Please join the Science, Religion, and Lunch Seminars (SRLS) hosted by the Northern Plains Ethics Institute for:

**Tyler Waltz**  
Natural Resource Management, Ph.D Student

**Like, Subscribe, Share: The effectiveness of science communication on social media**

12-1 pm, November 16, 2021  
Join Zoom Meeting  
https://ndsu.zoom.us/j/93579529303?pwd=V0k3WXdWM2pNOUxiMmxrYVBGUDlydz09  
Meeting ID: 935 7952 9303  
Passcode: 160857

**Abstract:** The onset of the global COVID-19 pandemic has presented many challenges for the scientific community and its actors relying messages to the public. In the United States, there exists a schism of appreciation and respect of science and that of confusion and intentional misinformation. When there is a lack of trust and understanding of what science is and what it does, simple messages communicated to the public often become significant issues when not properly understood. Science is continuous and new data emerges. As CDC guidelines change during the global COVID-19 pandemic, it is easy for folks to latch on to one phrase stated, rather than the entire message. Here, effective communicators of science are needed most. This presentation will discuss what science communication is and how it operates to not only inform and educate the public, but also to invigorate the publics’ desire to become engaged and to have a stake in the process. Many people are spending significant screen time on their devices, especially on social media. These various platforms have become critical stages to reach the general public, as well as engaging with youth. We shall also focus on the role science communication has in reconstructing the image of what a scientist is and what they look like. Whereas science has been male dominated in the past and remains to be so in the present, science communications seeks to offer inclusivity and access to women and members of LGBTQ communities. Fine science requires a diverse marketplace of ideas. Effective communicators ensure the key message is delivered, but also speaks to the future generations of scientists.

**Bio:** Tyler Waltz is a graduate student in the Natural Resources Management program at NDSU. He works as a teaching assistant for the Philosophy department and as the administrative assistant for Northern Plains Ethics Institute.

SRLS fosters thoughtful, accessible dialogues on religion or science, with a special focus on the intersection between the two. Presenters take the seminar’s first forty minutes to develop their ideas for the diverse town and gown audience, and then answer questions for 20 minutes, or until we get kicked out of the physical or Zoom room.

If you are interested in giving a seminar, then please contact Dennis Cooley at NDSU.NPEI@ndsu.edu.