

**Science of Science Communication
PSYC 601b**

Prof. Dan Kahan
Spring 2015

Session 14—Science documentaries

Some questions to consider:

1. What is or should be the *goal* of science-documentary y film-making and related forms of popular science communication? To entertain? To educate? To promote particular states of affairs? How should the effectiveness of such communication be evaluated?
2. How interested is the public in knowing what's known by science for purposes of self-enrichment? Is there a segment of the public that finds knowing what's known distinctively fulfilling? Is the interest of the public in knowing what's known being served adequately by the available producers of science documentary programming and other materials?
3. Are empirical means of inquiry being used effectively to promote effective science-documentary film-making? Is there genuine "evidence-based" practice in the production of this form of science communication? If not, what would such practice look like?

Session 14 Readings (indexed to pagination of course readings):

1. Cool videos: Cytotoxic T Cells on Patrol [watch video]	1028
2. Licata, This Brand New TV Series Will Change Your Mind on Climate Change	1030
3. Adams, Years of Living Dangerously Frames a Climate-change Documentary Documentary Like an Action Series	1032
4. Show Buzz Daily, Cable/Network Scorecard, Apr. 29, 2014.....	1037
5. NSF Indicators (2012).....	1039
6. Dingwall, R. & Aldridge, M. Television wildlife programming as a source of popular scientific information: a case study of evolution. Public Understanding of Science 15, 131-152 (2006).....	1048
7. R. Russell, Summative Evaluation of Soundprint's Pole to Pole (NSF #0632194)	1070
8. Johanna Blakely, Tedtalk [watch video].....	1079
9. CMSI, Documentary Impact: Social Change Through Storytelling	1081
10. Fledgling Fund, Assessing Creative Media's Social Impact	1110
11. Fields, What Do Documentary Filmmakers Think of Measuring the Social Impact of Their Films	1123
12. Hey, Chris Mooney. . ., Jan. 6, 2012.....	1127
13. CCP, Science of science documentary filmmaking proposal	1128