

Category

OC Outreach and Communications

Session Number

OC-1

Session Title

Innovation, partnership and impact in polar science communication

Session Description

The goal of science communication is to educate and motivate audiences to learn more about science, its methods, and its broad impacts across the human enterprise. With the increased attention on rapid changes in the Polar Regions and their impact on global climates, higher priority on education and effective science communication is needed within our polar community.

Today, scientists and host institutions are more accountable for communicating research results to funding agencies, policy makers and the general public via formal and popular media. Science educators need more effective methods for communication, to reach beyond the research community and communicate polar science to all audiences.

The session seeks expert science communicators from many backgrounds (scientists, educators, journalists, artists) who have implemented successful communication methodologies and projects for a variety of audiences. We seek new and innovative techniques using modern digital technology, creative arts (e.g., art, film, music, dance, etc.), social media and other approaches. We encourage presentations that share experiences and evaluate instrumentation and techniques (theoretical and practical) for enhancing education and science communication. The session will promote collaborative efforts in education research, outreach and training to facilitate developing similar activities and programs for polar science information exchange and dissemination.

Keywords: Science communication, Arctic, Antarctic, Polar science, Education, Outreach

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