



## Public outreach event

# Science Communication Day

**Carl Zimmer, Sara K. Yeo, Elke Ziegler, Alena Buyx, Christine Marizzi,  
Mariano Zafra**

Host: Tom Henzinger

Science is not a collection of facts, but a collection of techniques that together constitute the most powerful method for obtaining knowledge as a society. Yet most real-world questions have too many facets to be answered or even approximated by a single technique, or a single scientist. These common misunderstandings have far-reaching consequences, which range from a mistrust in scientists and the rejection of science, to a blurring between science and pseudo-science, all the way to an uncritical glorification of scientists and their findings. A major task of effective science communication is, therefore, to explain the power and limits of scientific techniques, processes, and findings. This we will discuss at ISTA's first Science Communication Day on September 21, 2022. Speakers: Carl Zimmer (Science Writer, New York Times) Sara K. Yeo (Associate Professor, Department of Communication, The University of Utah) Elke Ziegler (Head of Aktuelle Wissenschaft Ö1, ORF) Alena Buyx (President German Ethics council, Director Institute for History and Ethics, Munich University of Technology) Christine Marizzi (BioBus Inc. in New York City, Science Communicator) Mariano Zafra (Leader of Graphic and Storytelling team of El País)

**Wednesday, September 21, 2022 06:00pm - 07:30pm**

Raiffeisen Lecture Hall



This invitation is valid as a ticket for the ISTA Shuttle from and to Heiligenstadt Station. Please find a schedule of the ISTA Shuttle on our webpage: <https://ista.ac.at/en/campus/how-to-get-here/> The ISTA Shuttle bus is marked ISTA Shuttle (#142) and has the Institute Logo printed on the side.