

Workshop: Science, Communication & Uncertainty

Thursday, May 4, 2017, 2:00-4:45 pm

UCen State Street Room

This interdisciplinary workshop will explore the implications of scientific uncertainty in communicating science to a diversity of audiences, understanding public attitudes toward science, teaching science, and influencing policy. Short presentations will inform breakout sessions, in which participants will have the opportunity to discuss big questions in communicating scientific uncertainty from the perspectives of physical sciences, social sciences, humanities, and media production.

We also invite you to come to the presentation by Ira Flatow, the NPR science communicator, on *Science, Communication, and Uncertainty* at Campbell Hall at 7:30-9:00 (<http://sustech.ucsb.edu/conferences/science-communication-and-uncertainty-evening>).

Session 1: 2:00 – 3:15pm

Presentations: 40 min

“Responding to Fake News”

Doug Bradley, Continuing Lecturer, Writing Program

“Simplicity vs. Scientific Correctness: A Dilemma of Uncertainty”

Sangwon Suh, Professor, Bren School of Environmental Science & Management

“Communication Gap: How Science Can Do A Better Job Communicating”

Michael Hanrahan, Lecturer & Filmmaker, Department of Film & Media Studies, Carsey-Wolf Center, and the Bren School of Environmental Science & Management

“A Discussion of Lewis Carroll’s 58th Pillow Problem”

Kenneth Millett, Emeritus Professor, Department of Mathematics

Breakout Sessions & Group Discussion: 35 min

Break: 3:15-3:30pm

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Session 2: 3:30 – 4:45pm

Presentations: 30 min

“Confidence in Uncertainty: A Science Editor’s Story”

Susannah Scott, Mellichamp Professor of Sustainable Catalytic Processing, Department of Chemical Engineering, Department of Chemistry & Biochemistry

“The Exact Sciences Aren’t”

Mattanjah de Vries, Professor, Department of Chemistry and Biochemistry

“Uncertainty and Opinion Divergence in Climate Change Journalism”

Ronald E. Rice, Arthur N. Rupe Chair in the Social Effects of Mass Communication, Department of Communication

Breakout Sessions & Group Discussion: 45 min

The interdisciplinary, cross-campus Workshop and the Evening Presentation by Ira Flatow are part of a series on Sustainable Science Communication, by the Mellichamp Academic Initiative in Sustainability (<http://sustech.ucsb.edu/>), and the Department of Communication’s biannual Rupe Conference series (<http://www.comm.ucsb.edu/news/annual/arthur-n-rupe>).

It is co-sponsored by the Bren School of Environmental Science & Management's Strategic Communication & Environmental Media focus (http://www.bren.ucsb.edu/academics/secm_focus.htm), and the Associated Students Program Board (<https://aspb.as.ucsb.edu/>), and is assisted by Arts & Lectures (<https://artsandlectures.sa.ucsb.edu/>).