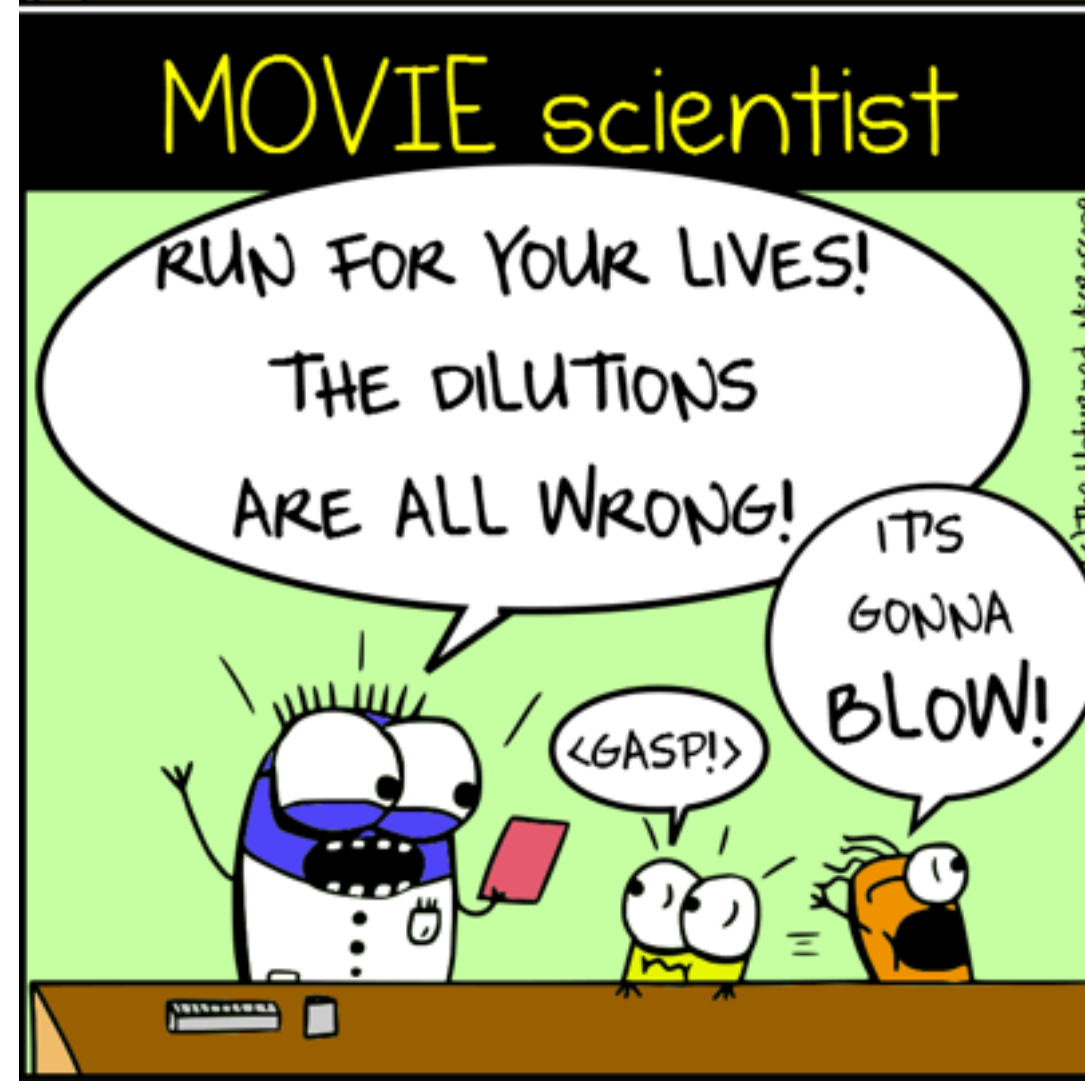
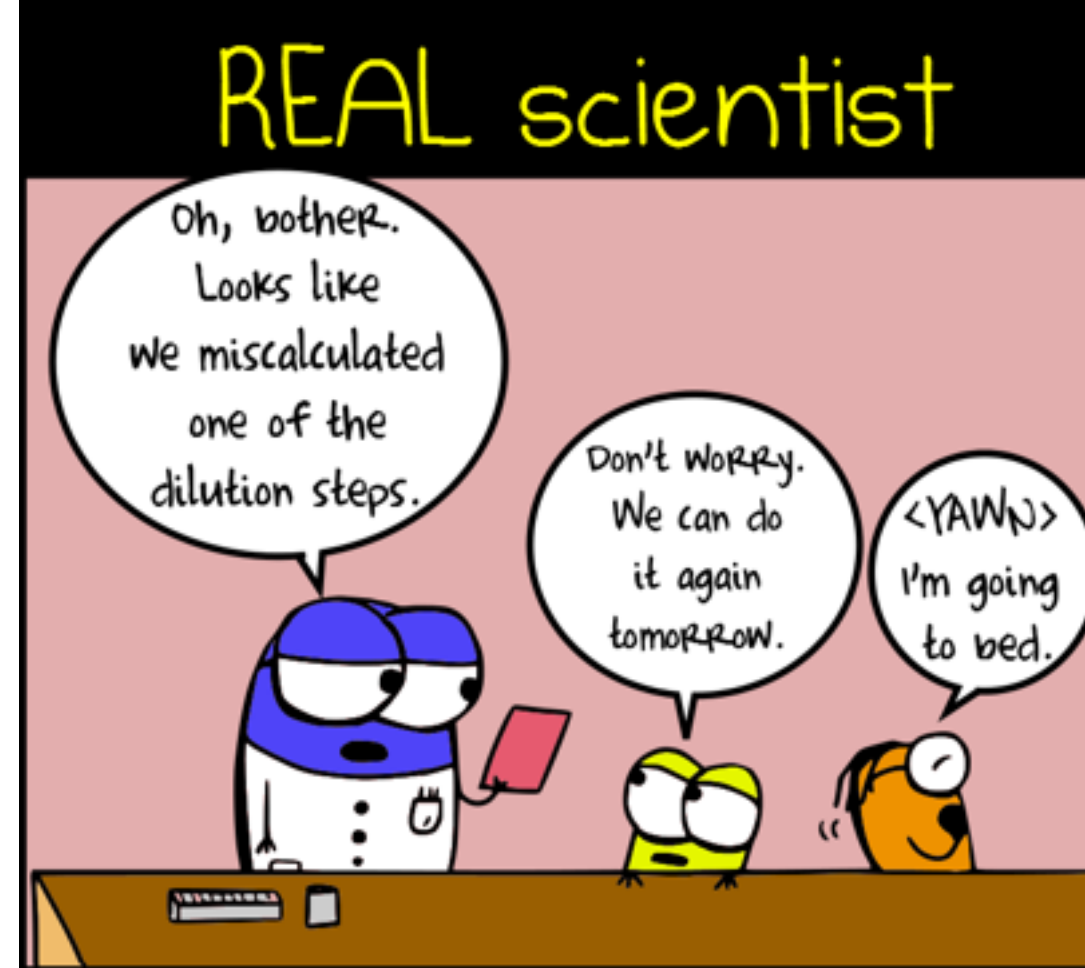


Communication in Sciences

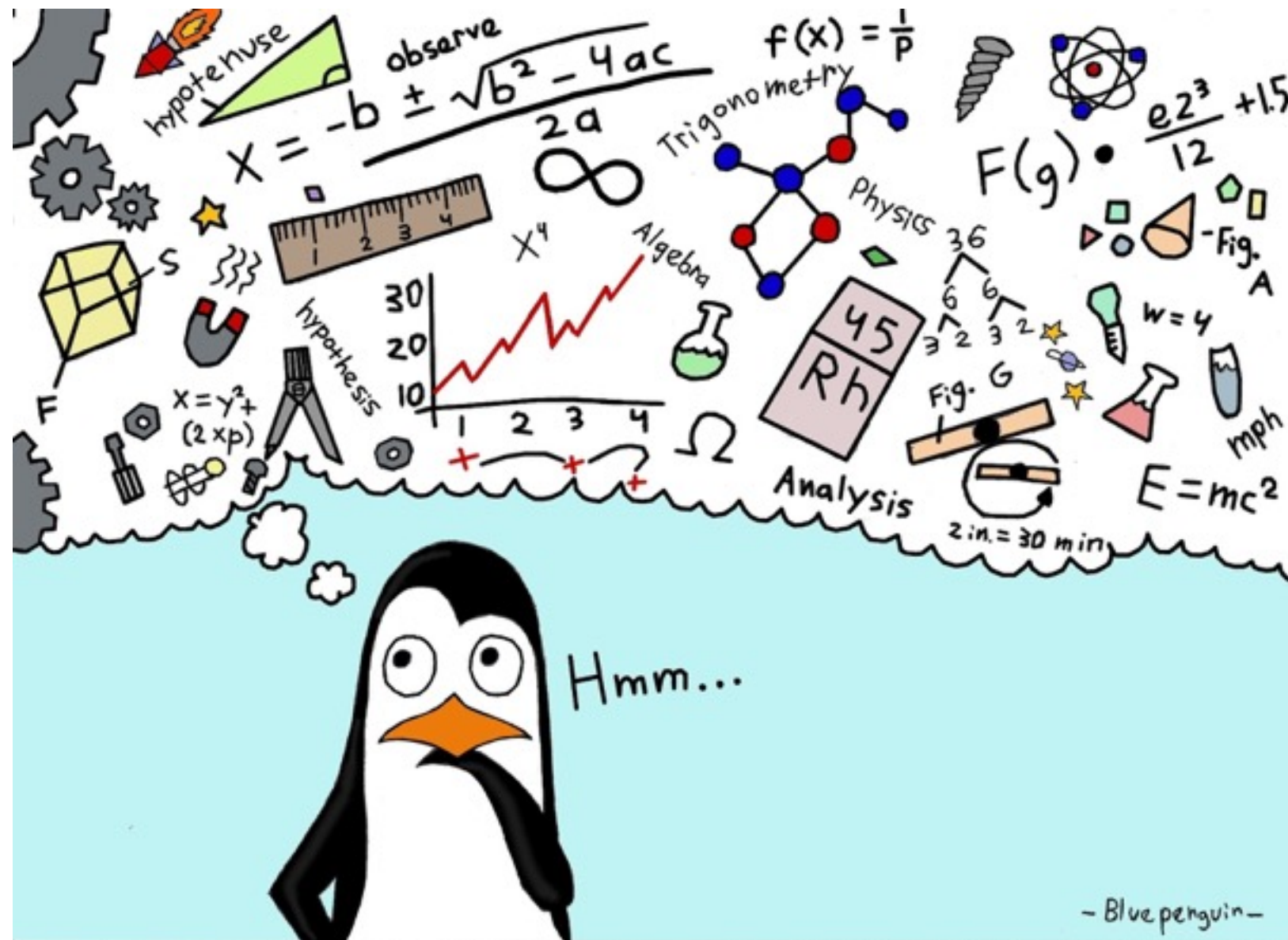
Unveil, Educate, Inspire

Prof. Marcos Pinotti - Brazil

stereotype of a scientist



stereotype of a scientist



WHEN YOU SEE A CLAIM THAT A
COMMON DRUG OR VITAMIN "KILLS
CANCER CELLS IN A PETRI DISH,"

KEEP IN MIND:



SO DOES A HANDGUN.

behind the scene

funny conclusions



Jolie's method to prevent cavities

Unveil. the pressure to be the first to explain in simple words

Unveil. the pressure to be the first to explain in simple words



Marcia McNutt: "time is a very precious commodity"

Science, October 2013

Unveil. the pressure to be the first to explain in simple words

"Science is not finished
until it is
communicated,"
Mark Walport

A scientific paper is published every 20 seconds.

Vital Tracz: "Michelin guide of science"

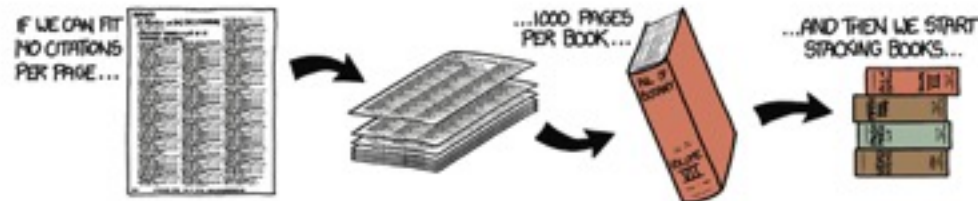
20th Century: "Publish or Perish"

21st Century: "Be Cited or Be Downrated"

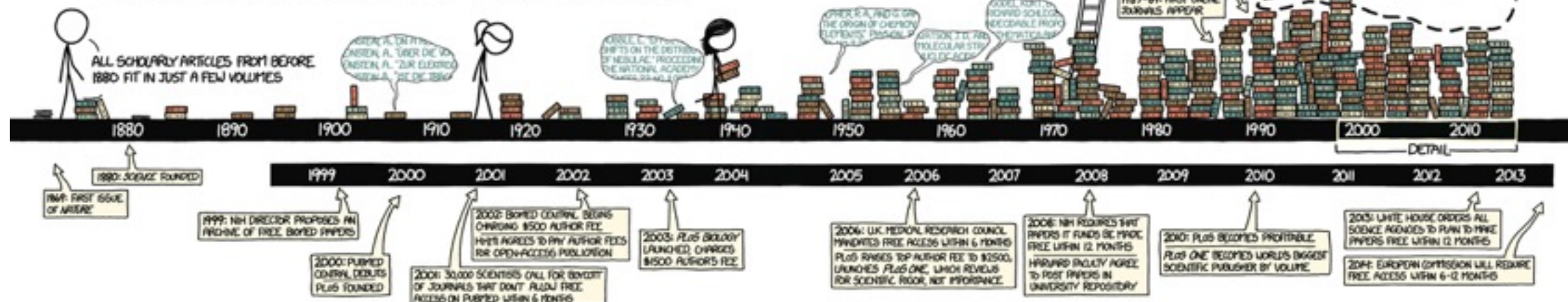
Unveil. the pressure to be the first to explain in simple words

HOW MUCH SCIENCE IS THERE?

SCIENTIFIC PUBLISHING HAS BEEN ACCELERATING—A NEW PAPER IS NOW PUBLISHED ROUGHLY EVERY 20 SECONDS. LET'S IMAGINE A BIBLIOGRAPHY LISTING EVERY SCHOLARLY PAPER EVER WRITTEN. HOW LONG WOULD IT BE?



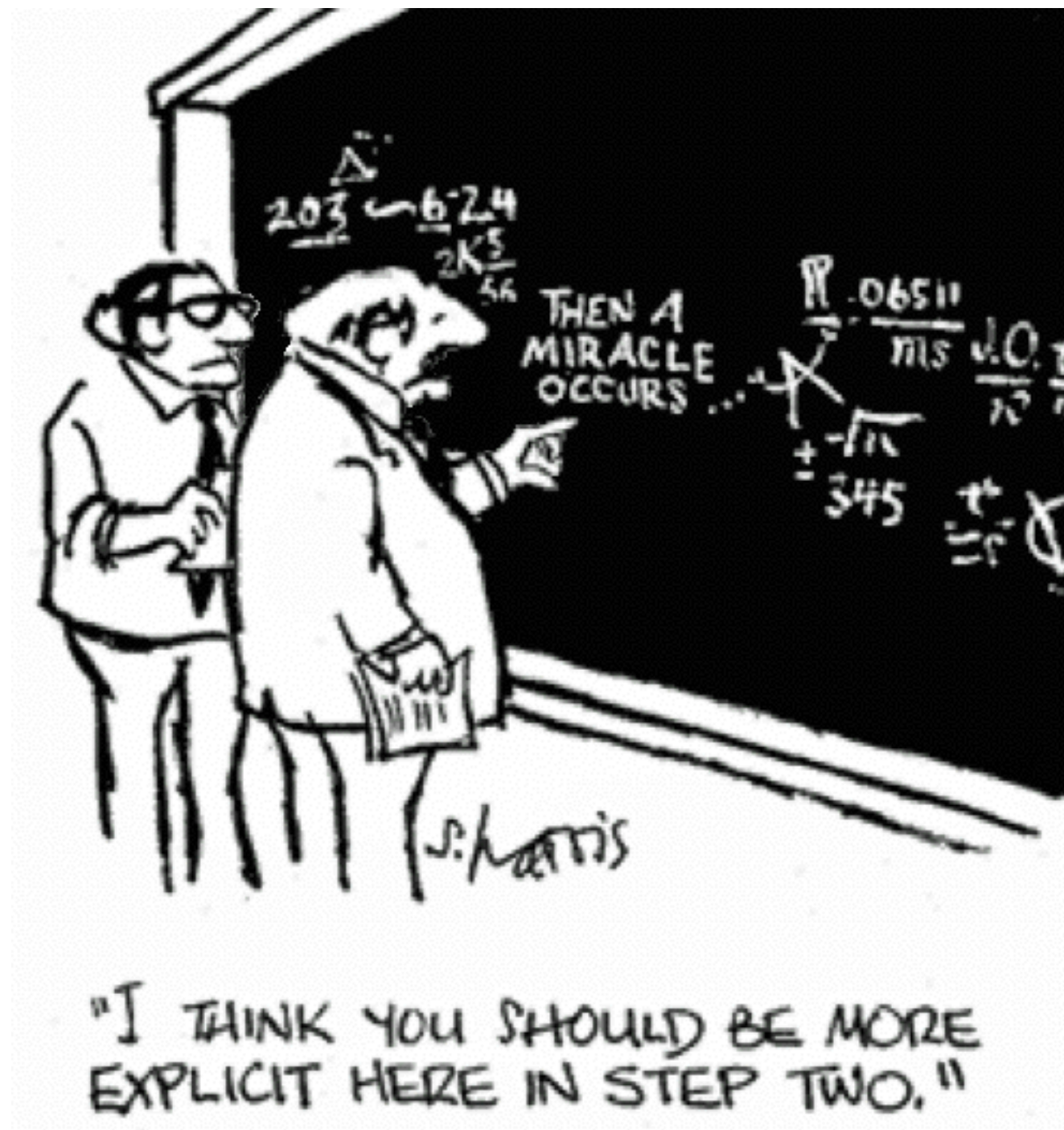
...THIS IS WHAT THE FULL LIST WOULD LOOK LIKE:



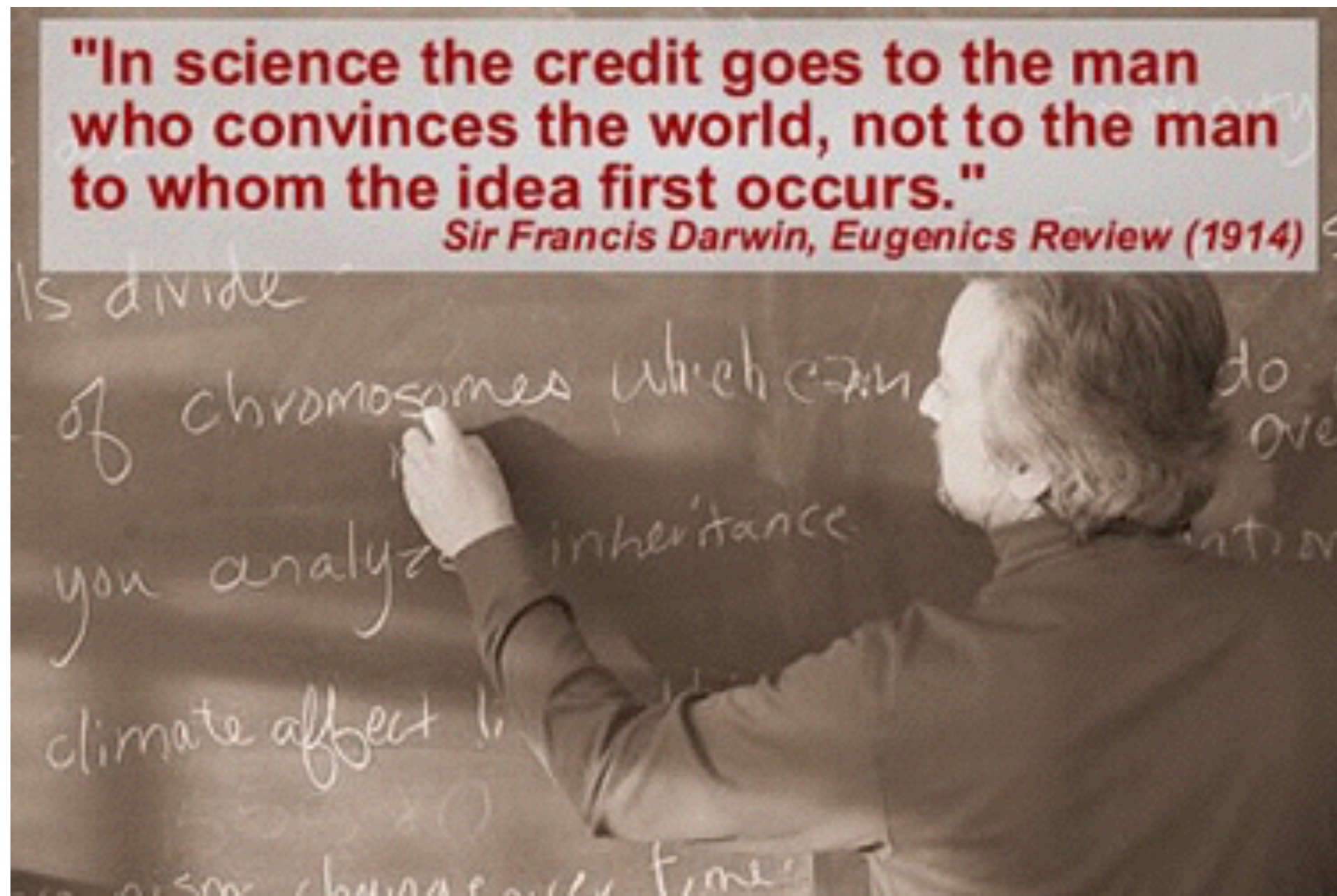
BY RANDALL HENRIKSEN • REPORTING BY JOELAN KAGAN AND DAVID HANCOCK

Open Access Publications - AAAS 2013

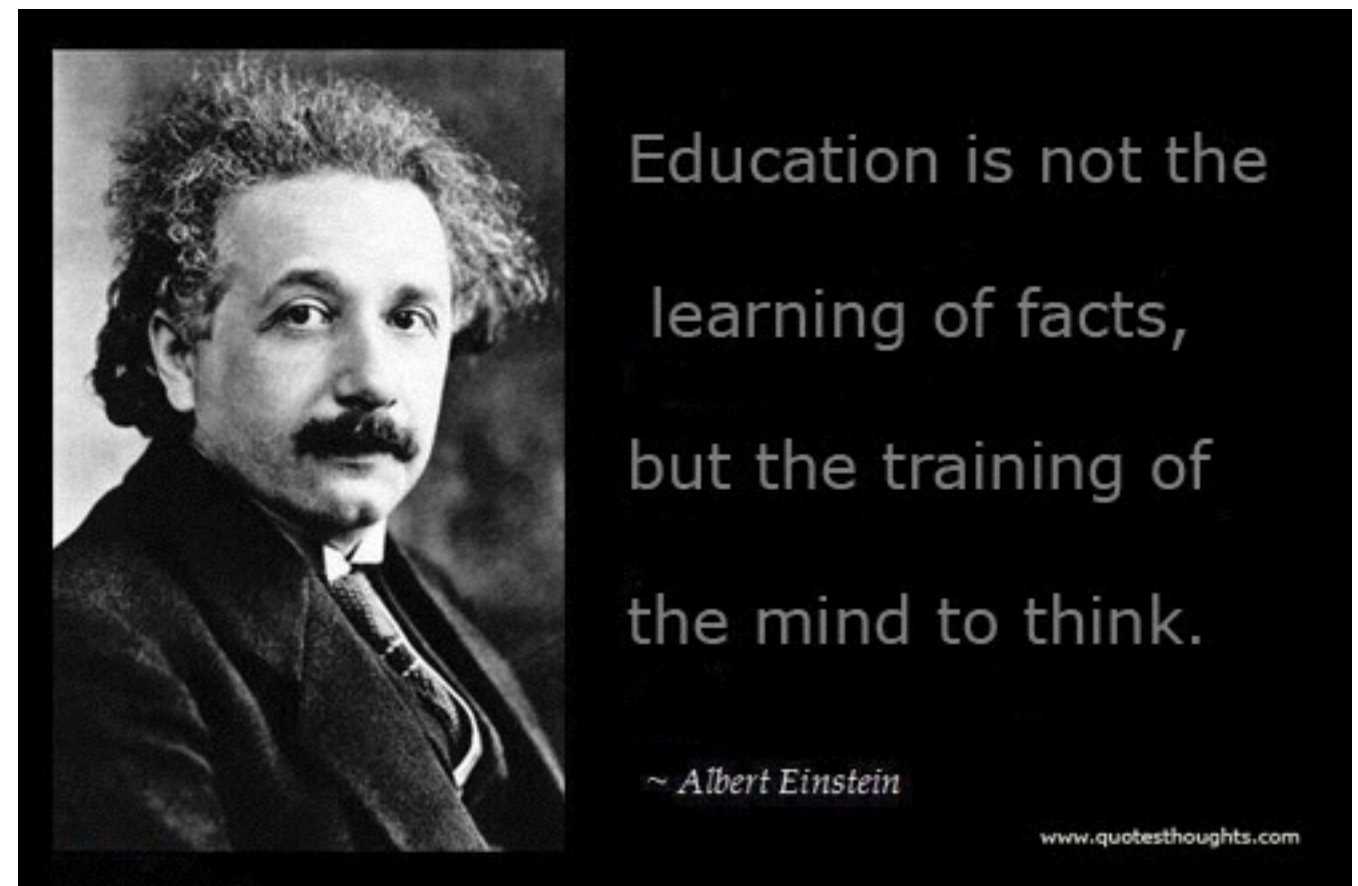
Unveil. the pressure to be the first to explain in simple words



Unveil. the pressure to be the first to explain in simple words



Educate. Spread new knowledge to defeat ignorance



Inspire. Make future possible

