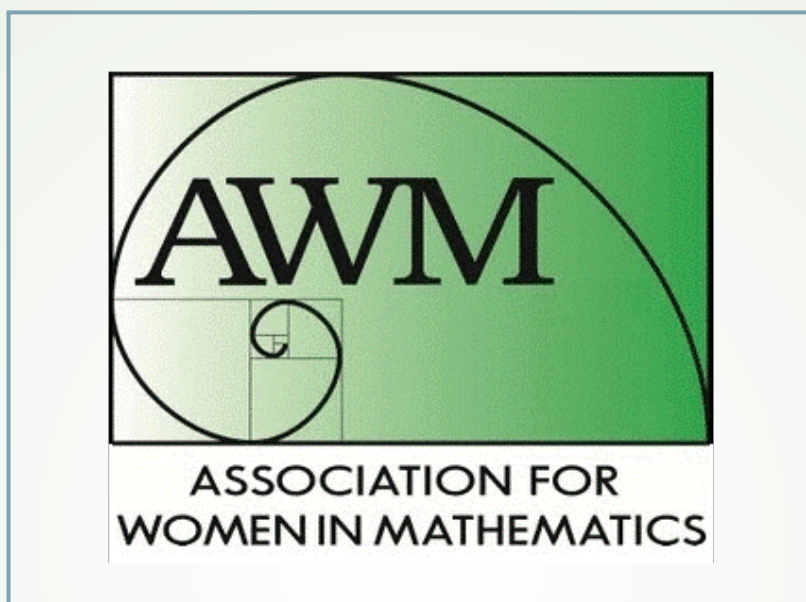


UB's AWM Lecture Series Presents:

DR. ANNA HAENSCH

TUESDAY MARCH 29TH

AT 5:00PM



Located in Math 250. Cookies will be served following the talk.



17 FACTS ABOUT SCIENCE WRITING THAT WILL TOTALLY BLOW YOUR MIND

A group of scientists make a new discovery. We can probably all agree that the world should hear about their work, and we can probably also agree that the scientists deserve some recognition. But how does that science make it from the lab bench to the Twitter feed? And what is the likelihood that the information you eventually consume will be intact, interesting, and accurate? As a mathematician with a background in radio, blogging, social media, and podcasting, I will attempt to answer these questions, and more. I will discuss the evolution of a science story from beginning to end, and make a case for quantitative literacy in journalism. And like much click-bait, this talk might not actually blow your mind...but then again, maybe it will. There's really only one way to find out.