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# The Role of Media in Public Perceptions of Science

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*Science communication beyond journal publications workshop, 19.02.2025*

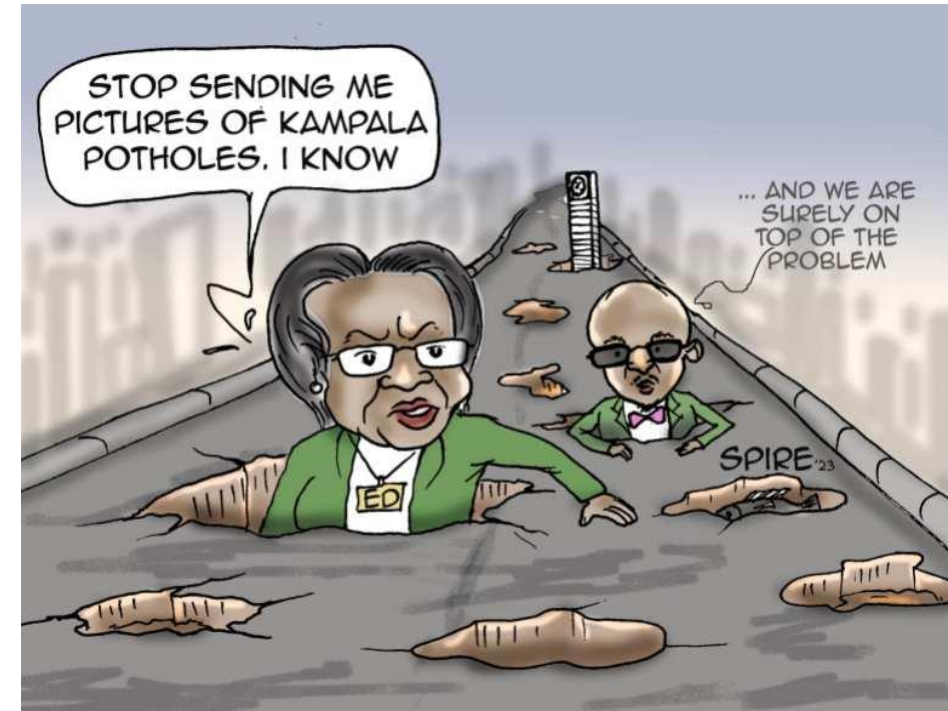
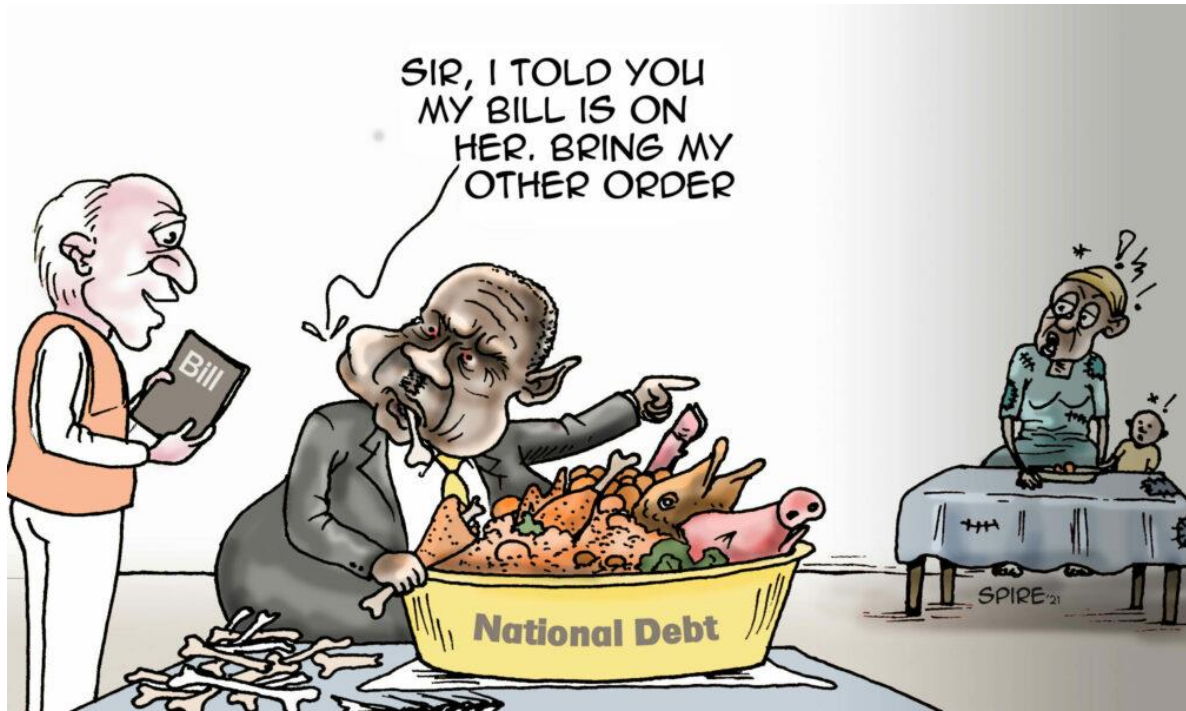
# Session Objectives

- Understand the media's influence
- Identify challenges and opportunities in communicating science through media.
- Explore strategies for effective engagement with media.

# Why media matters

*"The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses."*

— Malcolm X

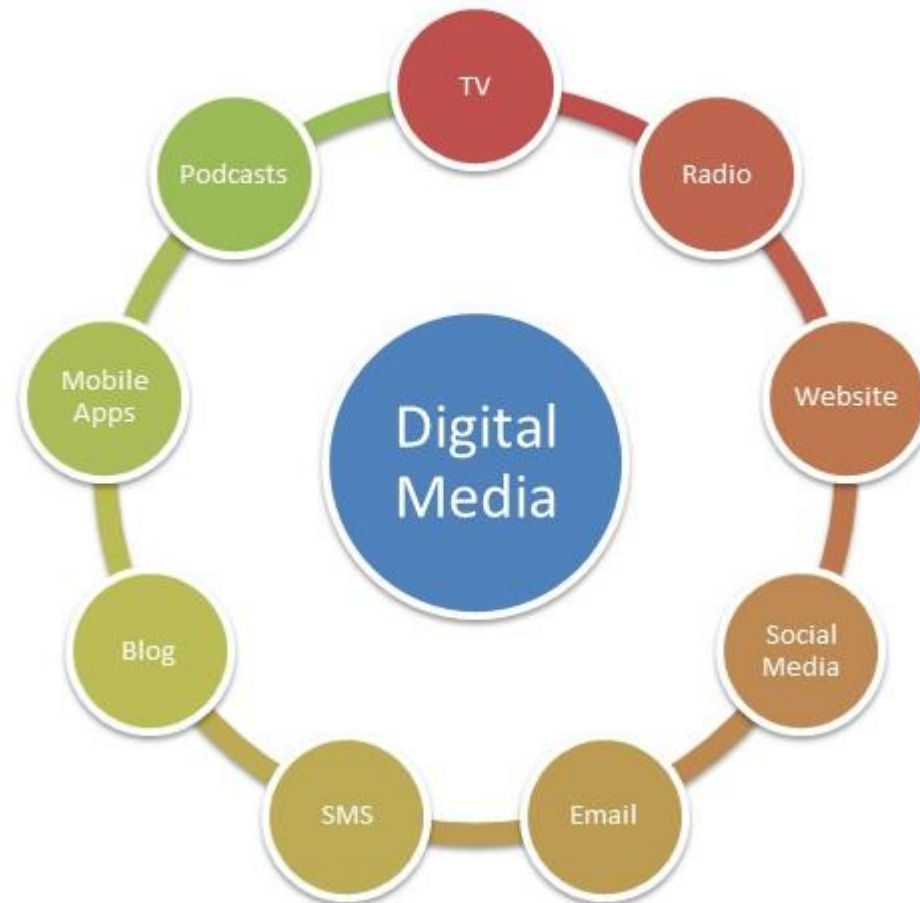


# Trends in media

Traditional media



Digital media



Niche science platforms





# Role of media in setting public perception

## Positive

## Negative



Agenda setting



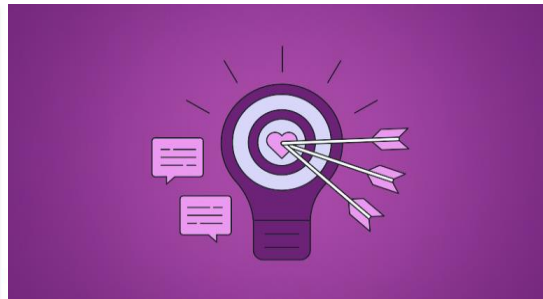
Amplification of issues



Misinformation



Public education



Framing



Sensationalism

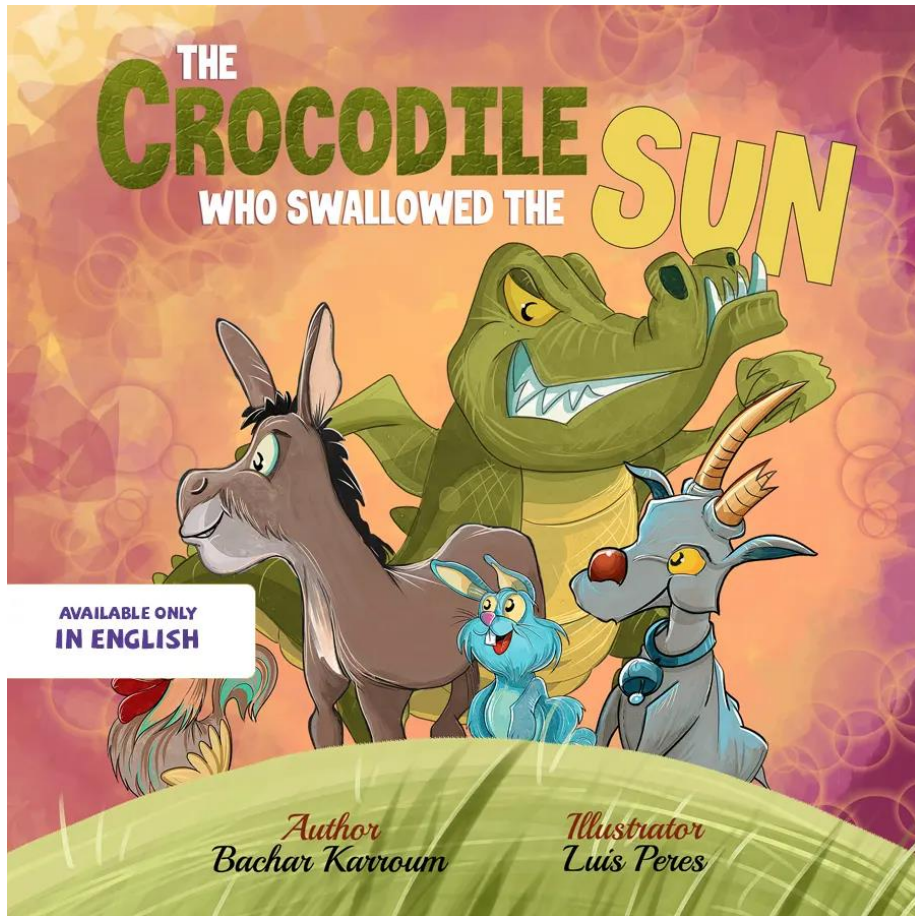


Promoting celebrity science

# Examples of effective media use

- Sciencetok
- Instagram: [https://www.instagram.com/live\\_science/](https://www.instagram.com/live_science/)
- YouTube channels and shorts: <https://www.youtube.com/@CleoAbram/shorts>
- Public outreach through podcasts: <https://www.thenakedscientists.com/podcasts/naked-scientists-podcast/making-sense-menopause>

# Other case studies



- The animals have a problem. Crocodile has swallowed the sun, and he's selfishly keeping it for himself! Now all of the animals have to live in the dark unless they can find a way to make him give the sun back. Rooster, rabbit, goat and donkey each tried to face Crocodile, but he was too strong. If they want to save the sun and restore it to its rightful place in the sky, they'll have to work together and think of a new plan...
- The book teaches themes of teamwork, leadership, and living harmoniously with others.
- **Why it's a case study**
- The book is a case study in science communication because it demonstrates how cultural studies and linguistics can be used to create science communication.

# Other Case studies: "Teenagers with GoPros"

- A project in Brazil where teenagers used GoPro cameras to document their experiences at a science center, providing a first-person perspective and engaging a younger audience
- *What can you do in your context?*



# Key takeaways

## *Target audience*

Understand the specific needs and interests of the intended audience to tailor communication effectively

## *Visual appeal*

Utilize graphics, animations, and engaging visuals to enhance understanding and retention

## *Ethical considerations*

Avoid sensationalism or misrepresentation of research findings.

***What can you do in your context?***

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# Thank you

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