## Advocating Science through Outreach

If scientists don't care, does everyone lose?

## Abstract



Survey Response
 RESPONSE RATE


RESPONDENT GENDER $22 \%$ female and $78 \%$ male


## Results

Outreach is defined here as the process of scientists talking to non-scientists about the work they do or the about the scientific enterprise in general. One third of respondents had not been involved in outreach during the past twelve months.

Those involved in outreach cited the following venues where they had personally been active:


The following sources were rated for accuracy and trustworthiness with regard to the dissemination of scientific and technical information:

The following reasons were chosen for why scientists in general felt their colleagues were not involved in outreach:


## ACADEMIA



CORPORATIONS


MEDIA


Most scientists felt that the majority of the general public did not know how to find accurate scientific and technical information on the internet.

## Conclusions

One third of respondents had not been involved in outreach during the past 12 months.

Social gatherings were the most common form of outreach and schools (K-12) were second.

Outreach in the political arena (e.g., letters and visits to elected officials) was the least common among respondents.

Scientists believe the lack of outreach among their community is due to a lack of time and a lack of invitation.

Half of respondents felt that scientists did not know how to conduct outreach.

Scientists felt that academic institutions provided the most accurate and trustworthy provided the most accurate and trustworthy media and internet were the least accurate and trustworthy
The majority of scientists felt that only one quarter of the general public knew where to find accurate sci/tech info on the internet.

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