

exteriorize or materialize our [actual (*vero*)] probabilistic beliefs.”⁴

References

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2. M. Schlosshauer, ed., *Elegance and Enigma: The Quantum Interviews*, Springer, Berlin (2011), pp. 177, 280.
3. K. von Meyenn, ed., *Eine Entdeckung von ganz außerordentlicher Tragweite: Schrödingers Briefwechsel zur Wellenmechanik und zum Katzenparadoxon*, Springer, Berlin (2011), p. 490.
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Delivering science to the public

David Kramer's Issues and Events item (PHYSICS TODAY, July 2012, page 23) contains timely and important advice. It is far too easy for scientists to lay the blame for the public's overall discomfort with science on the early education system, the media, or political leaders. But in doing so, we miss an important component—that we, as scientists, have a responsibility to share our knowledge, not only with each other but with the general public. Communication must be a two-way street; scientists must work harder to improve and increase the dialog with nonscientists. As Kramer's article points out, scientists have an excellent vantage point from which to begin this process; the scientific community does hold a position of trust within the minds of the US public.

Although not all scientists have the interest or inclination to be the next scientific TV personality, smaller efforts can make positive changes. One such effort is a new project, Why-Sci (<http://www.Why-Sci.com>), funded by an American Physical Society Public Outreach Grant. Why-Sci is a website and forum that presents a rotating and expanding collection of snippets written by scientists for nonscientists. The site's offerings are short, straightforward, multipurpose descriptions of the what, how, and why of a research project accompanied by a single image. The snippets give the scientist experience in describing and communicating research to a nonscientific audience. For the nonscientist, they are an approachable introduction to a research project and its potential applications, and they offer an opportunity to connect with a real scientist.

www.physicstoday.org

During this time of difficult research funding—and defunding—choices, we scientists must step up to the plate and explain why what we do is fascinating, inspiring, and important, not just to us, but to society as a whole.

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■ **I wholeheartedly agree** with many of the points raised by David Kramer in his July 2012 article. As a science writer and communicator for more than 20 years, I have seen the enormous, not yet fully realized potential of scientists to convey the excitement and relevance of their research to the general public. Inside Science is a news service that is supported by the American Institute of Physics, numerous AIP member societies, and other STEM organizations. As its director, I help deliver news articles and video segments on scientists and their research.

Last year we introduced Inside Science Minds, an ongoing series of articles in which those in the science community speak directly to general audiences, whether to offer scientific perspectives on societal issues or to share new ideas. A year ago, I saw Nikodem Poplawski, a young theoretical physicist at Indiana University, present his explorations of the notion that our universe exists inside a black hole. I believed the idea would capture the imaginations of the general public while presenting some basic concepts in general relativity and quantum mechanics, so I invited Niko to write an article for us. After many months of working together to express his work in nonscientists' language, we posted the article (<http://insidescience.org/?q=content/every-black-hole-contains-new-universe/566>), which was immediately picked up online by Fox News and has become one of the most popular pieces on our website.

I welcome new article proposals for Inside Science Minds, and encourage PHYSICS TODAY readers, their friends, and family members to check out the Inside Science website (<http://www.insidescience.org>).

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Correction

September 2012, page 68—The citation for Fang Lizhi and Li Shuxian's book *Creation of the Universe* is for the English translation. The Chinese edition was published by Science Press, Beijing, in 1987. ■

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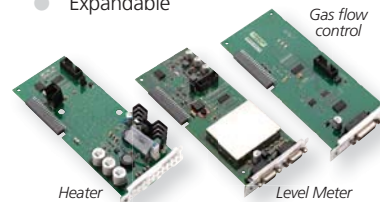
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