Introduction to science communication  
11:374:103  
Spring 2021

Meeting time: Thursdays, 2:15-5:15 pm (Zoom)  
Instructor: Mary L. Nucci, Ph.D.  
Office: Cook Office Building (Cook), Room 214  
Office Hours: By arrangement  
Email: mnucci@sebs.rutgers.edu  
Phone/text: 908 963-9842

Course Description  
Science communication encompasses a range of activities, from the scientific paper to science stories in mass media to informal science in museums, films and social media. This survey course will introduce students to the range of activities that are used to communicate science to a range of audiences. Guest lecturers, in class activities and participation in science communication events will demonstrate the potential opportunities to communicate science, as well as will include students in the creation and production of such activities.

Course learning goals  
• Be able to define the range of activities that are used to communicate science to a range of audiences.  
• Understand the purposes of different scientific written forms.  
• Be able to recommend the appropriate format of science communication to achieve a specific goal.  
• Develop a working plan for presenting science content to a specific audience.

Course materials  
All reading materials will be provided on the Canvas site.

Assignments and grading  
The final grade will be calculated from the combination of points earned from a combination of assignments, including 12 journal entries/class discussions, speaker responses (total number of speakers still to be determined), a journal summary, and a final paper.

<table>
<thead>
<tr>
<th>Grading</th>
<th>Points</th>
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<tbody>
<tr>
<td>A 90-100 %</td>
<td><strong>60</strong></td>
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<tr>
<td>B+ 85-89.9 %</td>
<td><strong>30</strong></td>
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<tr>
<td>B 80-84.9 %</td>
<td><strong>15</strong></td>
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<td>C+ 75-79.9 %</td>
<td><strong>15</strong></td>
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<td>C 70-74.9 %</td>
<td><strong>TOTAL 120</strong></td>
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<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>Journal (12 @ 5 points)</td>
<td>60</td>
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<tr>
<td>Journal summary</td>
<td>15</td>
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<tr>
<td>Speaker responses (@ 5 points)</td>
<td>30</td>
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<tr>
<td>Final paper</td>
<td>15</td>
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Course schedule (subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Class topic</th>
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<tbody>
<tr>
<td>Week 1: January 21</td>
<td>Introductions. Review syllabus. What is science communication?</td>
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<tr>
<td>Week 2: January 28</td>
<td>Scientists communicating to other scientists</td>
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<td>Week 3: February 4</td>
<td>Communicating health</td>
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<td>Week 4: February 11</td>
<td>K-12 STEM</td>
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<td>Week 5: February 18</td>
<td>Risk communication</td>
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<td>Week 6: February 25</td>
<td>Science visualization</td>
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<td>Week 7: March 4</td>
<td>Science journalism</td>
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<td>Week 8: March 11</td>
<td>The public understanding of science</td>
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<td>Week 9: March 18</td>
<td>SPRING BREAK</td>
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<tr>
<td>Week 10: March 25</td>
<td>Science in politics and policy</td>
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<tr>
<td>Week 11: April 1</td>
<td>STEAM</td>
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<tr>
<td>Week 12: April 8</td>
<td>Museums</td>
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<td>Week 13: April 15</td>
<td>Science in entertainment</td>
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<tr>
<td>Week 14: April 22</td>
<td>Science in social media</td>
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<tr>
<td>Week 15: April 29</td>
<td>Science public relations. Final discussions and wrap up</td>
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Absence policy
Rutgers students are expected to attend all scheduled course meetings. University policy excuses absences due to religious observance or participation in Rutgers-approved activities, and permits students to make up work missed for these circumstances. If you will be absent from a class, lab, or exam for any reason, you need to report your absence through the Absence Reporting Website https://sims.rutgers.edu/ssra/. The system will generate an email to me about your absence but the University recommends that you also contact me directly to let me know of your absence. I will take attendance at every class. Key points to know:
- If you enter the class after I take attendance please make sure at the end of the class I mark you as present.
- Note that if you miss class, you will not receive the participation points for that class.
- More than 2 unexcused absences other than per Rutgers guidelines (an excused absence is illness with a doctor’s note, family emergency, religious observation or Rutgers-sanctioned event with note) WILL result in a letter grade drop for your final grade.
• Only students with excused absences will be offered the opportunity to meet with me to review the class content.

Academic integrity
The university’s policy on Academic Integrity is available at http://academicintegrity.rutgers.edu/academic-integrity-policy. The principles of academic integrity require that a student:

• properly acknowledge and cite all use of the ideas, results, or words of others.
• properly acknowledge all contributors to a given piece of work.
• make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
• obtain all data or results by ethical means and report them accurately without
• suppressing any results inconsistent with his or her interpretation or conclusions.
• treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
• uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.

• all student work is fairly evaluated and no student has an inappropriate advantage over others.
  • the academic and ethical development of all students is fostered.
  • the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

Accommodations for students with disabilities
Please follow the procedures outlined at https://ods.rutgers.edu/students/registration-form. Full policies and procedures are at https://ods.rutgers.edu/

Student wellness services
Just In Case Web App http://codu.co/cee05e
Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)
(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ www.rhscaps.rutgers.edu/CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students’ efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.
Violence Prevention & Victim Assistance (VPVA)
(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/
The Office for Violence Prevention and Victim Assistance provides confidential crisis
intervention, counseling and advocacy for victims of sexual and relationship violence and
stalking to students, staff and faculty. To reach staff during office hours when the university is
open or to reach an advocate after hours, call 848-932-1181.

Disability Services
(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue,
Piscataway, NJ 08854 / https://ods.rutgers.edu/
Rutgers University welcomes students with disabilities into all of the University's educational
programs. In order to receive consideration for reasonable accommodations, a student with a
disability must contact the appropriate disability services office at the campus where you are
officially enrolled, participate in an intake interview, and provide documentation:
https://ods.rutgers.edu/students/documentation-guidelines. If the documentation supports
your request for reasonable accommodations, your campus’s disability services office will
provide you with a Letter of Accommodations. Please share this letter with your instructors and
discuss the accommodations with them as early in your courses as possible. To begin this
process, please complete the Registration form on the ODS web site at:
https://ods.rutgers.edu/students/registration-form.

Scarlet Listeners
(732) 247-5555 / https://rutgers.campuslabs.com/engage/organization/scarletlisteners
Free and confidential peer counseling and referral hotline, providing a comforting and
supportive safe space.