

Jacob Berkowitz KITP Journalist-in-Residence

THE "I" IN SCIENCE

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MY FIRST
SCIENTIST

**ALL GOOD WITH
JANE GOODALL?
CHIMPS SAY NO.**



WOW!
Six sizzling-hot
John D. and
Catherine T.
MacArthur pics!

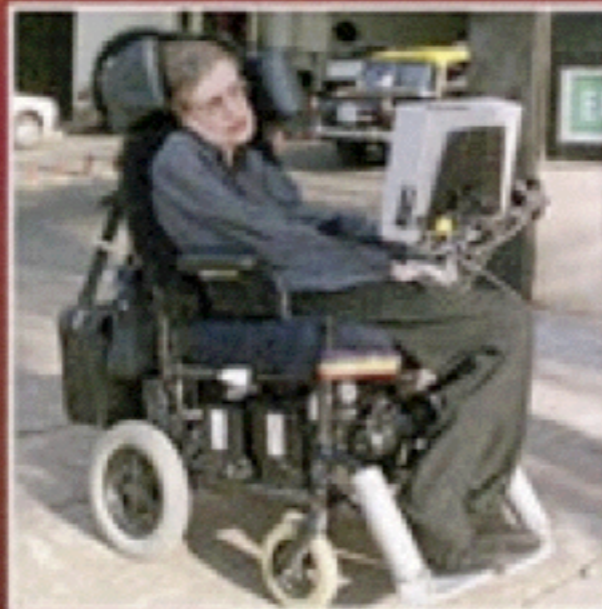
SCIENCE WORLD WEEKLY

\$1.75 / CANADA \$2.20

www.scienceworldweekly.com

AUGUST 26, 2001

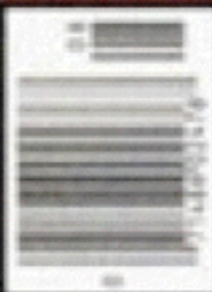
STEPHEN HAWKING



SHOCKER:

**“Supernovas suggest
universe has small
cosmological
constant!”**

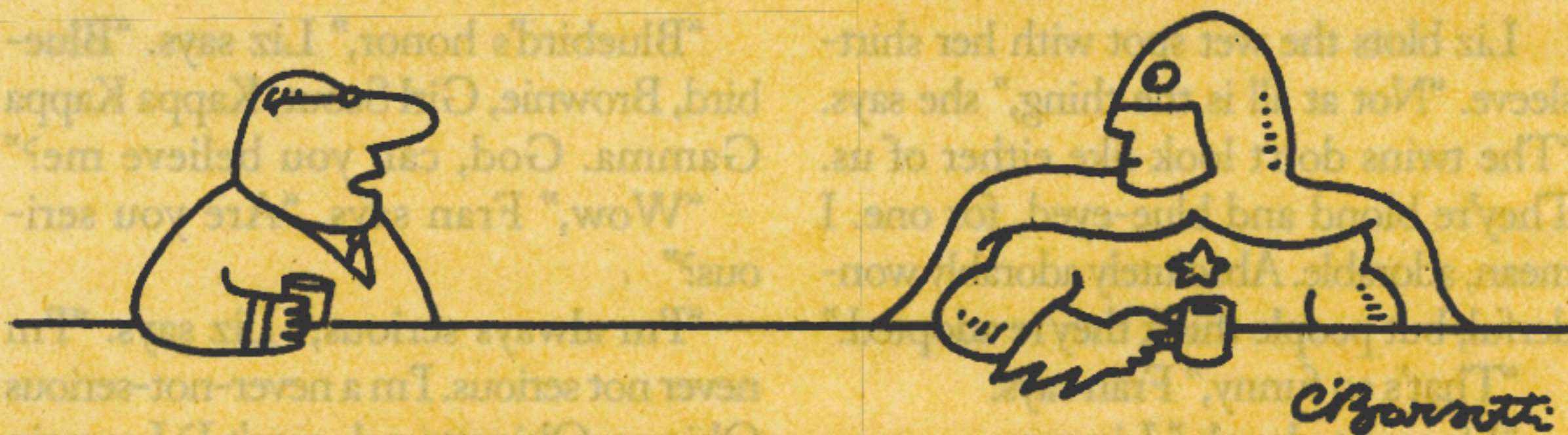
—BROOKHAVEN EXCLUSIVE—



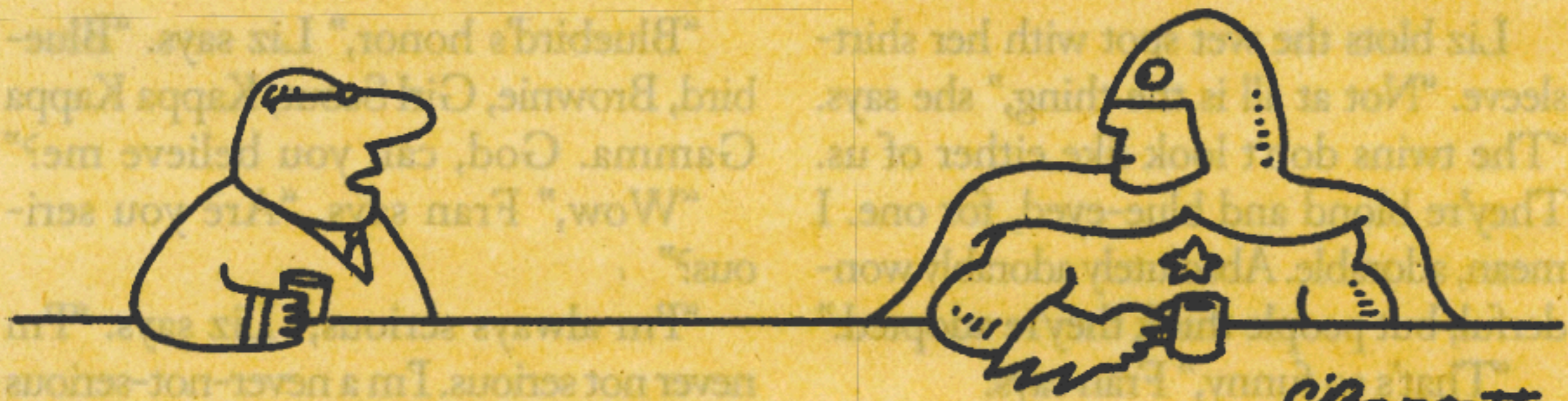
What are they hiding about their new **method** for producing **electrodes** using **nanoscale materials** obtained from **hydrogen-driven metallurgical reactions**?



FOR WRITERS, THE SCIENTIST IS THE HERO...



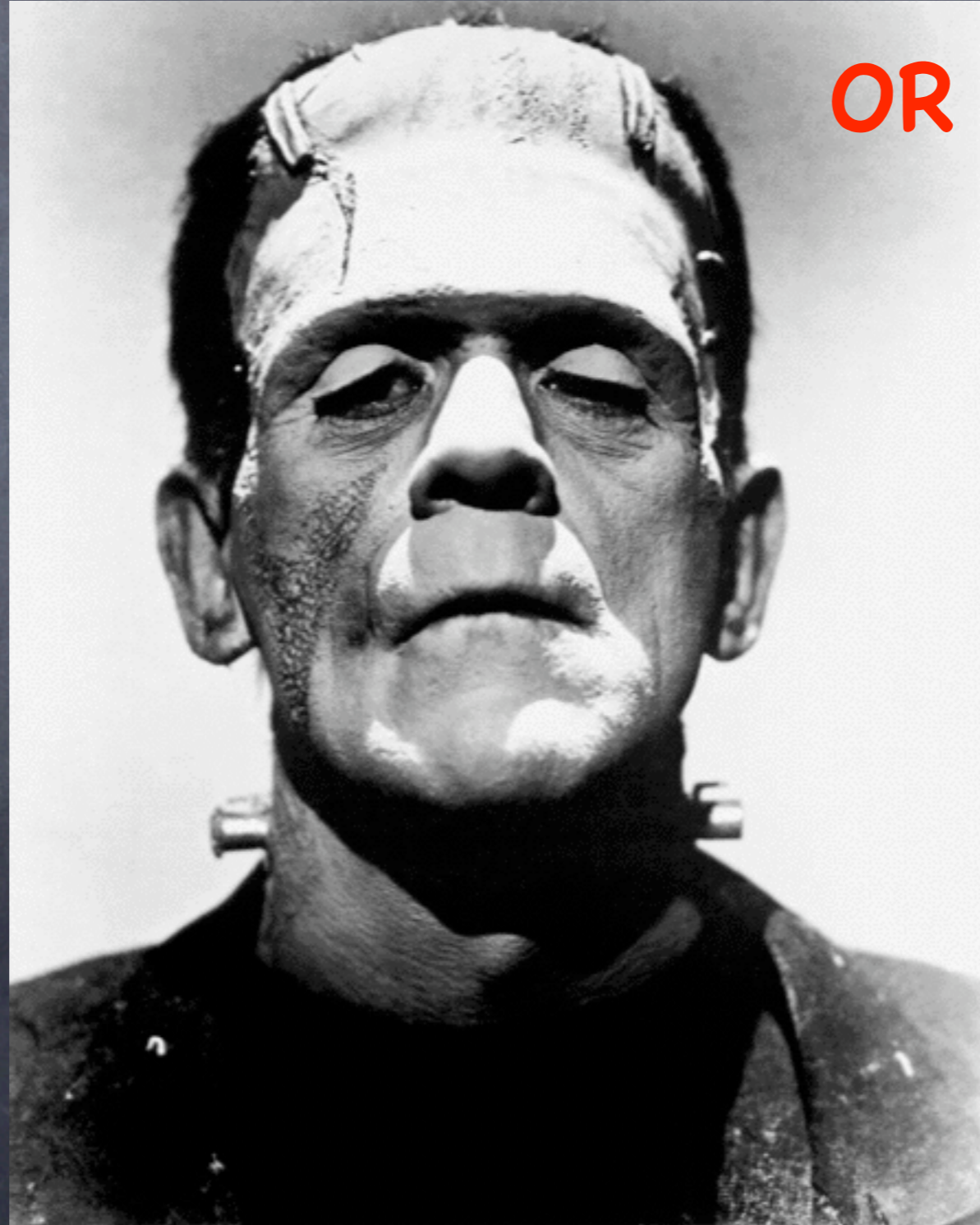
"Some of us are unsung heroes."



C. Barnett

"Some of us are unsung heroes."





OR THE VILLAIN

FOR
SCIENTISTS
THE "I" DOES
NOT EXIST

<http://www.youtube.com/v/KY-ddVDk2do&hl=en&fs=1>

THE INVISIBLE SCIENTIST

<http://www.youtube.com/v/KY-ddVDk2do&hl=en&fs=1>

WHY?

New Journal of Physics

The open-access journal for physics

Thermal corrections to the Casimir effect

Iver Brevik¹, Simen A Ellingsen¹ and Kimball A Milton^{2,3}

¹ Department of Energy and Process Engineering,
Norwegian University of Science and Technology, N-7491,
Trondheim, Norway

² Department of Physics, Washington University, St. Louis,
MO 63130, USA

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MO 63130, USA

**BAN
DAI**

BANDAI

Licensed by Nintendo for play on the

Nintendo

**ENTERTAINMENT
SYSTEM**

Dual World Challenge:
Jekyll's London and
Hyde's World of Demons!

DR JEKYL AND MR HYDE

Battle Demons
with Hyde's

**PSYCHO-
WAVE**

Official

Nintendo

Seal of Quality

FEAR

"SCIENTISTS FEAR THE PUBLIC BECAUSE WHEN FORCED TO REALLY EXPLAIN WHAT THEY ARE STUDYING AND WHY, AT A LEVEL UNDERSTOOD BY THE GENERAL PUBLIC - THEY MAY REALIZE THAT IT REALLY IS A POINTLESS BIT OF MINUTIA."

(Source: H.M.S. Beagle Reader Survey, 2000)





I'm never going to publish in
Nature again!
@!\$%&* Paparazzi

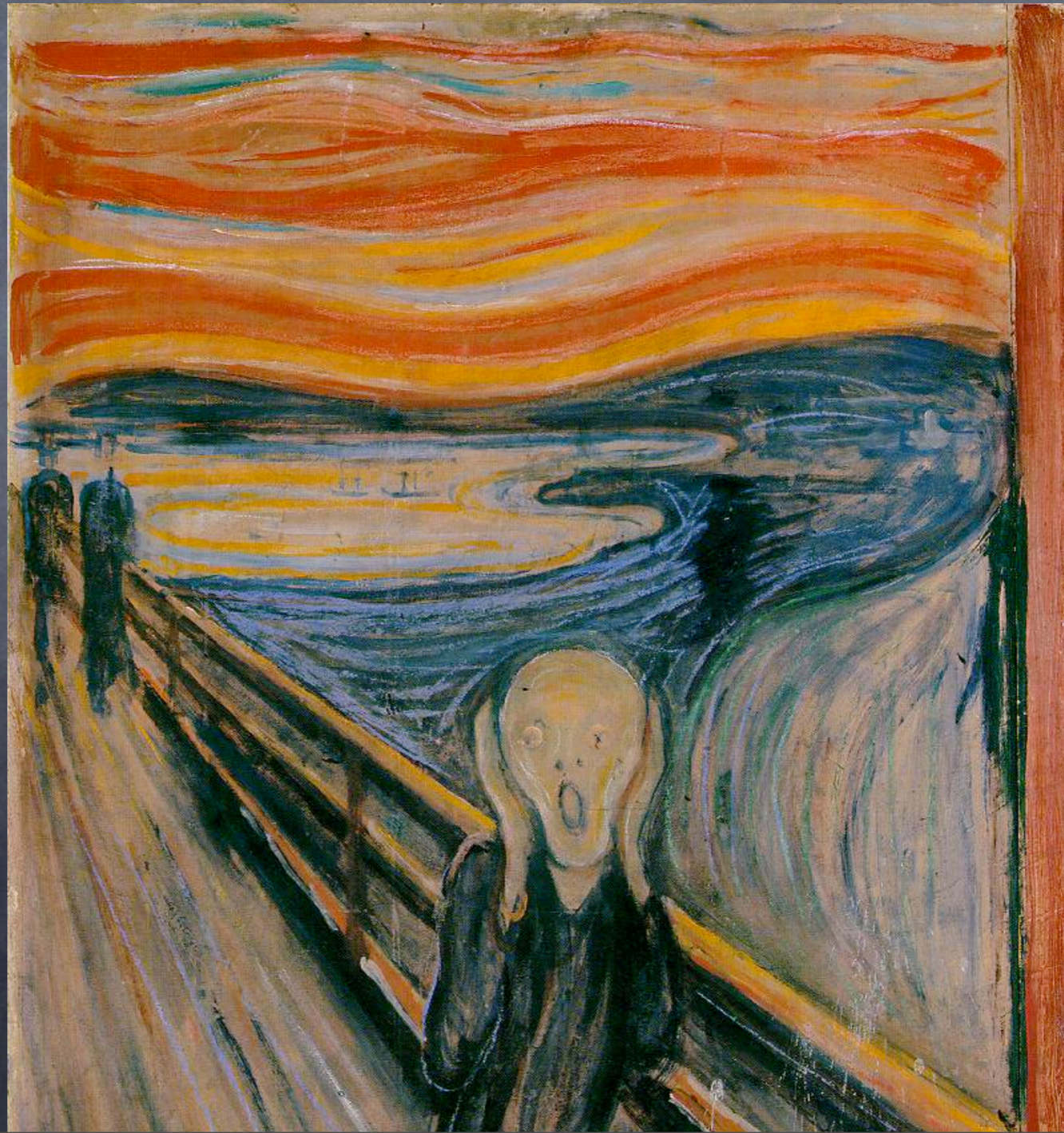
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BEWARE THE **SCI-LEB!!!**

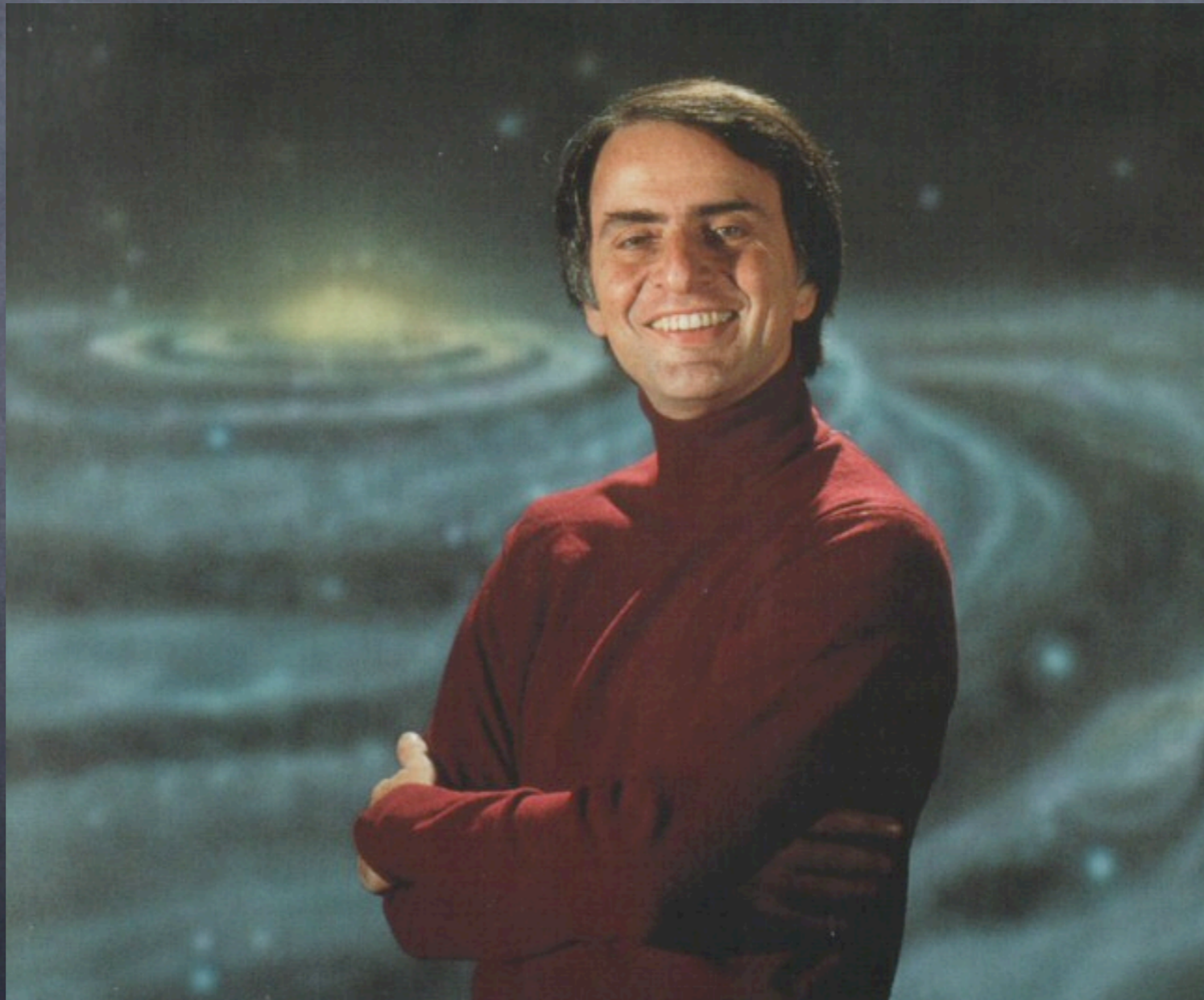
PEER FEAR

PEER FEAR



THE DREADED SAGAN EFFECT

THE DREADED SAGAN EFFECT



**SCIENCE STORIES NEED
SCIENTISTS**



**SCIENCE STORIES NEED
SCIENTISTS**





**THE JOURNEY: COURAGE, WISDOM AND HEART
(OH, NO!)**



**THE JOURNEY: COURAGE, WISDOM AND HEART
(OH, NO!)**

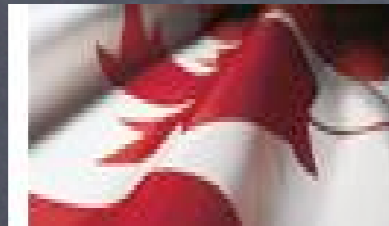
THE WAY OF POSSIBILITY

THE WAY OF POSSIBILITY

MISSION

compared with

VISION



The Importance of Communicating the Results and Benefits of Publicly Funded Research

- Public accountability
- Canada's international reputation for scientific excellence depends on scholarly contributions as well as impacts on quality of life and economic prosperity
- Quid pro quo: \$13 Billion in new investments generates greater expectations and communication becomes essential for making the case for more resources
- Universities are increasingly at the centre of local and regional economies Innovation demands outreach and relationships to secure support from the communities
- There is increasing competition for fewer dollars. Compelling cases must be made



NATURAL PHILOSOPHER = **LOVER** OF
KNOWLEDGE ABOUT NATURE

NATURAL PHILOSOPHER = **LOVER** OF
KNOWLEDGE ABOUT NATURE

SCIENTIST (1832) = KNOWLEDGE MAKER

NATURAL PHILOSOPHER = **LOVER** OF
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SCIENTIST (1832) = KNOWLEDGE MAKER

**CELEBRATE THE PASSION OF THE SCIENTIFIC
JOURNEY AND ITS RESULTS!**

THE BIG STORY

THE BIG STORY



VOTE PROP. 12!

PEER

POSITIVE



THE VISIBLE SCIENTIST

THE VISIBLE SCIENTIST



THE VISIBLE SCIENTIST

THE VISIBLE SCIENTIST

“Amid the traditional troubles and tensions in science journalism, the visible scientist is an anomaly. He (sic) welcomes the press, understands its workings, tolerates its failings, and feels at ease in its activities...Like the media, the visible scientist is working toward a better flow of science information to the public, as distinguished from the flow among scientists...”

(Source: Making Science Our Own: Public Images of Science 1910-1955. Marcel LaFollette)





WHEN WE SHARE OUR ENTHUSIASM WE GET CANDY - AND FIND IT'S NOT THAT SCARY TO PUT SOME 'I' IN SCIENCE!