

Creating Connections



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Science museums are in the business of making science accessible to the public-a public constantly bombarded with new information and research results. How the public understands this information will affect what they expect and take away from a museum's exhibits and programs. Creating Connections looks at the public understanding of research (PUR) and how it affects what science museums do. What are the opportunities and critical issues in PUR? What strategies are working and what are some pitfalls? What can be learned from the media's experiences with PUR? Creating Connections will be an invaluable resource for science museum professionals who want to guide their institutions and their visitors toward a new understanding of and appreciation for current research.

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