Jacob Berkowitz KITP Journalist-in-Residence
THE “I” IN SCIENCE

Jacob Berkowitz KITP Journalist-in-Residence
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

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.”
“Some of us are unsung heroes.”
OR THE VILLAIN
OR THE VILLAIN
FOR SCIENTISTS
THE “I” DOES NOT EXIST
THE INVISIBLE SCIENTIST

http://www.youtube.com/v/KY-ddVDk2do&hl=en&fs=1
WHY?
Thermal corrections to the Casimir effect

Iver Brevik$^1$, Simen A Ellingsen$^1$ 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
New Journal of Physics

Thermal corrections to the Casimir effect

Jacob Berkowitz
“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
BEWARE THE SCI-LEB!!!

I'm never going to publish in Nature again!
@#$%&* Paparazzi
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 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 KNOWLEDGE ABOUT NATURE

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
“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!