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Altri autori (Persone)	EducationDivision of Behavioral and Social Sciences and EducationBoard on Science StudiesDivision on Earth and Life TechnologyBoard on Chemical Sciences and SettingsCommittee on Communicating Chemistry in Informal
Disciplina	540
Soggetti	Communication in science Chemistry - Study and teaching
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Nota di contenuto	Front Matter -- WHY COMMUNICATE? -- THE FRAMEWORK FOR EFFECTIVE CHEMISTRY COMMUNICATION -- WHAT DOES IT MEAN TO EVALUATE? AND WHY DO IT? -- ELEMENT 1: Set communication goals and outcomes appropriate to the target participants. -- ELEMENT 2: Identify and familiarize yourself with your resources. -- ELEMENT 3: Design the communication activity and how it will be evaluated. -- ELEMENT 4: Communicate! -- ELEMENT 5: Assess, reflect, and follow up. -- CONCLUDING COMMENTS -- REFERENCES
Sommario/riassunto	This guide, published by the National Academies of Sciences, Engineering, and Medicine, provides a comprehensive framework for effective communication of chemistry in informal settings. It aims to equip chemists and professionals in related fields with the necessary tools to engage the public in understanding the significance of chemistry. The guide emphasizes the importance of setting clear communication goals, understanding available resources, designing and evaluating communication activities, and reflecting on the outcomes. It highlights the need for chemists to foster public

appreciation for chemistry, develop informed consumers, empower citizen participation, and encourage workforce development. The guide is intended for chemists who wish to effectively share the joy and knowledge of chemistry with diverse audiences outside traditional academic settings.
