

Science Communication: An Obligation Beyond R&D

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Developing countries around the world are strengthening their efforts in R&D and charging ahead with their own Science, Technology and Innovation (STI) goals. While a lot of investment is going into R&D, infrastructure, talent development, and policies and regulations; there is one area that remains in the backburner or non-existent. That is science communication. Science communication could be translated as science and society; democratising science; or science literacy among the public. Whatever it is called, it is a process that should go hand-in-hand with R&D initiatives. We see that advancement in science is often intervened by pseudoscience, fake news, ignorance and non-functioning policies and regulations. Researchers on the other hand are ignorant about the impact of science communication and the skills need to engage stakeholders outside their expertise. This presentation will discuss the positive and significant impact brought by science communication to the advancement of science and researchers' scientific career. It will also attempt to sensitise the audience on principles of science communication that could be adopted in their career.