

# Framing science

**APPEARING AS PART OF THE “POLICY FORUM”** of *Science*, “Framing Science” is a commentary written for scientists about how the public uses the news media and how scientists should shape (or frame) issues—particularly controversial ones (e.g., climate change, evolution, and stem-cell research)—to resonate with an audience’s values. Frames organize central ideas and emphasize some aspects of an issue over others. According to the authors, framing allows “citizens to identify why an issue matters, who might be responsible, and what should be done.” However, if a “frame” is to be successful, it needs to be positive and respect diversity. Even so, ideology and religion may overshadow the most positive frames about science, making some audiences a challenge to reach.

## Reference

Nisbet, M. C., and C. Mooney. 2007. Framing science. *Science* 316(5821):56.