



Biomedical Communications: Purpose, Audience, and Strategies

Jon D. Miller

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With data from the United States and Europe, Jon Miller and Linda Kimmel examine the public's understanding of and attitude toward biotechnology and biomedicine while they present methods of introducing cutting edge science to the nonscientist. **Biomedical Communications** illustrates how vital it is for researchers, journalists, and policy makers to clearly communicate their findings in a way that avoids general misconception or confusion. The authors explore how to acquire information about biomedical policy, discuss strategies for informing consumers, and present tactics for improving biomedical communication with the public.

TOPICS COVERED:

- * Using Research to Improve Biomedical Communications
- * The Public Understanding of Biomedical Science
- * Strategies for Communications to Consumers
- * Public Attitudes Toward Biotechnology Issues

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