AAAS S&T Policy Fellowships Professional Development Workshop
The Science of Science Communication: Introduction
Conducted by the FrameWorks Institute

December 13, 2013
AAAS Headquarters
9 am-12 noon

Agenda

I. Introductions: About the FrameWorks Institute

II. The possibilities of science communication

III. Systematic miscommunication explained

IV. The ‘swamp’ of cultural models (exercise)

V. Avoiding communication ‘traps’ (exercise)

Speaker Biographies

The FrameWorks Institute is an independent nonprofit research organization founded in 1999 to advance the nonprofit sector’s communications capacity by identifying, translating, and modeling relevant scholarly research for framing the public discourse about social problems. It has become known for its development of Strategic Frame Analysis™, which roots communications practice in the cognitive and social sciences. FrameWorks designs, commissions, manages, and publishes multimethod, multidisciplinary communications research to prepare nonprofit organizations to expand their constituency base, to build public will, and to further public understanding of specific social issues. Current projects focus on such issues as STEM learning; climate and ocean change; education; environmental health; human services; early childhood development, including child mental health; immigration; and public safety. The Institute publishes its research and recommendations at www.frameworksinstitute.org.

JULIE SWEETLAND is a sociolinguist and Director of Learning at the Institute where she leads the translation of research findings into learning tools for nonprofit leaders. Julie has been actively involved in improving teaching and learning for over a decade, first as a classroom teacher, and more recently as an
educational researcher, curriculum developer, teacher educator, and education reform advocate. Prior to joining the FrameWorks Institute, she served as the Director of Teaching and Learning at Center for Inspired Teaching and launched a graduate teacher preparation program for the University of the District of Columbia. Her past research has focused on the intersection of language and race; on the role of language variation and language attitudes on student learning; and on effective professional learning for teachers. Julie's work has appeared in publications such as Journal of Sociolinguistics, Educational Researcher, and Education Week. She is a magna cum laude graduate of Georgetown University and is a lecturer at her alma mater. She completed her M.A. and Ph.D. in Linguistics at Stanford University.

Dr. Sweetland can be reached at jsweetland@frameworksinstitute.org.

LINDA MACRI is the assistant to the director of learning and an associate at the Institute. A rhetorician trained in classical and contemporary rhetorical theory, Linda’s work focuses on the intersections of stories and arguments and on how readers enter into texts, particularly through intertextuality and retellings. Pursuing these interests, she has taught courses on a variety of subjects, including the rhetoric of fiction, literature by women, and introduction to graphic narrative. Prior to coming to FrameWorks, Linda directed the Academic Writing Program in the English Department at the University of Maryland, where she introduced a range of digital writing assignments, spearheaded a blended learning curriculum, and created a robust program using undergraduate teaching assistants in writing courses. Her recent work in the scholarship of teaching and learning focuses on the role of peer-to-peer learning in active and alternative learning environments. She earned her bachelor’s degree at Columbia and her doctorate in English at the University of Maryland.

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