**Science Communication Question Set**

After reading the popular media article, please write-out your responses to each of the questions below:

1. One of the goals of a science article written for a broad audience is to share novel findings and the excitement of science. What is the novel finding that the authors of the article were trying to convey to the general public?
2. After reading the article, is there a specific issue that the authors are trying to emphasize? How did the authors attempt to inform the audience of this specific issue?
3. Science communication for a broad audience also seeks to increase an appreciation for science as a means to understand the modern world. After reading this article, do you think someone would be more or less likely to accept scientific information? Did the author of the article attempt to bolster scientific acceptance in the reader? If so, how?
4. Another goal of science communication for a broad audience is to influence people’s opinions, behavior, and policy preferences. Did the article attempt to influence individual behavior in a very direct way with a specific call to action? If so, support your response with direct evidence from the article. If the article did not explicitly attempt to influence individual opinions or behaviors, do you think someone may subtly be influenced to change their opinion or belief after reading the article? What particular opinion, behavior, or policy preference may the reader question after reading the article?