

Science matters: sharing your research with the media and the public

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Back in 1996, the American astronomer Carl Sagan said, “we live in a society exquisitely dependent on science and technology, in which hardly anyone knows anything about science and technology.” This paradox is even more true today than it was back then, when nanotechnology was still in its infancy. No matter your field, you can boost science literacy by learning how to tell people, including the media, about your work in a clear, understandable way. I’m here to show you how.