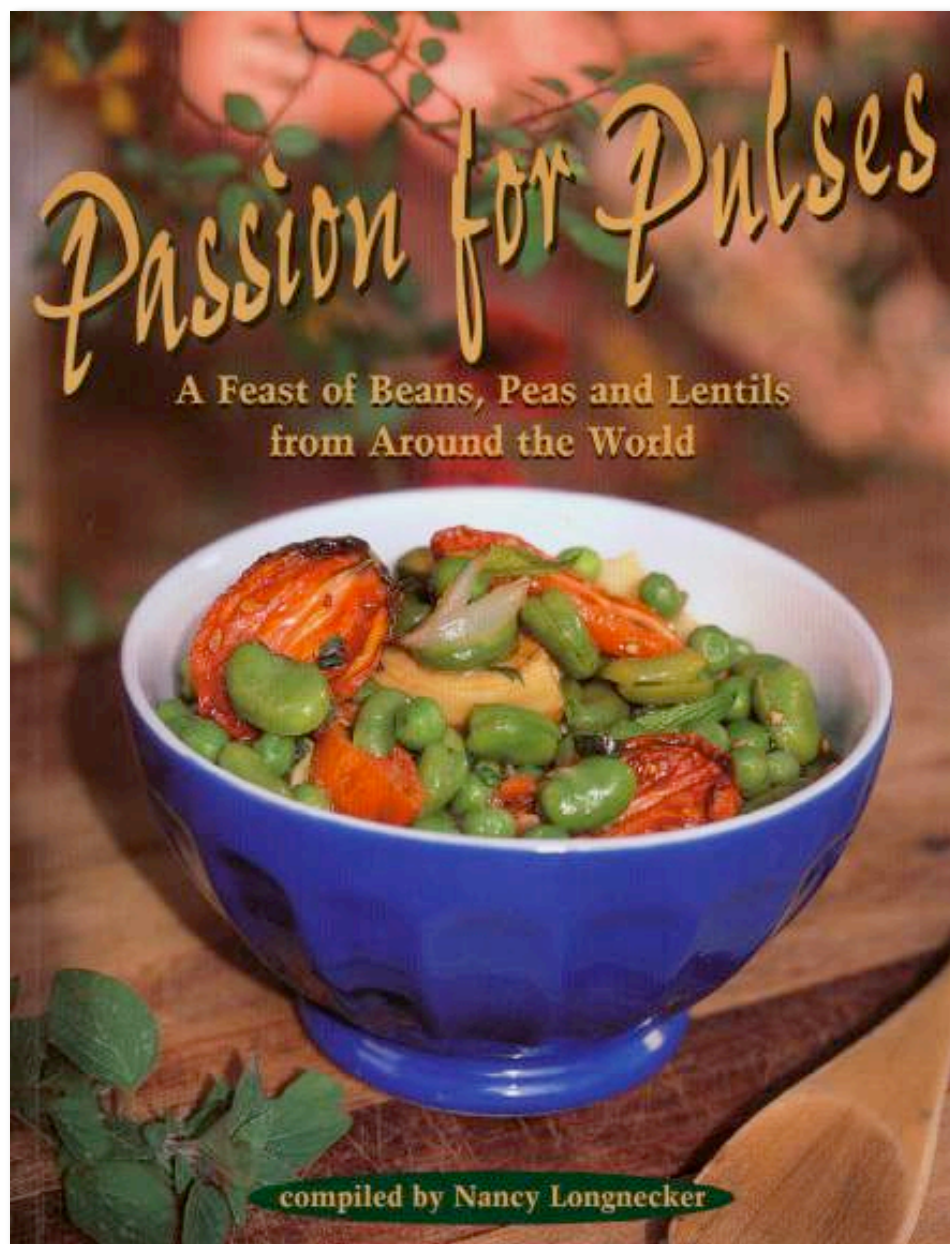


Identity

Affect Understanding
Awareness Skills
Behaviour
Attitudes
Beliefs Values



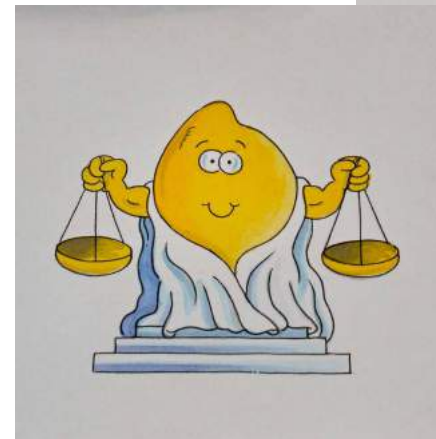
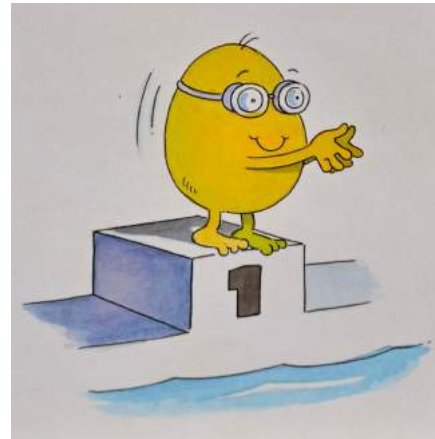




compiled by Nancy Longnecker

Effective communicators:

- set objectives
- consider audiences
- benchmark success
- evaluate and reflect





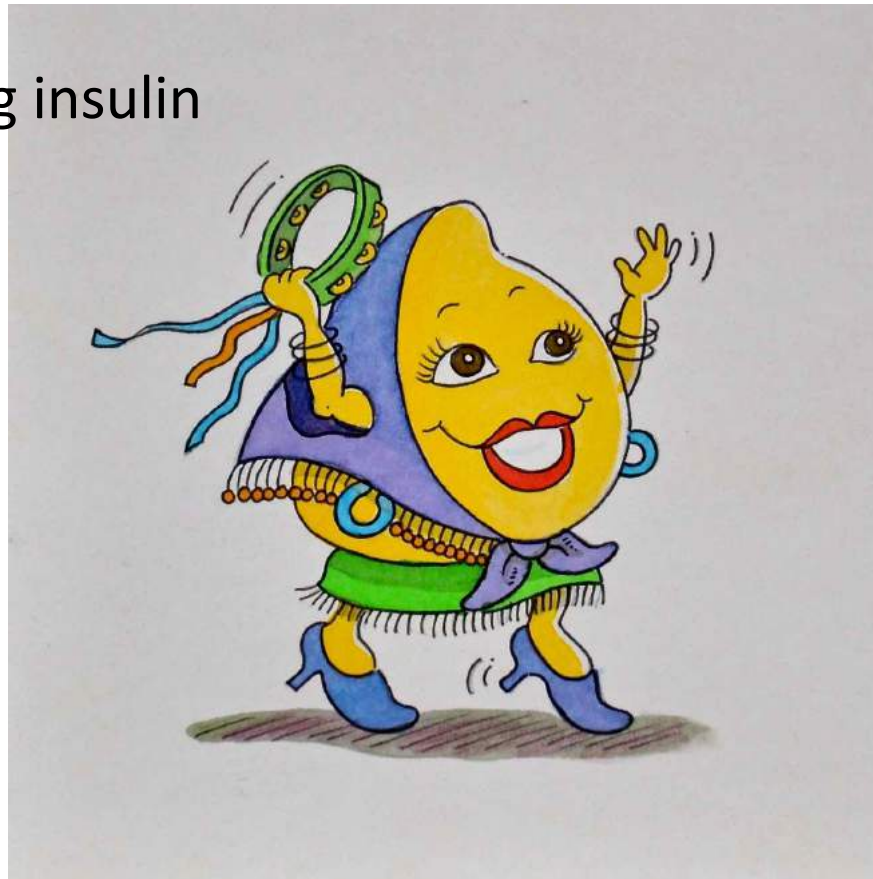
Nutrients

protein

iron, calcium, magnesium,
trace elements

Low glycaemic index

Lower fasting insulin



Vitamins



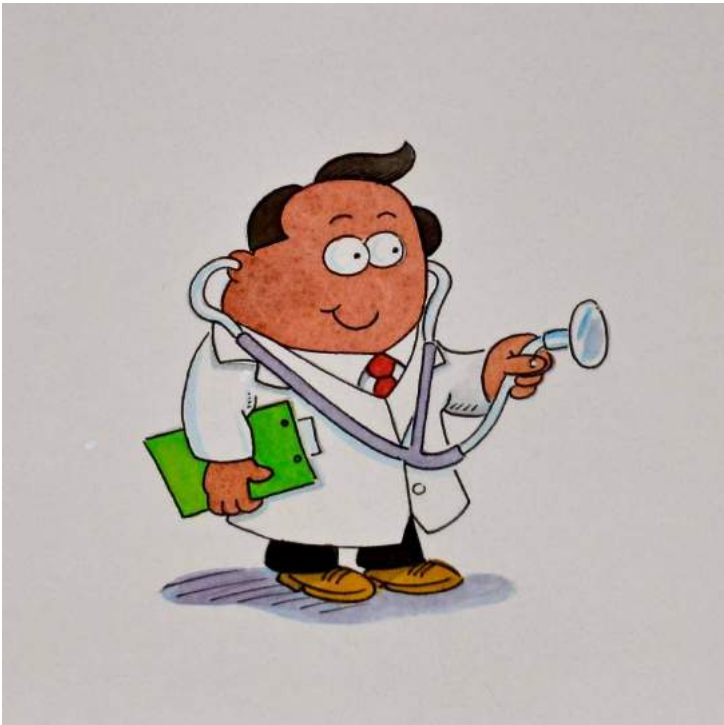
B vitamins

thiamine, niacin, folate

sprouting – vitamin C & A



High fibre



Decreased serum total and
LDL cholesterol

Gluten-free





Evaluating Impact

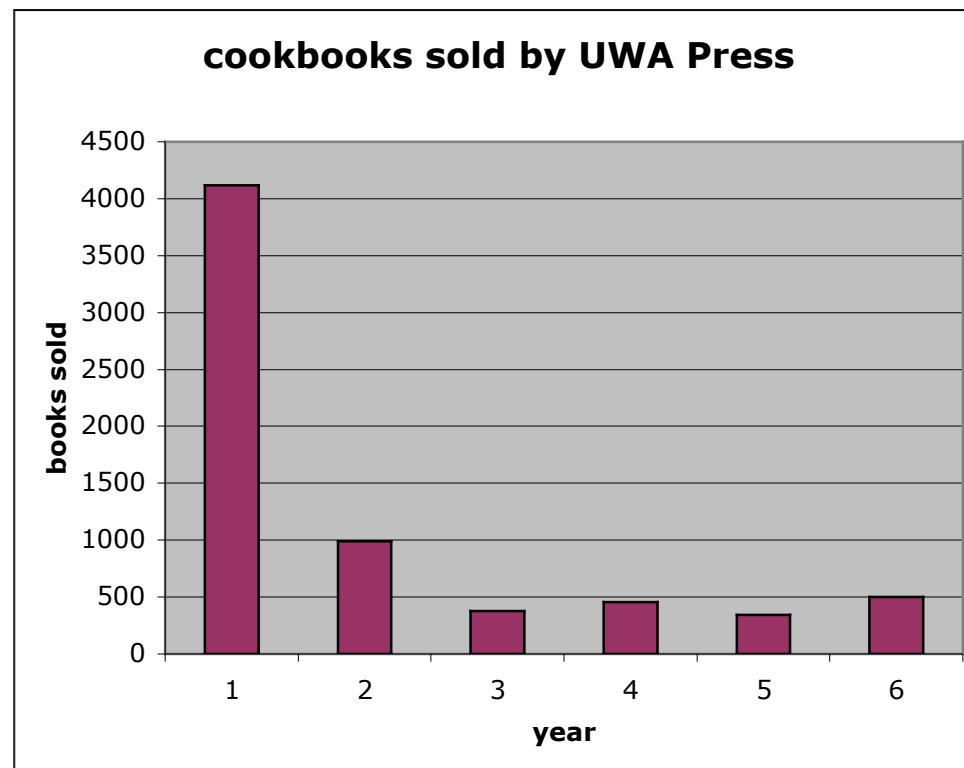
Media response

- Column centimetres published: 488.5
- Number of readers: approximately 905,000
- Radio/ TV air time: approximately 105 minutes



Evaluating Impact

Book Sales

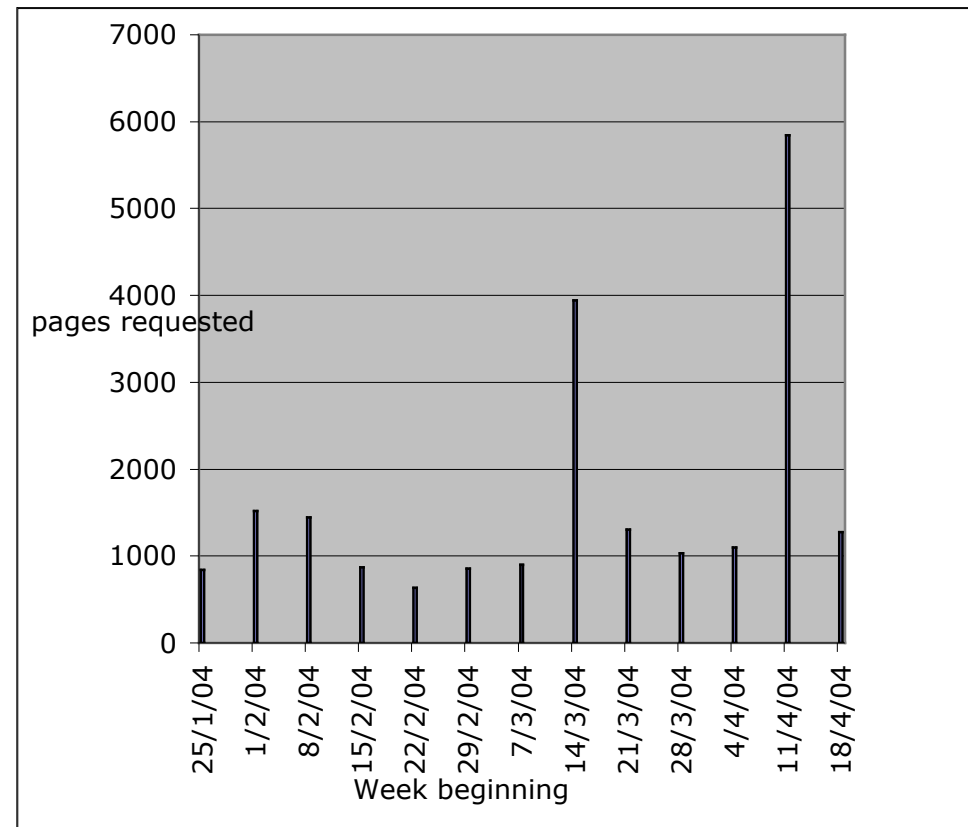




Evaluating Impact

Web hits

- Busiest month - April, 2004 with 8,563 requests for pages.



Evaluating Impact



Challenges

- Have the book and these campaigns made any difference in peoples' lives?
- Anecdotal information:

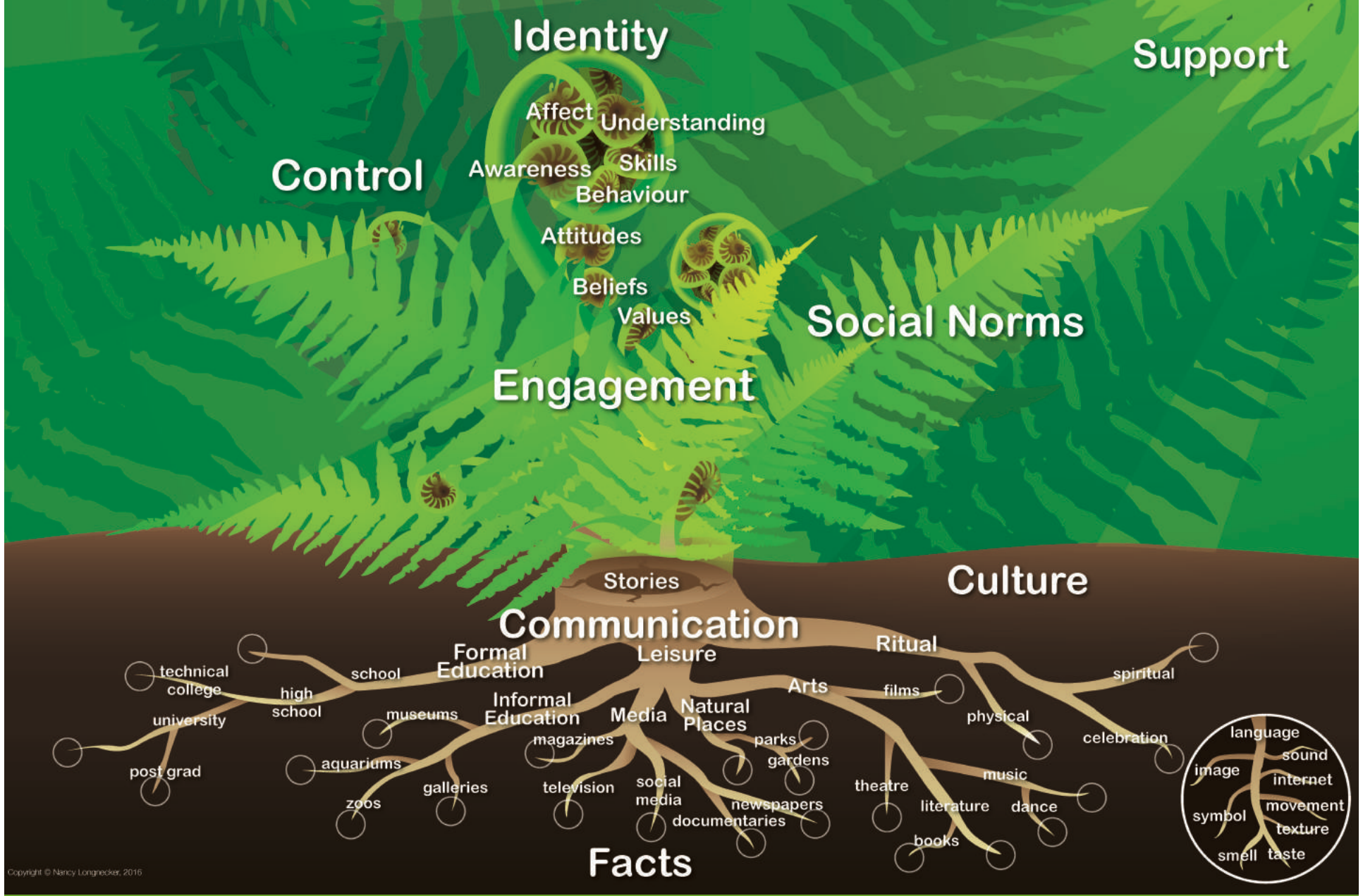
"Thank you for writing such a wonderful book... It has been three months now and I have lowered my cholesterol. I know legumes will always be a major part of my diet."

(appreciative reader from Melbourne)

Integrated Model of Science Communication



Integrated Model of Science Communication





New Zealand
**GARDEN
BIRD
SURVEY**



25th June - 3rd July 2016

NZ Garden Bird Survey

Public Group

Joined ▾

Share

Notifications



Discussion

Members

Events

Photos

Files

Search this group



Write Post

Add Photo / Video

Create Poll

More



Write something...

ADD MEMBERS

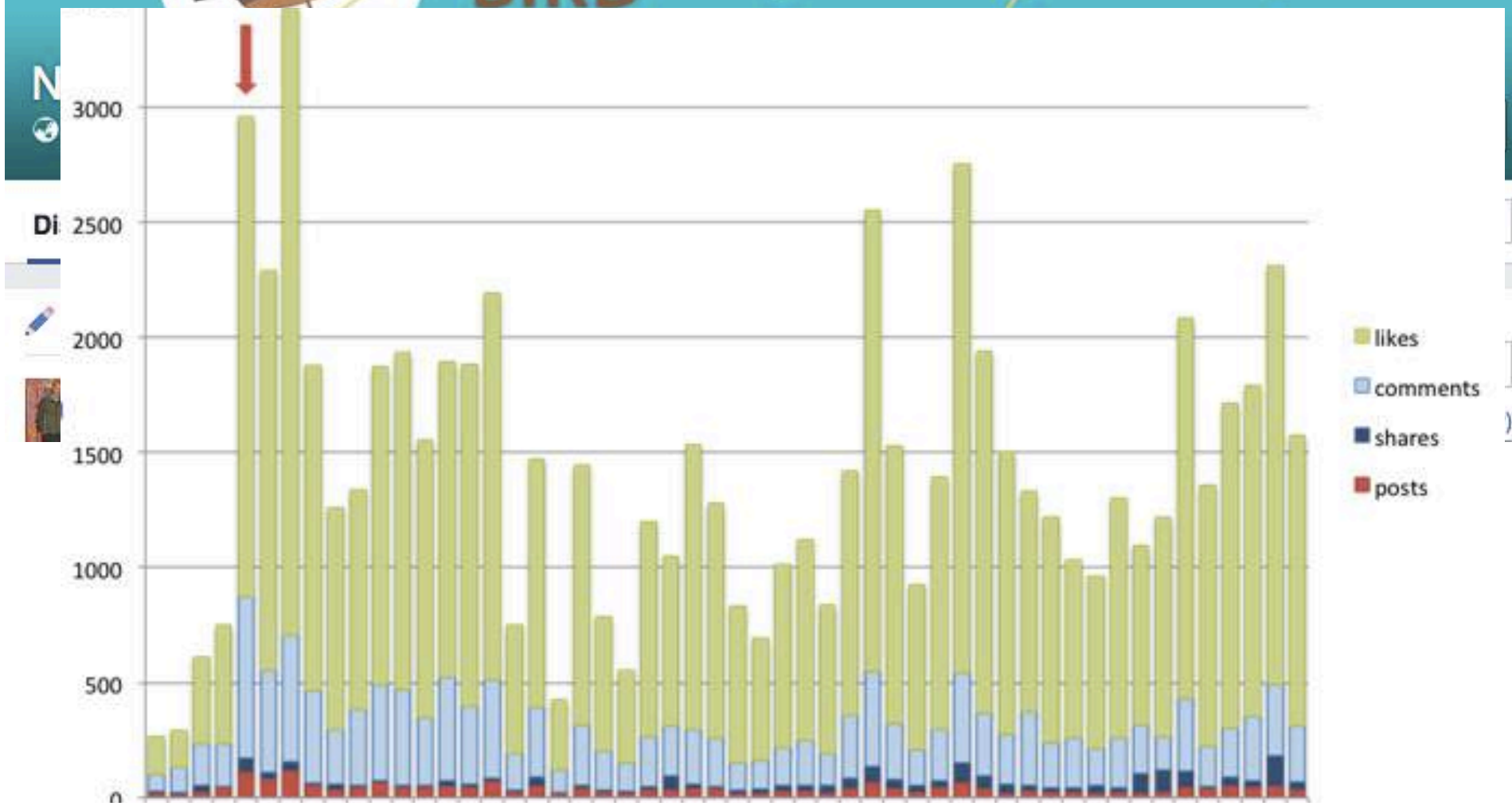
+ Enter name or email address...

MEMBERS

1,607 Members (65 new)



New Zealand
**GARDEN
BIRD**



Like us on Facebook

nzgardenbirdsurvey

Looking for food or admiring himself in the mirror? - Pied Stilt!



65 Likes 9 Comments

[Like](#) [Comment](#) [Share](#)

 **Gary Young** shared his photo.
October 12

pretty little thing



63 Likes 12 Comments

[Like](#) [Comment](#) [Share](#)

I could hear the Warbler around the house, finally got him...



89 Likes 36 Comments 1 Share

[Like](#) [Comment](#) [Share](#)



S Dale Bowman

November 12 at 9:05am

This is what 'feed me' looks like



82 Likes 21 Comments 1 Share

[Like](#) [Comment](#) [Share](#)

 **Satyaki Hosmane**
July 25

Finally got a chance to photograph a Bellbird.



137 Likes 46 Comments 14 Shares

[Like](#) [Comment](#) [Share](#)

 **Sandy Abbot**
October 26 at 5:53pm

Kereru arriving



117 Likes 19 Comments 2 Shares

[Like](#) [Comment](#) [Share](#)

 **Anna Arrol** shared her post.
July 18 at 5:23pm



Anna Arrol
July 18 at 5:23pm

Tui Time - this is my tree!

[Like](#) [Comment](#) [Share](#)

5 Comments

New Zealand
GARDEN BIRD SURVEY

25th June - 3rd July 2016

NZ Garden Bird Survey
Public Group

Joined ▾ Share ✓ Notifications ...



Satyaki Hosmane male has that crown of a hair and the female doesnt..Kirsty Mullany



August 21 at 8:42pm · Like · 4



Kirsty Mullany Ah! Thanks for that, Satyaki! I thought that those were just some feathers caught in the wind. I love this page - ya learn something ever y day! 😊

August 21 at 8:44pm · Like · 3



Eric Spurr

June 4 · Auckland

I've just seen a **leucistic** (partial albino) blackbird in my garden. **Leucistic** birds, including blackbird, house sparrow, silvereye, tui, and fantail, have been reported by Garden Bird Survey participants previously – see www.landcareresearch.co.nz/.../2014-results/leucistic-birds There are more photos and discussion about the topic on the BirdingNZ forum www.birdingnz.net/forum/viewtopic.php?f=3&t=247&start=10



Leucistic (partial albino) birds | 2014 Results | Landcare Research

Tweet this page Like this page Email this page Share this page Home » Our Science » Plants, animals & fungi » Animals » Birds » Garden bird survey »...

LANDCARERESEARCH.CO.NZ

8 Likes 3 Comments

Like Comment Share

Social Media as a Platform for a Citizen Science Community of Practice

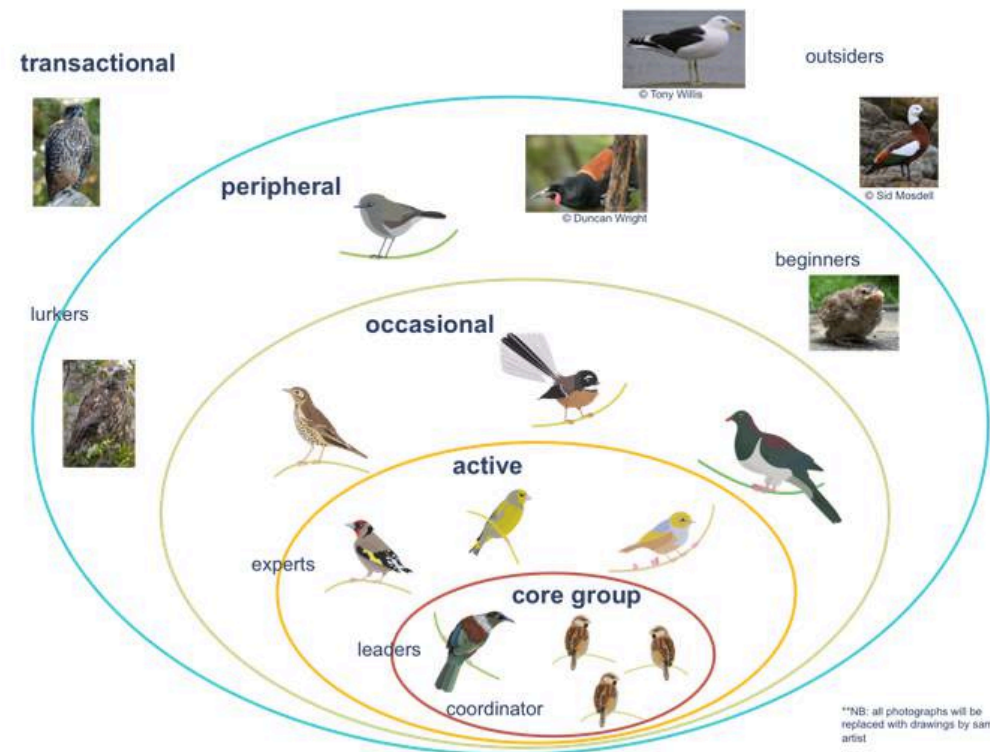
Andrea Liberatore¹, Erin Bowkett¹, Catriona MacLeod², Eric Spurr³,
Nancy Longnecker^{1*}

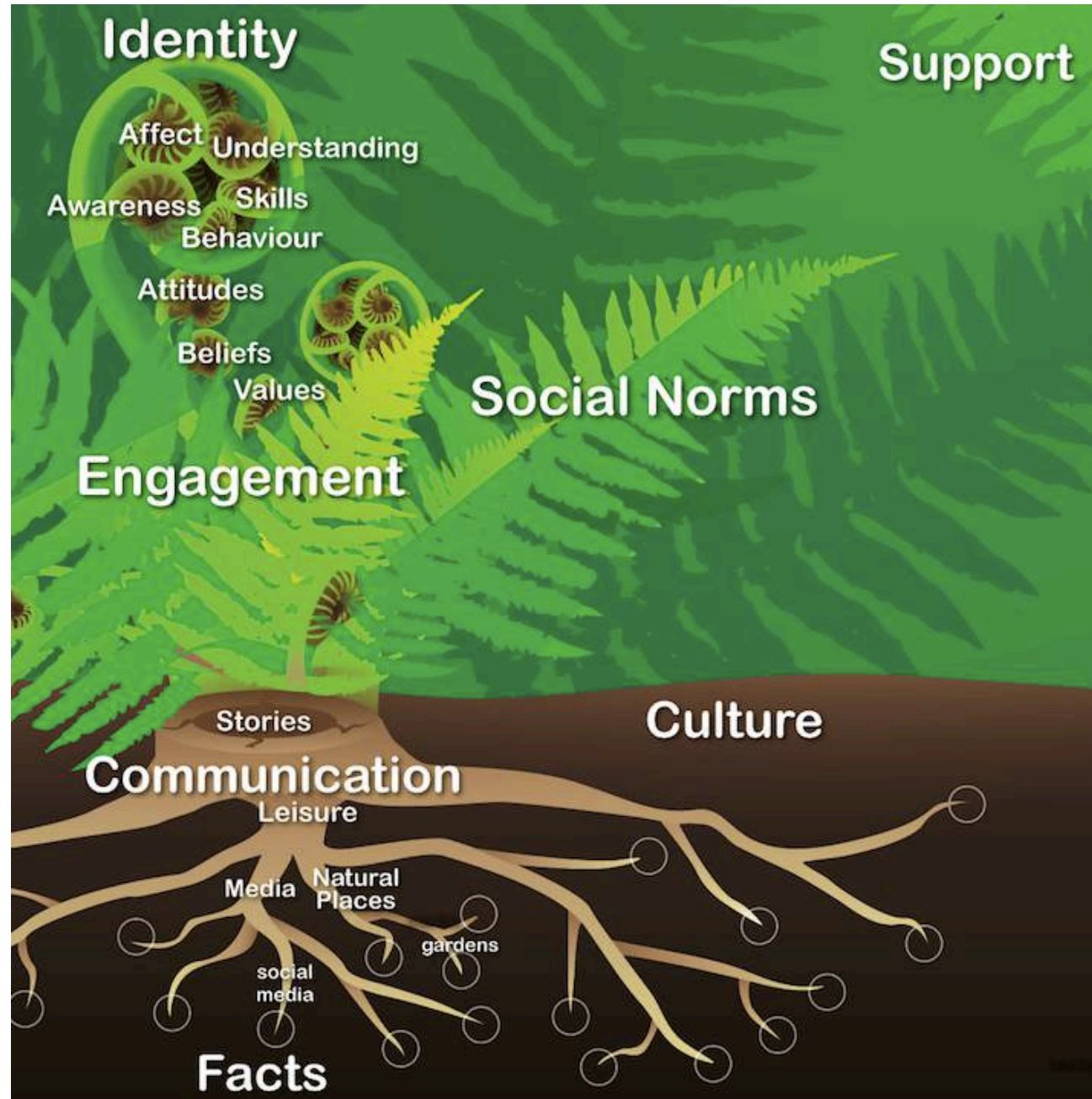
¹Centre for Science Communication, Univ

²Landcare Research, Dunedin, New Zealand

³Landcare Research, Lincoln, New Zealand

* nancy.longnecker@otago.ac.nz





Take home messages

1. Facts and information will not *ipso facto* persuade.
2. Effective science communicators consider their audiences.
3. Effective science communication resonates with people's identity.



Thank you!

