

Lunch lecture about Science Communication on 4 May 2016

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Around 50 VLAG PhD candidates attended the lunch lecture on "Science Communication". The lunch lecture's aim was to discuss the importance science communication and how young researchers can approach it. The speakers for the lunch lecture were Professor Sander Kersten, professor Nutrition, Metabolism and Genomics, from the Division of Human Nutrition, Wageningen University and Hans van Maanen who is a free-lance journalist and in addition, he published several books on the topic of science journalism.

Hans talked about the view of journalist seeking good scientific results. Real science journalists will dig into the information that is given and check whether the research is performed in a good way. Most information for science journalists comes from "Press Releases". Hans gave some examples of press releases which were very distorted from the real results. It is important that each scientist takes the responsibility to communicate their results accurately.

Sander shared his experiences on interviews with journalists. There are journalists that try to get the scientist to say things so that they can then have a big story. There are different agendas with journalists so the scientist must be careful with his or hers statements. When you agree on an interview and the topic, always ask for the reading version to see if your words are interpreted correctly.

