

Lost in Communication

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Challenges to Science Journalism in Egypt



An illustration on a teal background showing a smartphone and a newspaper. The smartphone screen displays 'THE NEWS' with a date 'MON 11/12/2014' and placeholder text 'LOREM IPSUM DOLOR SIT AMET'. The newspaper is open, showing multiple columns of text and colorful blocks (orange, blue, green). Two hands in black suits are shown: one pointing at the smartphone and the other pointing at the newspaper. A dark grey horizontal band is overlaid across the middle of the image, containing the title text.

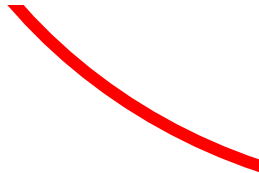
Reporting Local Science News



Science News Cycle



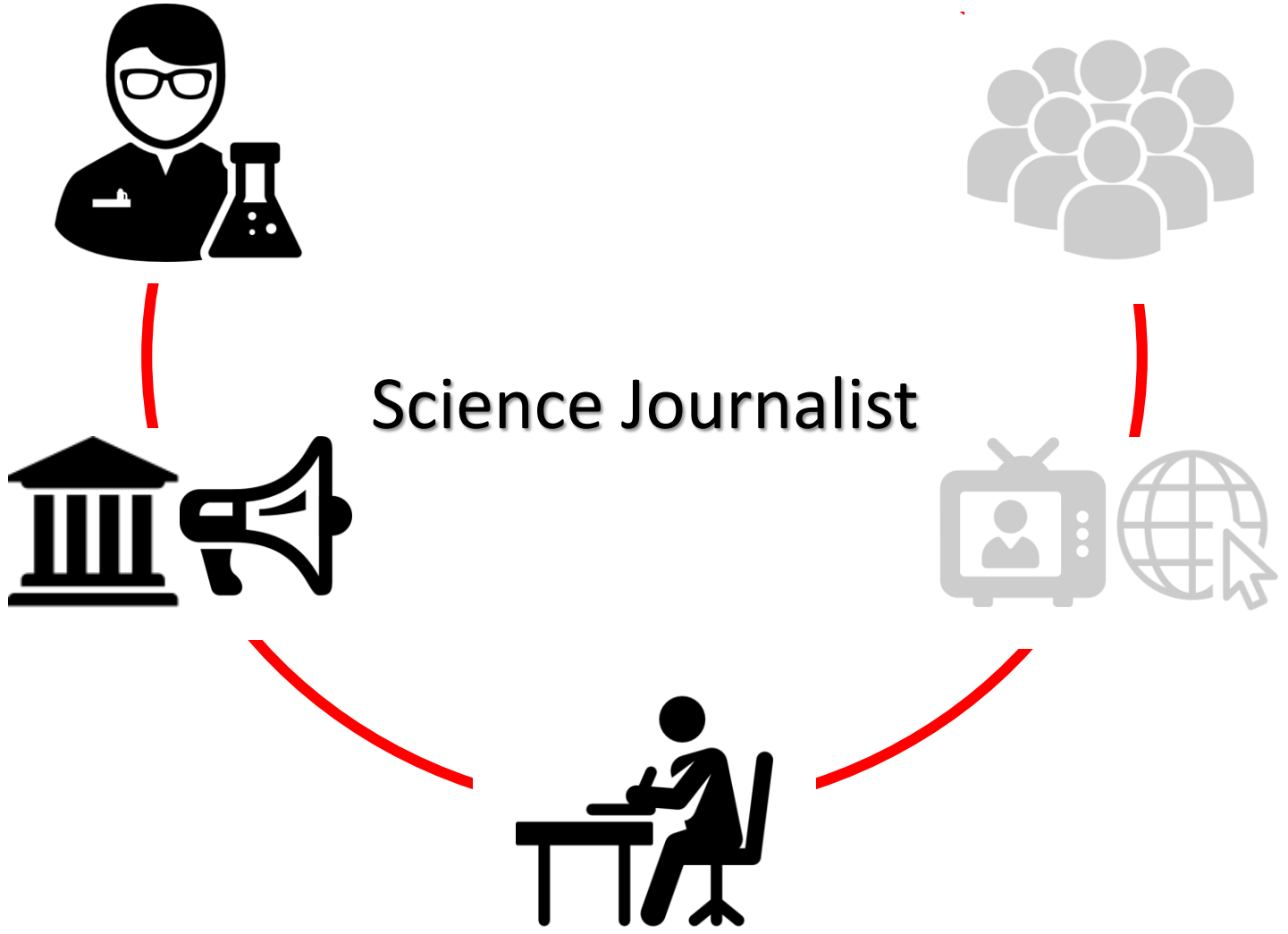
Research Paper

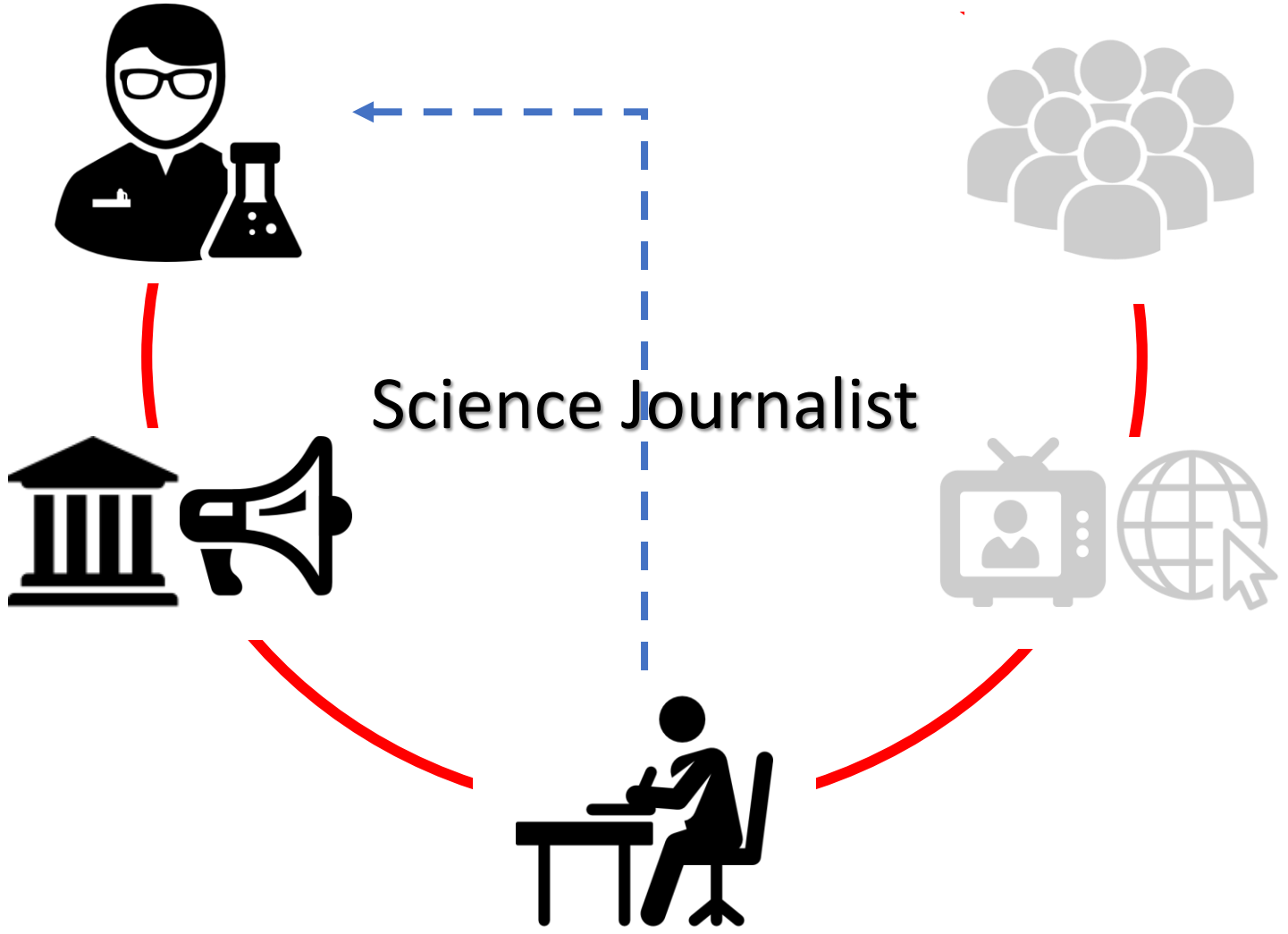


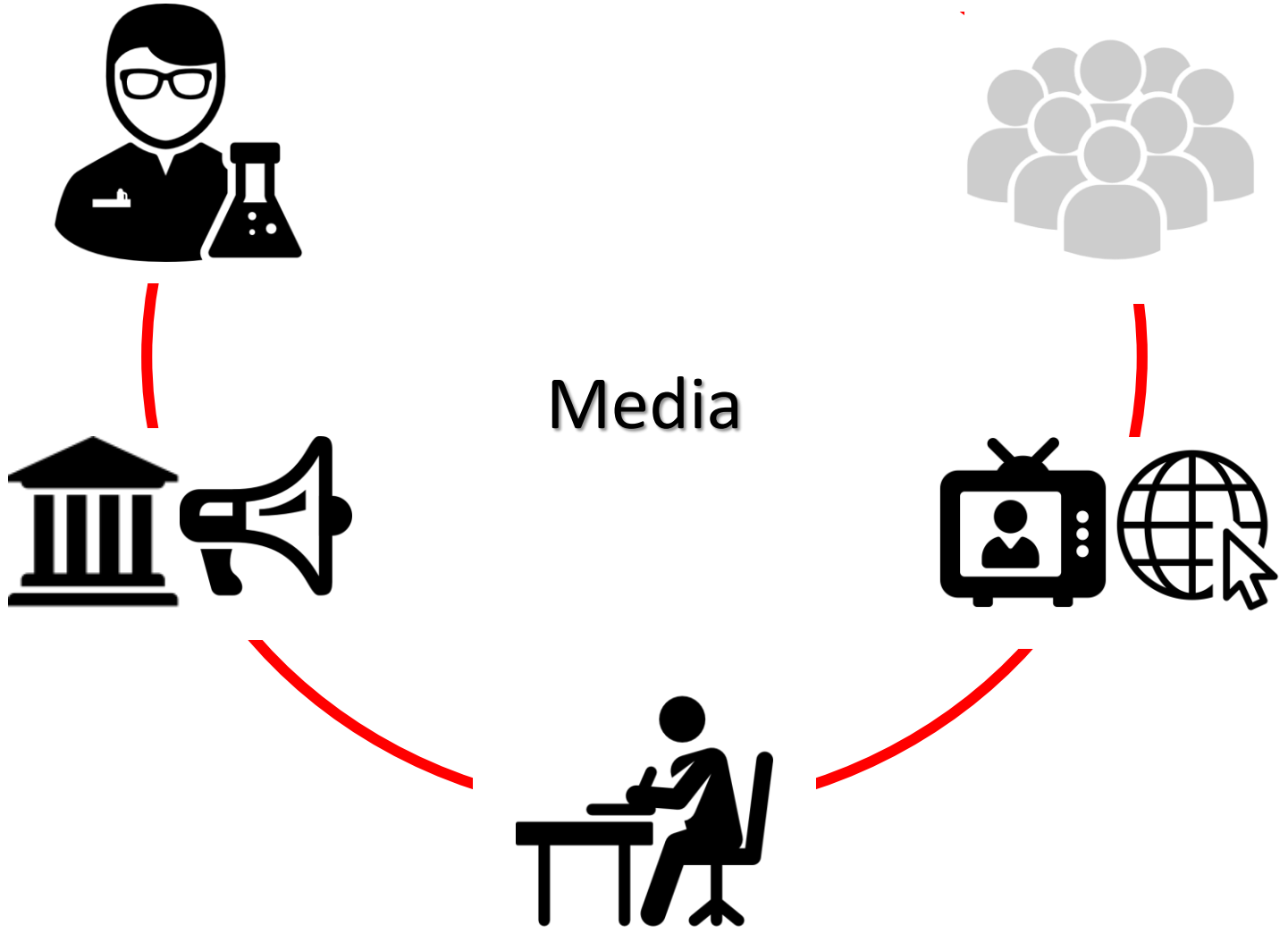


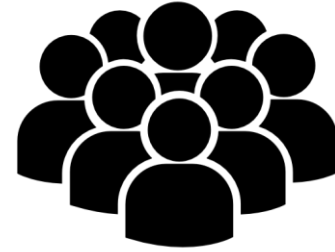
Press Release



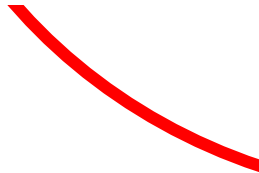




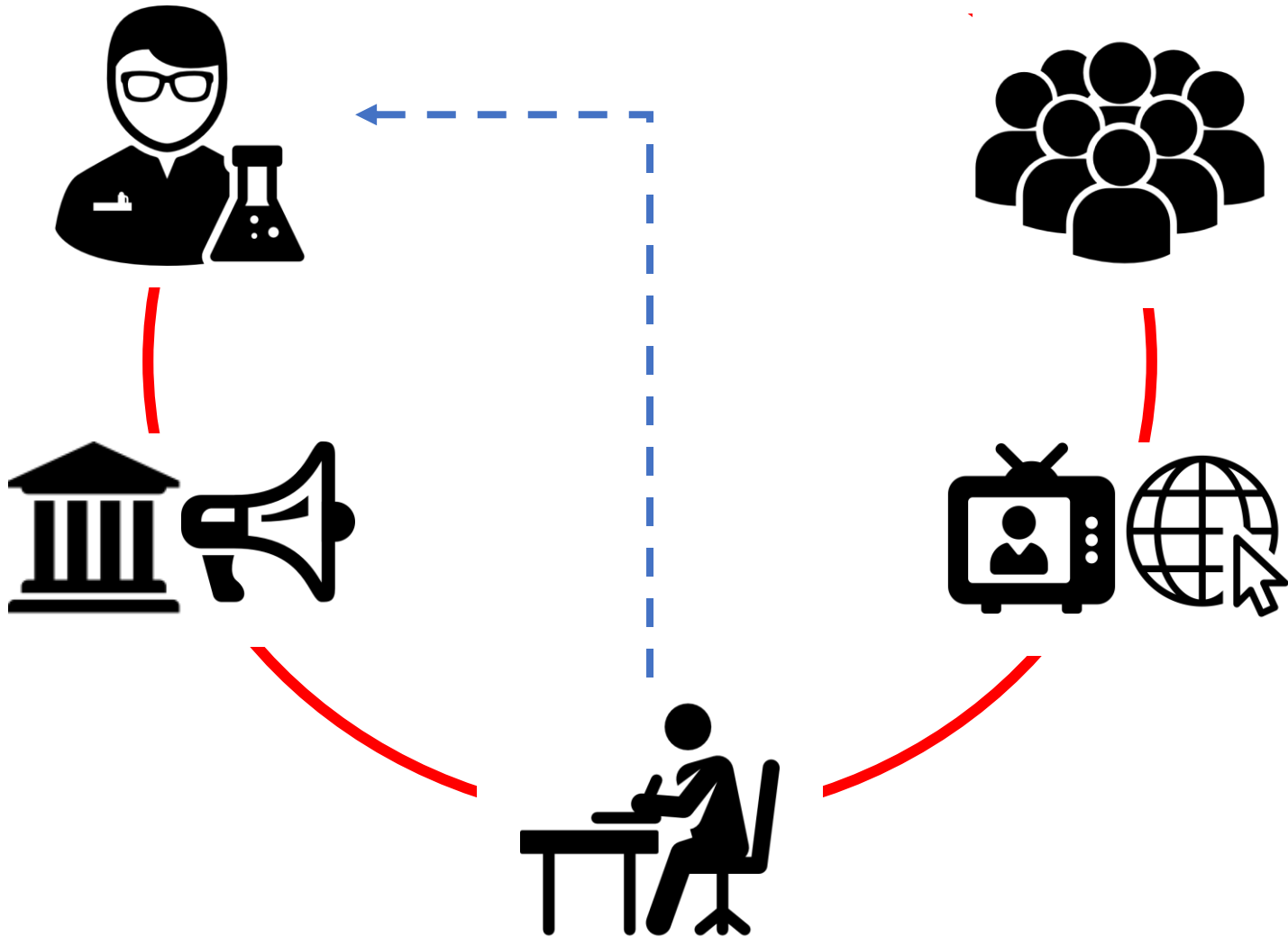


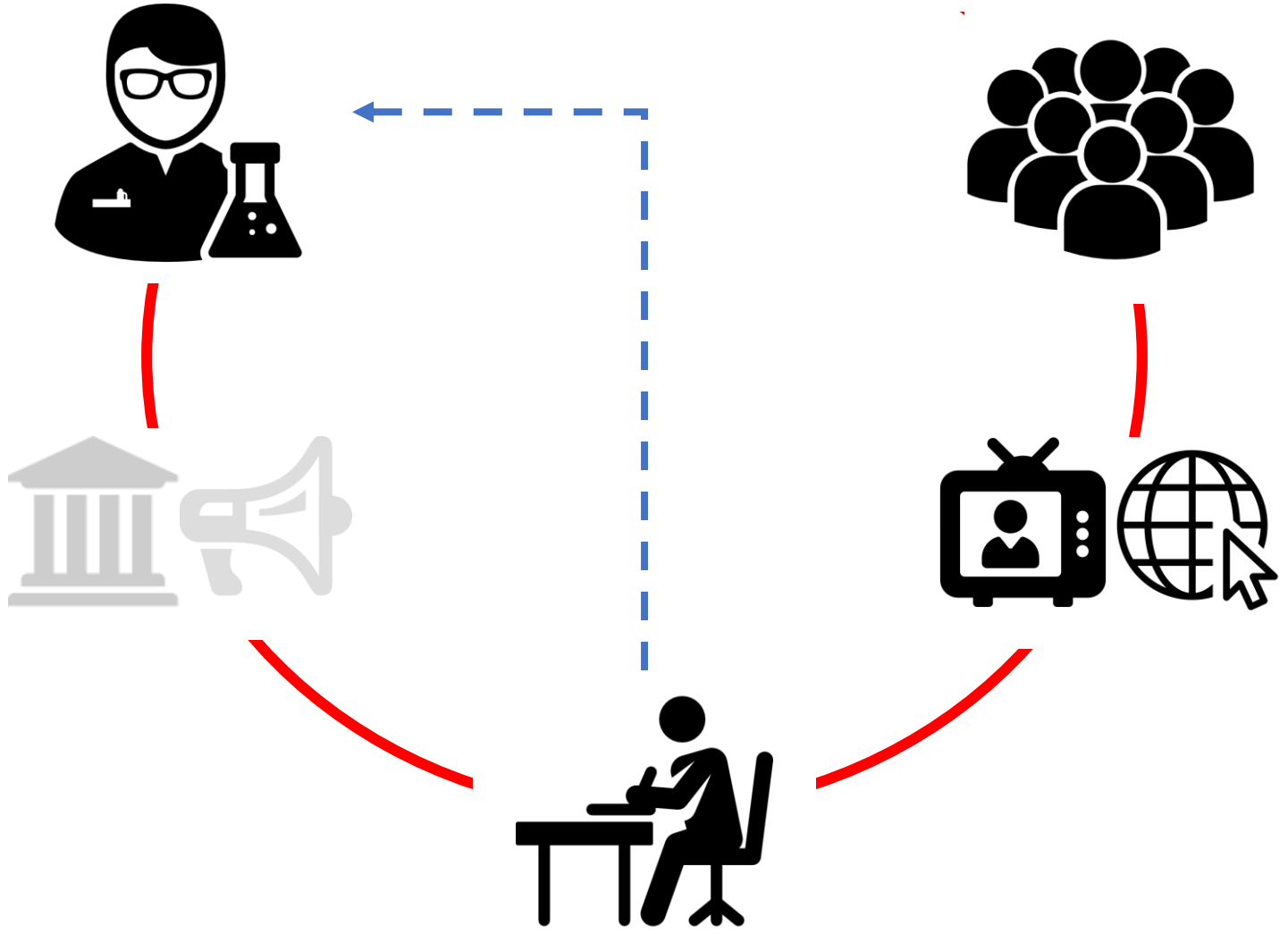


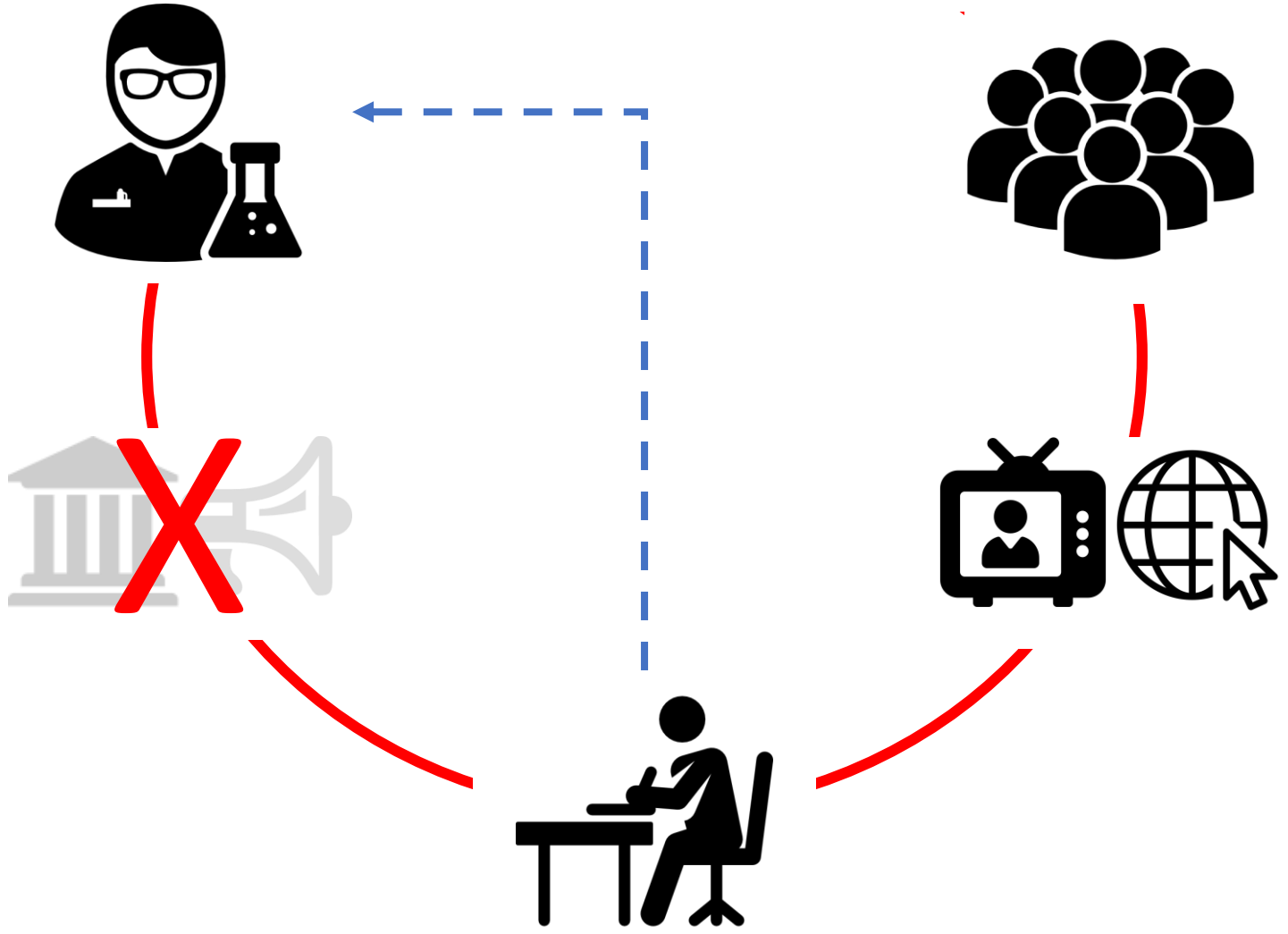
Public

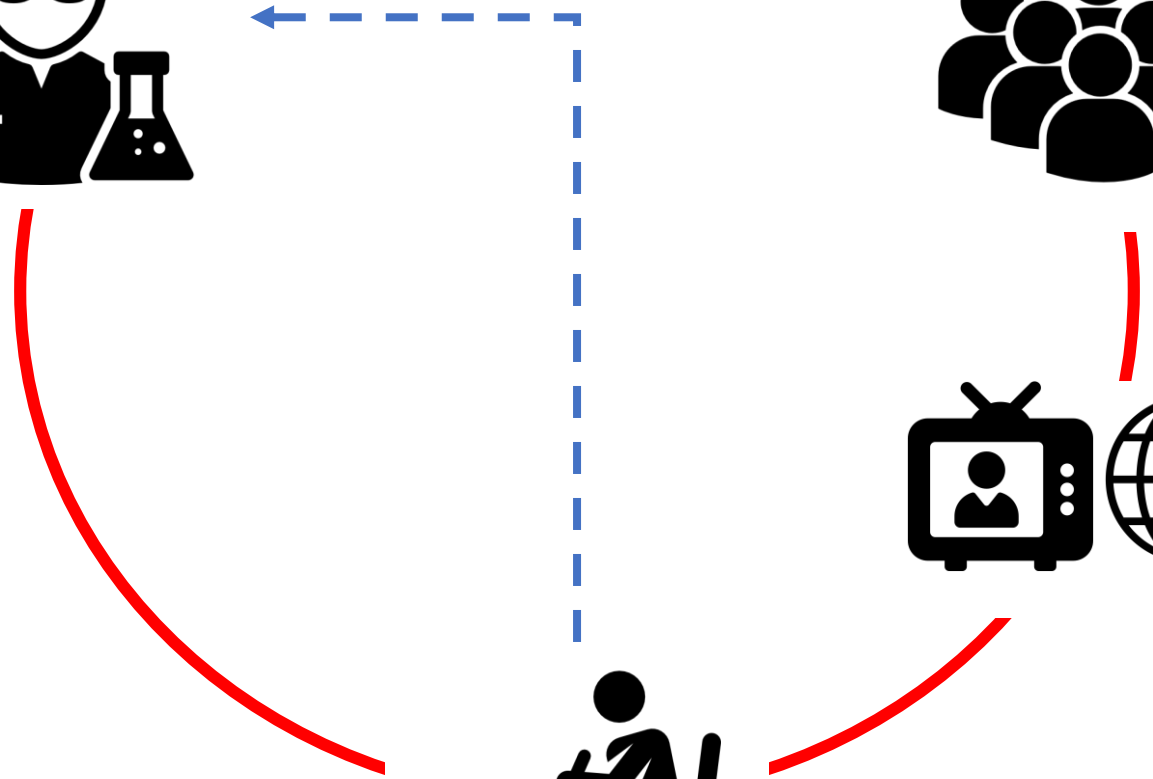


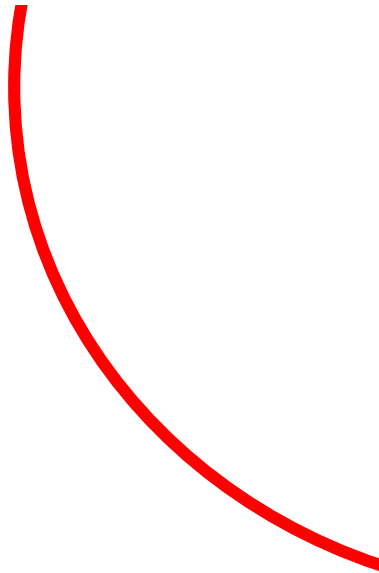
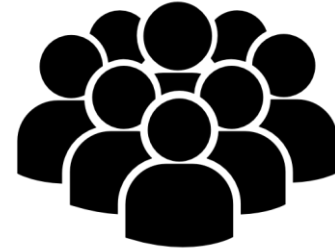
Science News Cycle

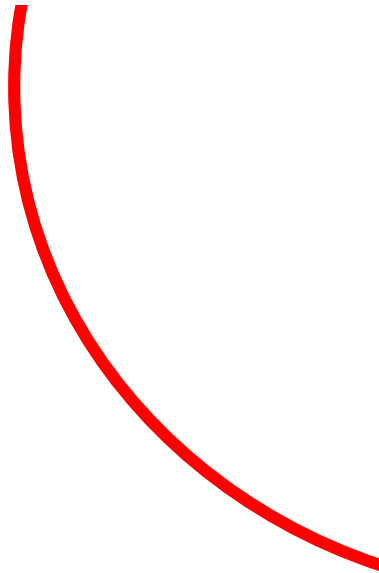
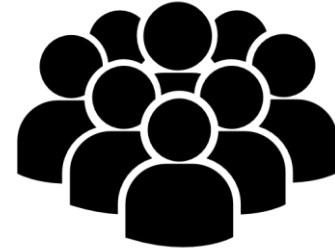


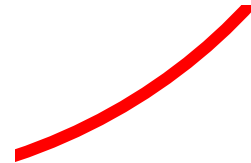
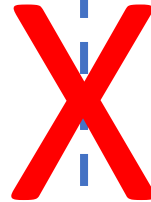
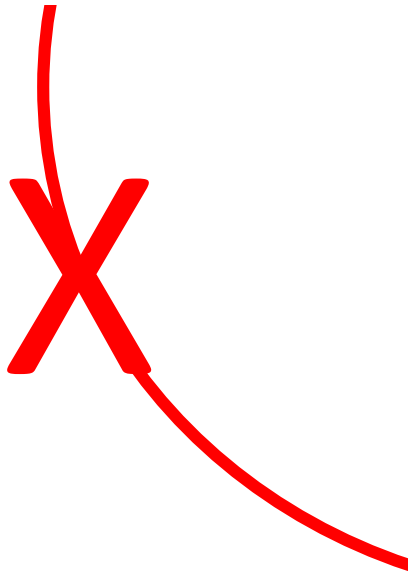
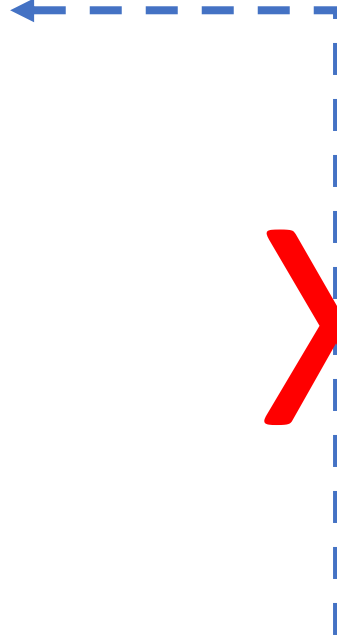
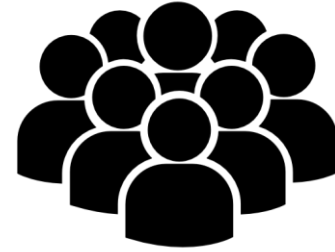


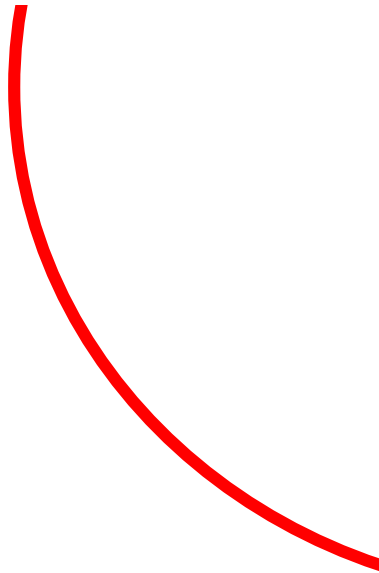


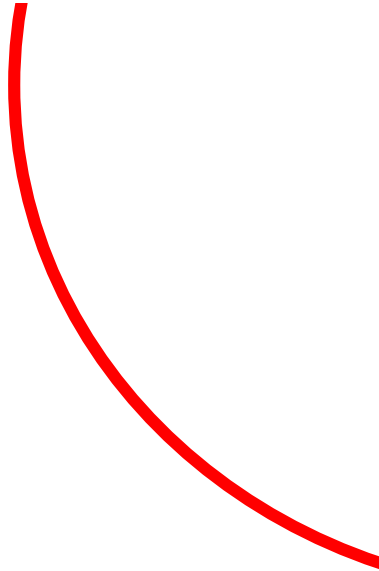


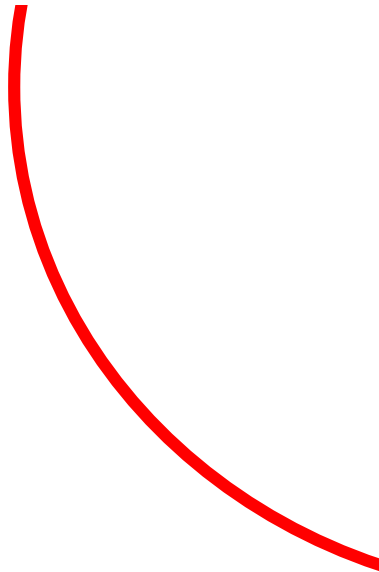
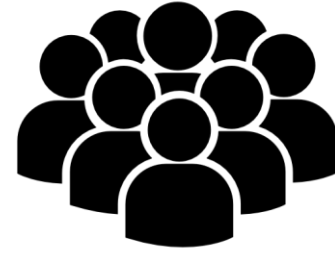


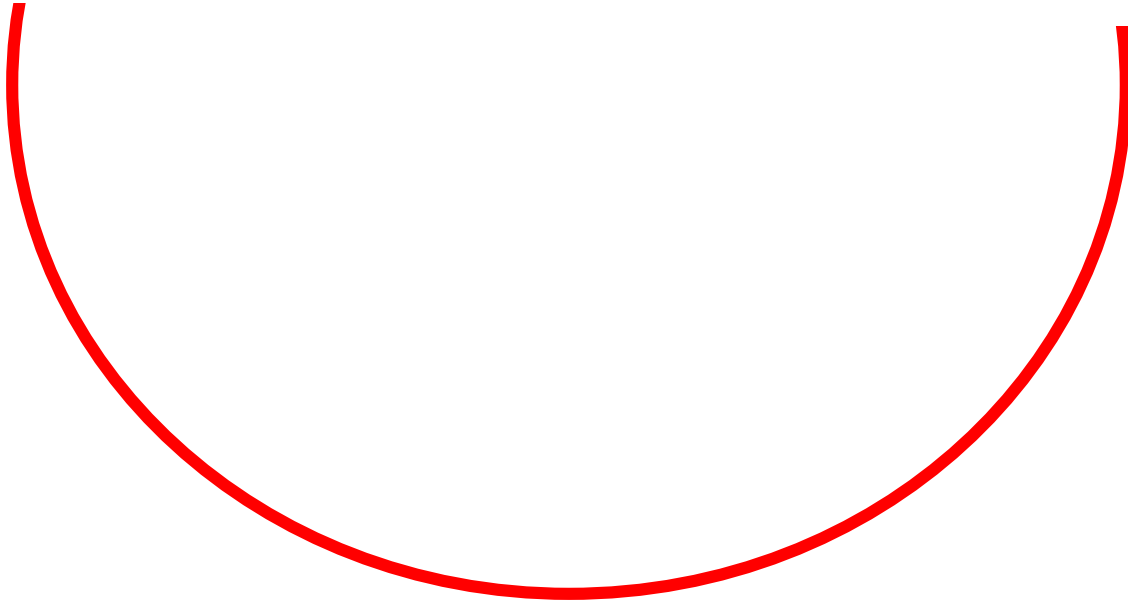














Gap between
Science and Society





Lost in Communication

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YOUR GRANDMA

...eventually making it to...

WHAT YOU DON'T KNOW ABOUT "A"... CAN KILL YOU! MORE AT 11...



...and caught on ...



We saw it on a Blog!
A causes B all the time
What will this mean for Obama?
BREAKING NEWS BREAKING NEWS BREA

...then noticed by...



Scientists out to kill us again.
POSTED BY RANDOM DUDE
Comments (377)
OMG! i kneeeew itt!!
WTH????????
...

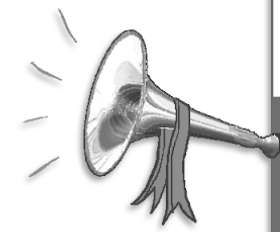
...who are read by ...

THE INTERNETS

A CAUSES B, SAY SCIENTISTS.

...which is then picked up by...

NEWS WIRE ORGANIZATIONS



UNIVERSITY PR OFFICE
(YES, YOU HAVE ONE)
FOR IMMEDIATE RELEASE:
SCIENTISTS FIND POTENTIAL LINK BETWEEN A AND B (UNDER CERTAIN CONDITIONS).

...is translated by...



Your Research
Conclusion: A is correlated with B ($\rho=0.56$), given C, assuming D and under E conditions.