
GCSC Seminar Series

210 ASB
(Aline Skaggs
Building)

ALL ARE WELCOME

Refreshments &
meet the speaker
at 3:45

Tuesday, April 10, 2018
4:00-5:00 PM

Sara Yeo

Assistant Professor, Communication, University of Utah

“The Science of Science Communication”



A sampling of research in science communication.

Abstract

Communication is crucial as science becomes increasingly enmeshed in society. As scientists and communicators, we have often relied on intuition when communicating about our work to public audiences. In this talk, I first articulate the importance of empirical science communication research in service to the practice of engaging publics in conversations about complex topics. Then, I offer a sampling of my recent research projects and directions for the future of the science of science communication.

Bio

Sara K. Yeo (Ph.D., University of Wisconsin-Madison) is an Assistant Professor in the Department of Communication at the University of Utah and a faculty affiliate with the Global Change and Sustainability Center and the Environmental Humanities Program at the U. Her research interests include science communication, public opinion of STEM issues, and information seeking and processing. Her work has been published in journals such as *Public Understanding of Science*, *Risk Analysis*, *Energy Policy*, *Journalism and Mass Communication Quarterly*, and *Materials Today*. Originally from Malaysia, Dr. Yeo is trained as a bench and field scientist and holds a M.S. in Oceanography from the University of Hawaii at Manoa. Her training in ecology and the life sciences has been invaluable to her research at the intersection of science, media, and politics.