



PPD Seminar

Navigating a new era of science communication

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Science communication is no longer just experts explaining and the public listening. There is a new dynamic relationship between science and society, that is being reshaped by shifting political, technological, and media landscapes. Beyond making science accessible and understandable, communication is a key part of the research lifecycle that can build public trust, secure funding, and shape science policy. In a digital, post-pandemic world, several pressures threaten the future of effective science communication: polarised and fragmented audiences, a shift away from traditional media, the rise of AI, an explosion of mis- and disinformation, and changing public attitudes towards science, scientists, and the institutions that fund them. Drawing on the 2025 'Public Attitudes to Science' study, and the Royal Society 'Science for society' report, I'll examine what the UK public currently thinks about science – including perceptions about scientists, blue skies research, new and emerging technologies, and how the public wants to engage with these – and discuss how science communication and public engagement can inspire the next generation of researchers, secure funding and policy support, and drive meaningful, long-term impact for science and society.

