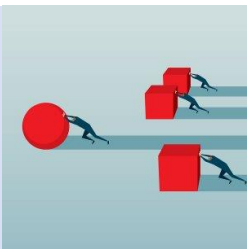


MULTISECTORIAL SCIENCE COMMUNICATION

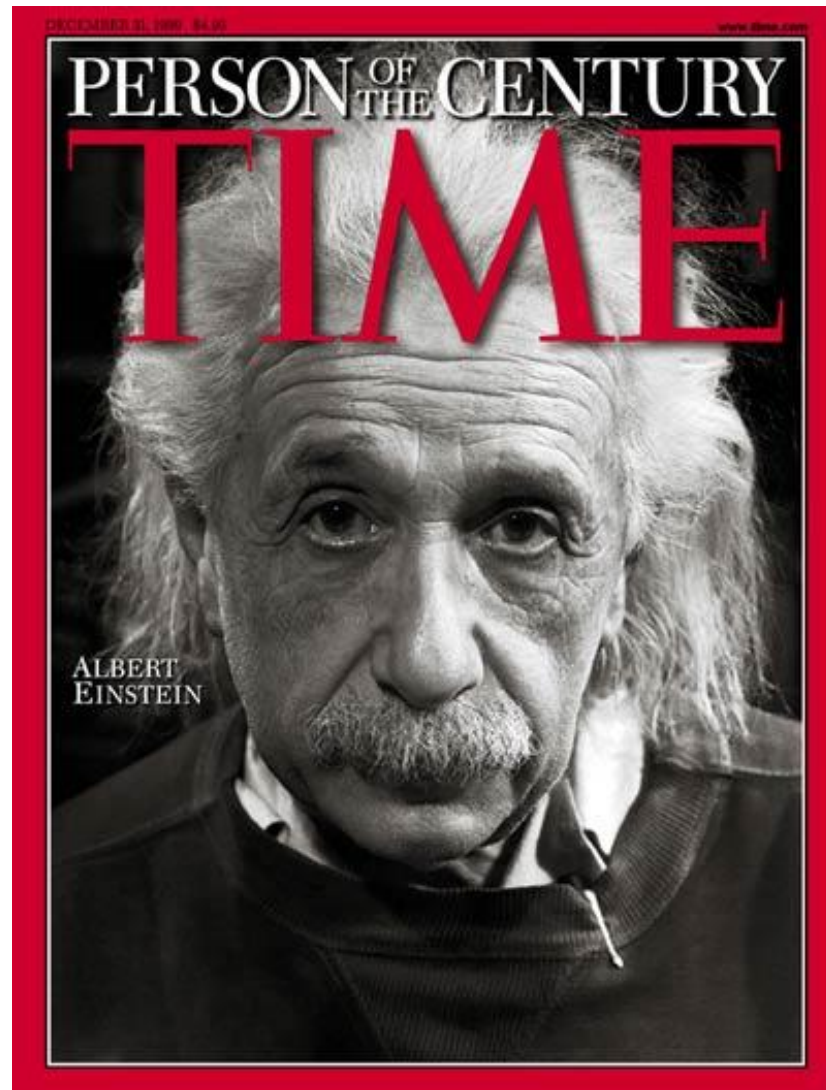
FROM THE SCHOOL TO THE PARLIAMENT



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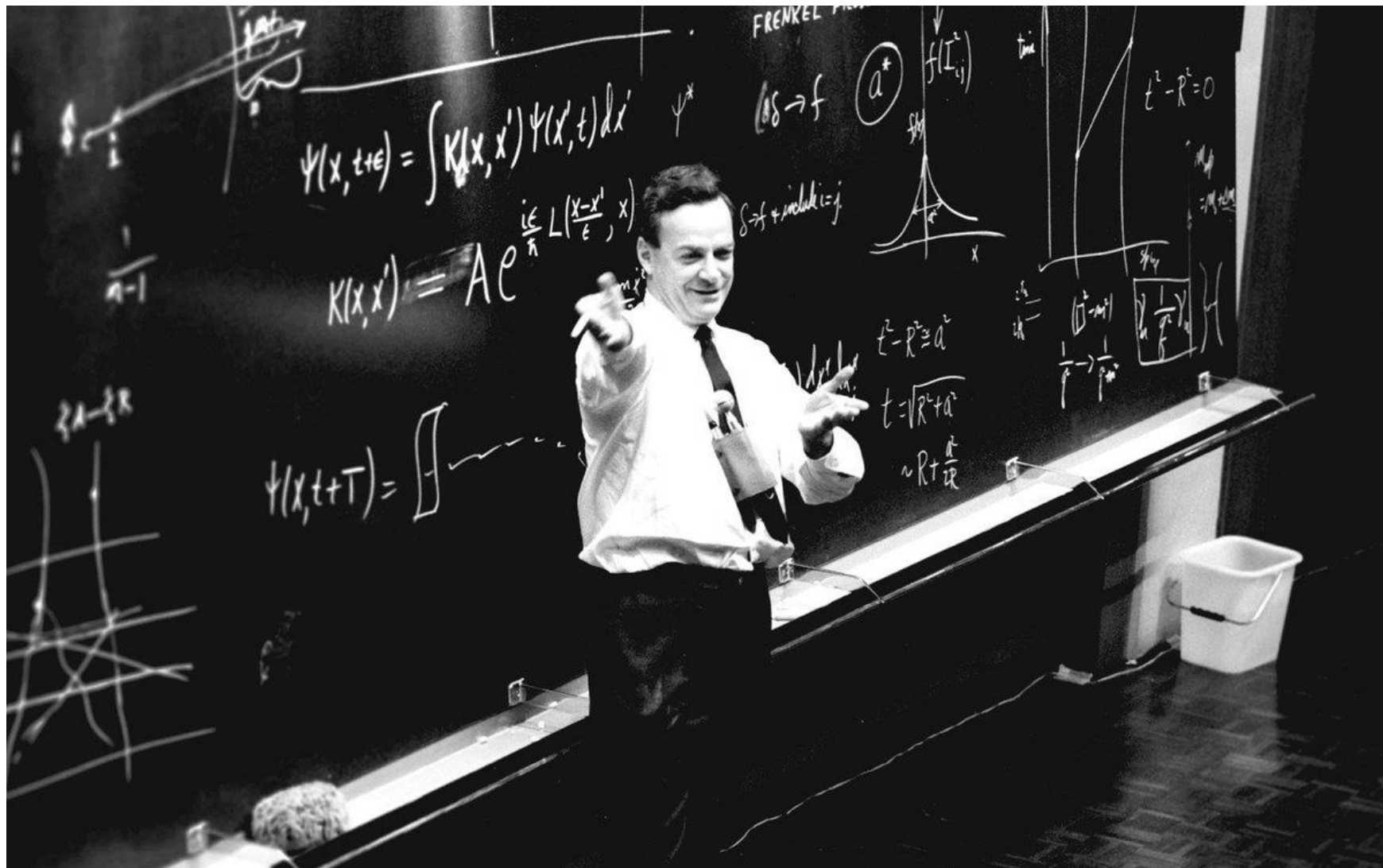




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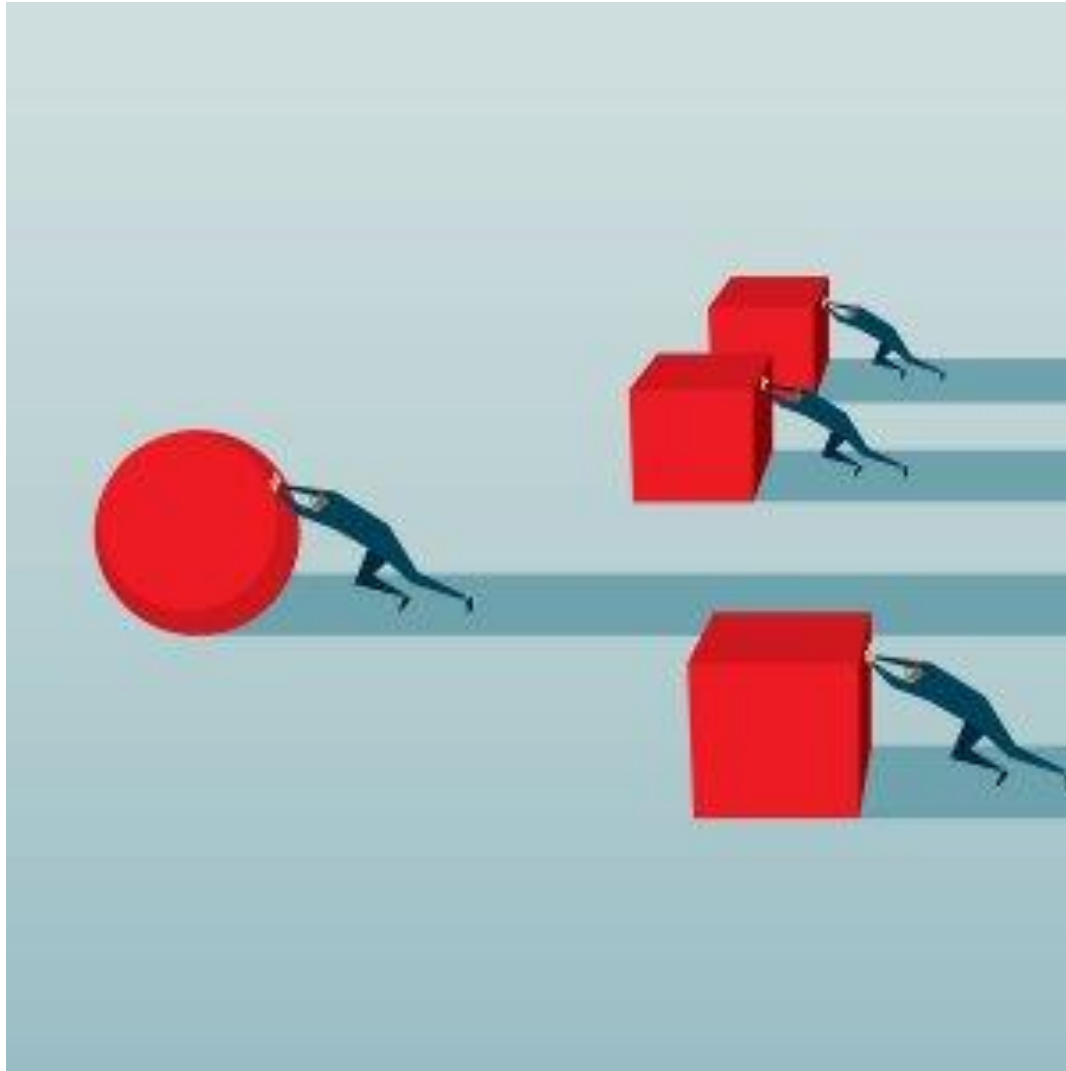
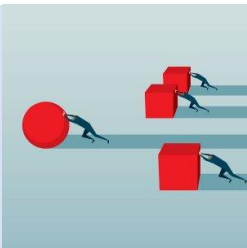


IMAGE: MIT SLOAN

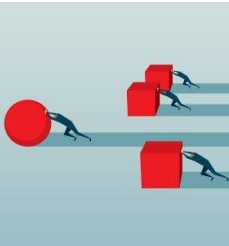


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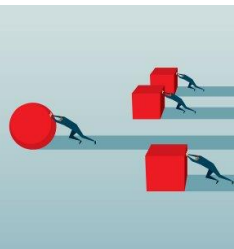
**SCIENCE
MANAGEMENT
COMMUNICATION
INTERNATIONAL RELATIONS
MARKETING
DIPLOMACY**



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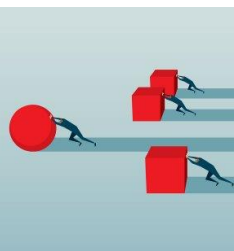
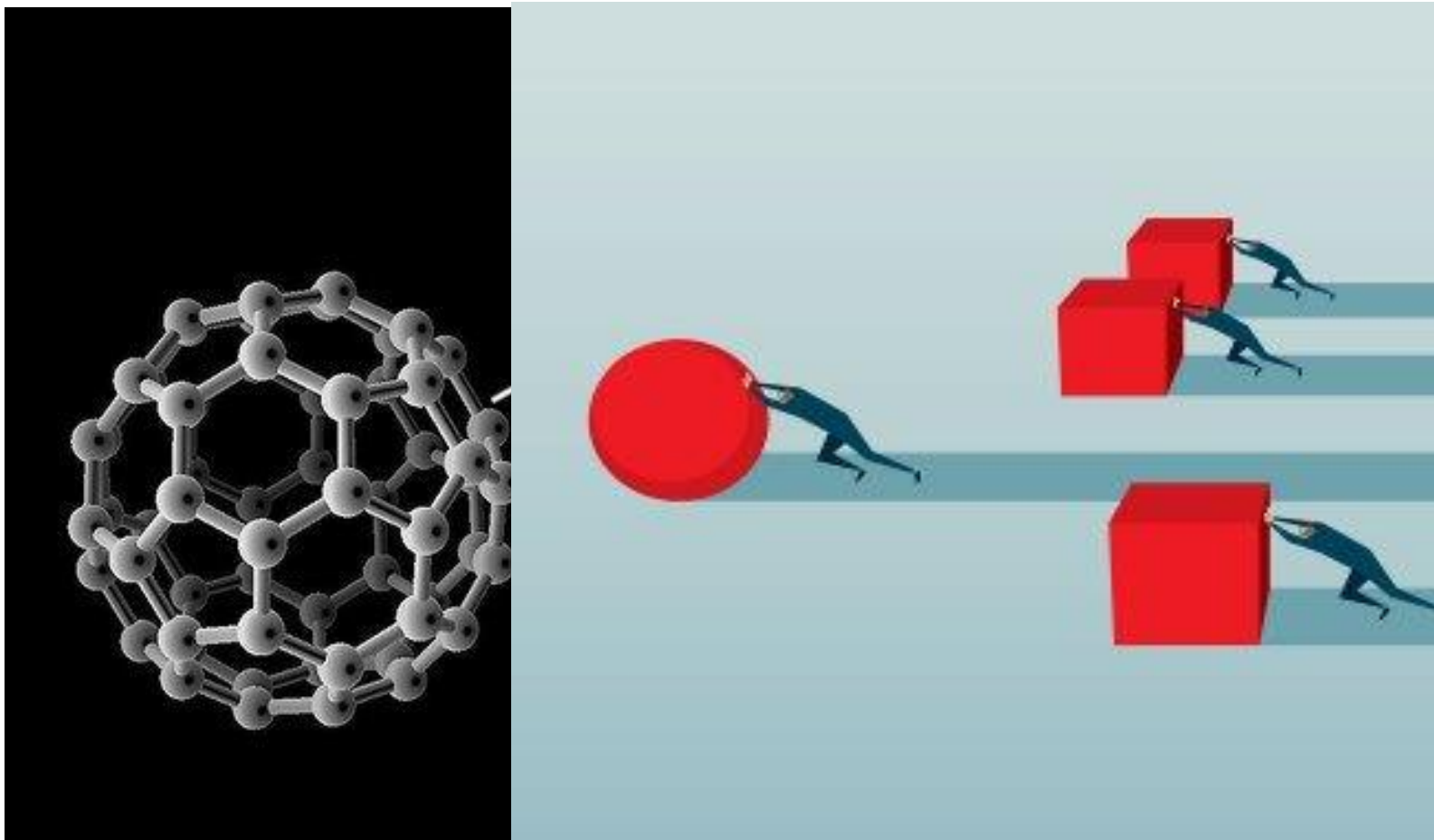




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SCIENCE IS THE CORE, INTERACTION IS THE KEY



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INTERACTION IS THE KEY

REFLECTION: ARE YOU REALLY INTERACTING?

COMMUNICATION VERSUS ENGAGEMENT

STRATEGY VERSUS PLANNING

NEUROSCIENCE AND COMMUNICATION



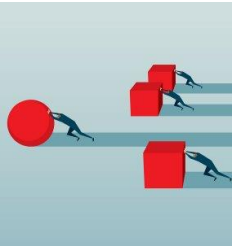
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INTERACTION IS THE KEY

ARE YOU REALLY INTERACTING?

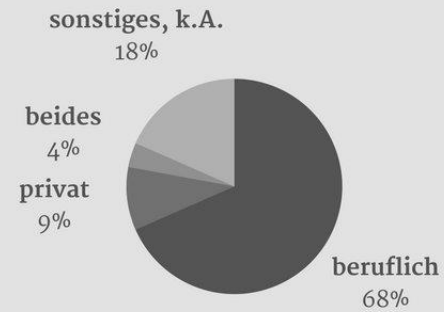


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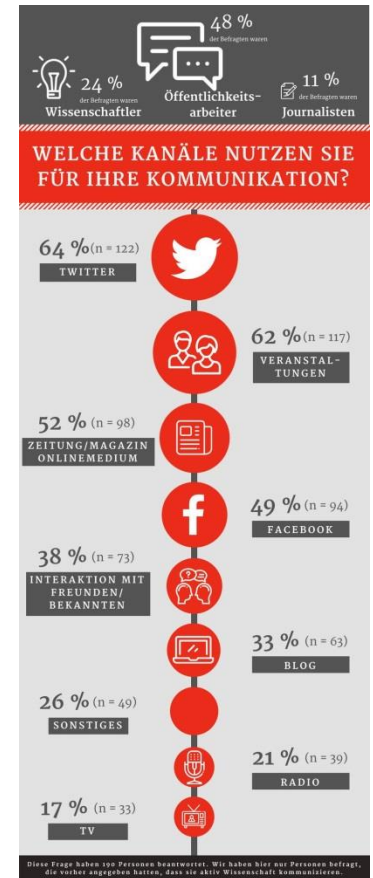


Kommunizieren Sie beruflich oder privat?



Diese Frage wurde nur den Personen gestellt, die angegeben hatten, aktiv Wissenschaft zu kommunizieren. (n = 190)

In welchem Bereich arbeiten Sie?

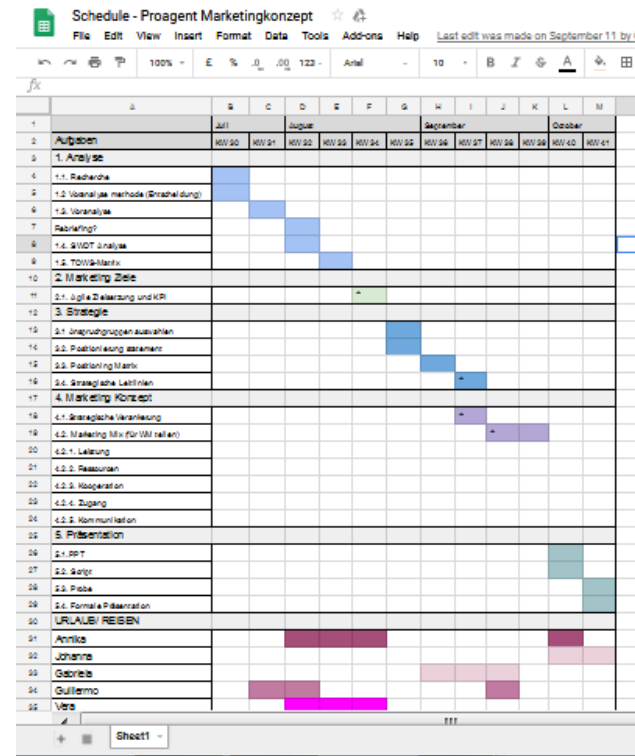


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Category	Value
1	100%
2	75%
3	50%
4	25%

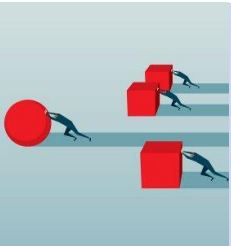


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THE MOST COMMON MISTAKE IN COMMUNICATION IS TO ASSUME THAT COMMUNICATION HAS TAKEN PLACE

ALAN ALDA



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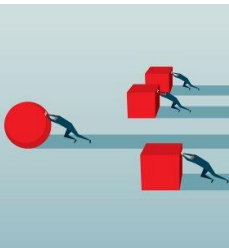


INTERACTION IS THE KEY

COMMUNICATION VERSUS ENGAGEMENT

<https://www.youtube.com/watch?v=WC34Vp8WfYE>

<https://www.youtube.com/watch?v=hNOqgHTtvH8>



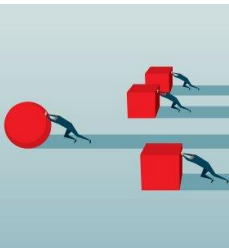
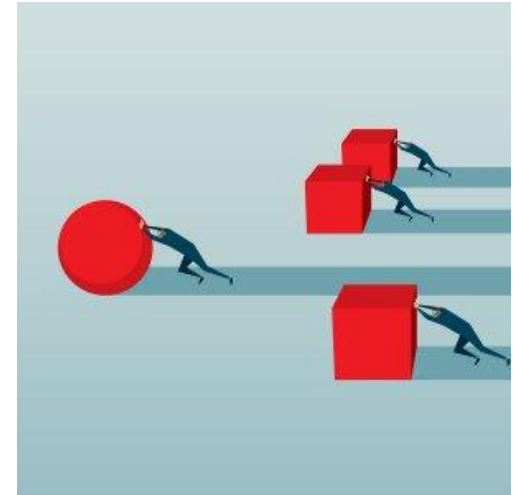
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INTERACTION IS THE KEY

STRATEGY VERSUS PLANNING

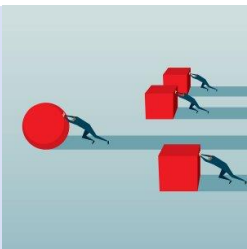
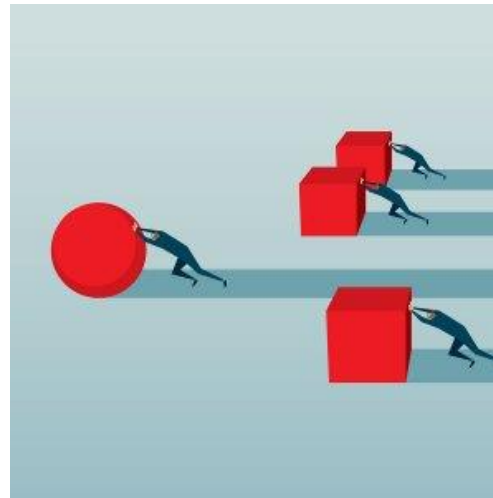


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SCIENCE IS THE CORE, INTERACTION WITH STRATEGY IS THE KEY

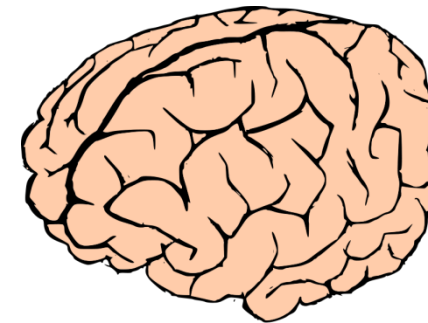


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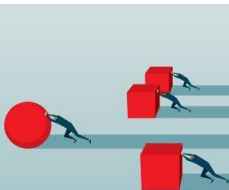
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INTERACTION IS THE KEY



NEUROSCIENCE AND COMMUNICATION

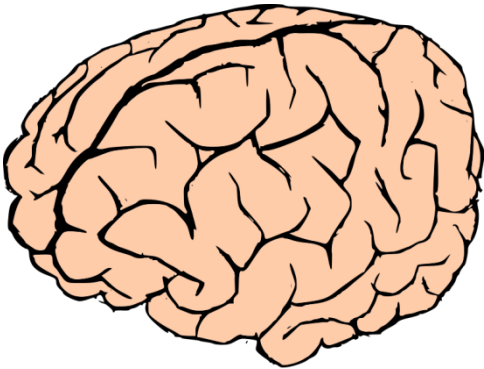


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WE KNOW MUCH MORE ABOUT CLIMATE CHANGE THAN ABOUT SCIENCE COMMUNICATION



JIM HOGGAN, COMMUNICATION EXPERT



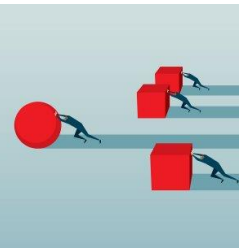
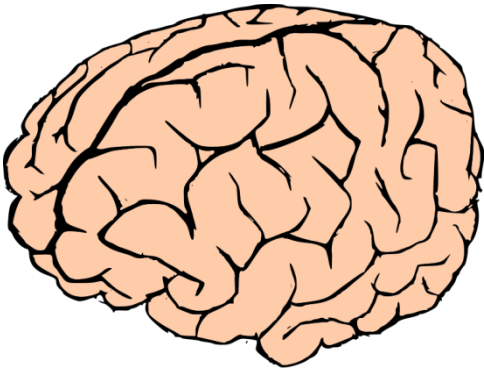
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“SEGUIMOS ENROCADOS EN LA FALSA IDEA DE QUE LOS HECHOS VAN A CAMBIAR LO QUE LA GENTE PIENSA”

JIM HOGGAN, EXPERTO EN COMUNICACIÓN

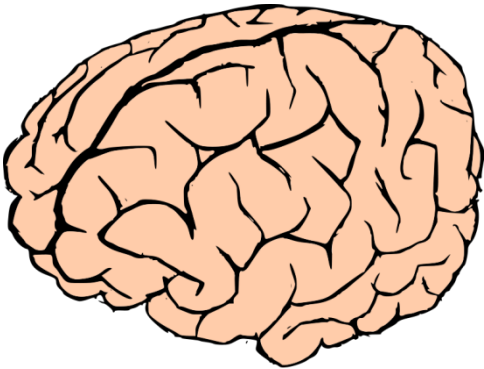


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**“CREENCIAS Y ACCIONES HUMANAS ESTÁN
ÍNTIMAMENTE RELACIONADAS CON NUESTRA
AMÍGDALA”**



**“SOLO PERSONAS CON ACTIVIDAD CÓRTEX
PREFRONTA PRESENTAN MENOS INFLUENCIA DE
EFFECTO FRAMING”**

MARTINO ET AL, SCIENCE, 2006



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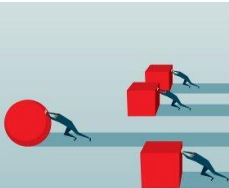
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“RAZÓN Y EMOCIÓN NO SON INCOMPATIBLES, VAN DE LA MANO SE NECESITAN LA UNA A LA OTRA”



**IGNACIO MORGADO
DIRECTOR INSTITUTO NEUROCIENCIAS UAB**



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LA CIENCIA PUEDE EMOCIONAR *LA VANGUARDIA*



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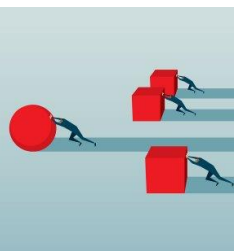
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NEUROSCIENCE AND INNOVATION: A STORY



FMRI MACHINE

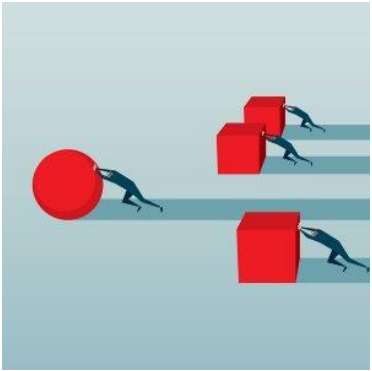


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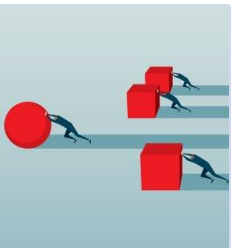
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**SCIENCE IS THE CORE,
INTERACTION WITH STRATEGY IS THE KEY**



THE SCIENCE OF SCIENCE COMMUNICATION



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¡CIENCIA, EMOCIÓN, COMUNICACIÓN!

CCCBLAB

LA CIENCIA PUEDE EMOCIONAR

LA VANGUARDIA

TODO LO QUE TU CEREBRO CONSIGUE CUANDO NO HACES NADA

EL HUFFINGTON POST

SABER ABURRIRNOS NOS HACE MEJORES

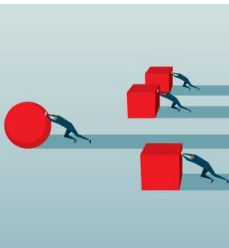
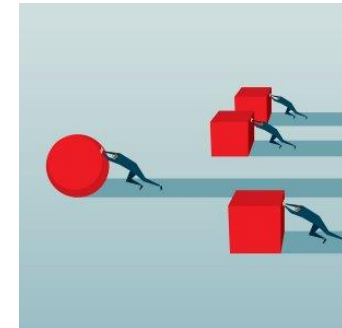
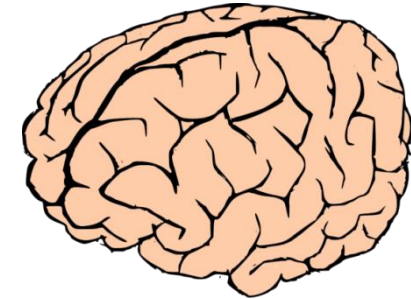
CADENA SERC

EL VALOR DE SER DIFERENTES

EL HUFFINGTON POST

DIVULGAR CIENCIA EN FORMA DE CUENTO ES POSIBLE

LA VANGUARDIA



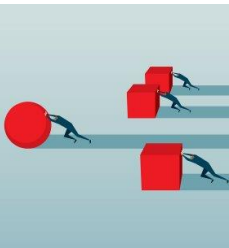
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