25) Bellisario College of Communications Science Communication Program  
Community Engagement  
University Park  

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The Bellisario College’s Science Communication Program (SCP) supports research and innovation that advance our understanding of how to effectively communicate science issues. The SCP’s goals reflect the aspiration that scientific advancements achieve broader positive social impacts—an aspiration that is manifesting itself across Penn State, academia, research organizations, government and society. This begins with improved public understanding and acceptance of science. Communications research is uniquely positioned to provide insight as to how this can be achieved in different social contexts. It is within this complex environment of competing interpretations and (mis)understandings that public policy preferences emerge and individual behavioral decisions are made. The science of science communication research seeks to unpack and understand how all of these individual and cultural dimensions interact. The aim is to describe and predict how different approaches to communicating science issues will impact society. Supporting multi-disciplinary research and collaboration is a top priority for the SCP. The program supports collaborations between bio-physical and social scientists with seed funding and administrative support.

bellisario.psu.edu/research/centers/science-communication-program