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Altri autori (Persone)	Welch-RossMelissa K FasigLauren G
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction / Melissa K. Welch-Ross and Lauren G. Fasig -- Some conceptual and practical issues -- A perspective on the history and future of disseminating behavioral and social science / Robert B. McCall and Christina J. Groark -- Science communication scholarship : themes and future directions / Michael Weigold, Debbie Treise, and Paula Rausch -- Journalistic practice and coverage of the behavioral and social sciences / Sharon Dunwoody -- Communicating the complexities and uncertainties of behavioral science / S. Holly Stocking and Johnny V. Sparks -- Communicating basic behavioral science beyond the discipline : reflections from social psychology / John F. Dovidio and Samuel L. Gaertner -- Beyond university walls : disseminating behavioral science outside of the academy / Stacy Ann Hawkins, Diane F. Halpern, and Sherylle J. Tan -- Understanding mass media priorities and processes -- Reporting on behavioral science : a glimpse inside the television news business / Andrea Gitow -- National public radio / Rachel Jones -- Newspapers / Tom Siegfried -- Magazines / Sally Lehrman -- Communicating with the public -- Making the news

interview a success for you and the reporter / Rhea K. Farberman -- From the lab to the living room : stories that talk the talk and walk the walk / Kathy Hirsh-Pasek and Roberta Golinkoff -- Working with science information specialists / Earle M. Holland -- The internet / Nancy Martland and Fred Rothbaum -- Communicating with policymakers -- A knowledge utilization framework for making behavioral science useful to policy makers / Robert F. Rich -- Working with the federal government / Angela L. Sharpe -- State your case : working with state governments / Bill Albert and Sarah S. Brown -- Think tanks and advocacy organizations / Karabelle Pizzigati -- Disseminating behavioral science to service professions -- Disseminating behavioral medicine research to practitioners : recommendations for researchers / Kimberlee J. Trudeau and Karina W. Davidson -- Advancing education through research : false starts, broken promises, and light on the horizon / G. Reid Lyon and Elayne Esterline -- Disseminating effective approaches to drug use prevention / Mary Ann Pentz -- Disseminating and implementing evidence-based practices for mental health / David A. Chambers -- Behavioral science in the military / Janice H. Laurence -- Conclusion: current themes and future directions / Melissa K. Welch-Ross and Lauren G. Fasig.

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### Sommario/riassunto

This text assembles in a single volume research, scholarship and practices from across relevant disciplines and professions to give a coherent picture of the communication and dissemination of behavioural science, the main actors, contemporary themes and approaches, and key challenges.

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