

Reaching Out: Understanding Researcher Interests and Needs in Science Outreach.

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Note:

Of 937 Ontario researchers, there was an overwhelming support for science outreach and their role within it , with the top two benefits being to increase science literacy and raise public awareness of research. The primary motivator is recognition of importance of outreach by their peers, though the primary barrier is time

Abstract:

In 2006, Let's Talk Science conducted a web-based survey of publicly funded Ontario scientific researchers, in order to uncover their perceptions and interests about science outreach and to determine barriers that might exist to their ongoing engagement in outreach activities.