

## How to translate $(A, Z) \rightarrow (A, Z + 2) + 2e^-$ into a Public Knowledge?

*Thursday 27 July 2017 13:15 (15 minutes)*

This presentation will outline the basic rhetorical principles for successful translation of scientific ideas into public knowledge. It will specifically focus on the definition of humans as a “Story Species” and demonstrate the art of science communication by turning the neutrinoless double beta decay equation into an intelligent story.

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