

Who's responsibility is sci-comm?

The Scientist

- > Experts in their field
- > Can be difficult to step back and communicate with a broader audience
- > May have bias against "competitors"
- > Already very busy running a lab, training and writing papers
- > Responsibility as part of public funding

The University

- > Open-days and outreach events run 1-2x a year
- > Specialised events and experts from a wide range of fields
- > Community responsibility

The Politician

- > May have a political agenda
- > Not experts but surrounded by advisors
- > Often balance science with many other aspects

The Journalist

- > May not be experts
- > Trained to communicate with the general public
- > May have editorial competing interests

Everyone

- > Obligation to advance our understanding of the world
- > Anybody can tackle misuse of science
- > Not experts but adept at communicating with family and friends

