Using AI to Help Communicate Your Research

A Practical Guide for Reaching Non-Specialist Audiences

INTRODUCTION

From Research to Impact With AI

You've done the research. Now comes the harder part: making sure the right people read it, understand it, and use it.

Generative artificial intelligence (AI) can help translate complex findings into accessible products, such as policy briefs, media talking points, and presentations, while significantly reducing the time required to produce them. Used deliberately, AI can also serve as a thinking partner, helping you test interpretations, anticipate questions, and refine explanations.

This guide shows how to use AI to communicate research more effectively while maintaining accuracy, transparency, and control over how findings are interpreted. It is written for researchers and analysts who need to communicate complex findings clearly, accurately, and responsibly to non-specialist audiences.

This guide is organized around six steps: 1) establishing your research foundation, 2) configuring your AI tool, 3) developing your message, 4) creating communication products, 5) preparing for adversarial contexts, and 6) performing a final review.

RESPONSIBLE AI USE PRINCIPLES

1 VERIFY

AI generates plausible text, not verified facts. Check every claim, number, and quotation against your original research. If something looks plausible but cannot be confirmed, remove it. You are responsible for the final output, including any errors introduced by the AI tool.

2 PROTECT

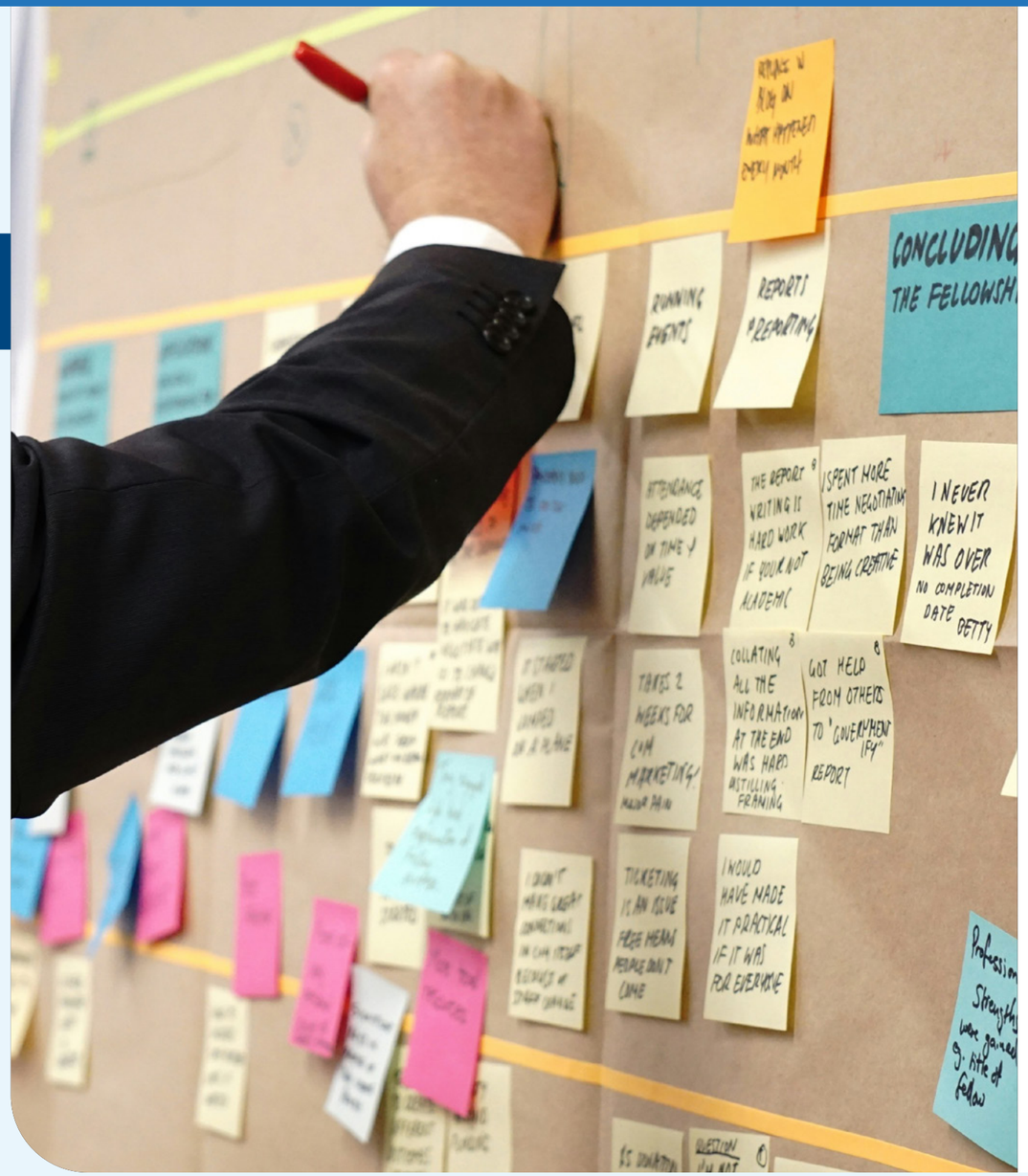
Do not upload confidential, unpublished, or sensitive data to public AI tools. When in doubt, consult your institution's data governance or Institutional Review Board (IRB) guidance, including questions about data ownership and whether your inputs may be used for model training.

3 DISCLOSE

Follow institutional and publisher policies on AI disclosure. Where required, specify which tool you used, when you used it, which sections of the product it was applied to, and, if appropriate, the prompts you used. On longer projects, review disclosure decisions periodically as tools and terms of use change.

4 KNOW WHEN TO SKIP IT

For some outputs—such as contested policy issues, confidential work, peer review, or sensitive qualitative data—the risks of AI drafting may outweigh the benefits. In these cases, write without AI.



STEP 1

Establish Your Research Foundation

Before generating any outputs, establish a clear, consistent foundation for how your research will be described. This foundation prevents drift across drafts and helps keep AI outputs faithful to your work.

PHOTO CREDIT: JO SZCZEPANSKA— UNSPLASH

CLARIFY YOUR CONTRIBUTION

Before drafting communication products, clearly articulate your research contribution. AI can help as a sounding board. This is a thinking task, not a drafting task.

Example prompts:

> *I'm struggling to articulate the core contribution of my research. Here is what I've been working on: [describe]. Ask me questions that would help identify what is genuinely new, important, or useful about this work.*
>
> *Here is how I currently describe my contribution: [describe]. What is unclear, underdeveloped, or unconvincing about this framing? What would a skeptical colleague say is missing?*

The goal is not to have AI define your contribution but to use its questions and pushback to surface what you already know and have not yet articulated clearly.

CREATE AND MAINTAIN A REFERENCE SUMMARY

Before using AI, write a short reference summary of your research. This summary serves as the ground truth for all outputs. AI outputs often drift. Even within an AI project, outputs can shift, dropping limitations, overstating claims, or creating inconsistencies across different outputs. A reference summary keeps outputs aligned with your findings and interpretation, not the AI model's default tendencies.

Aim for 150 to 250 words that capture:

- Your research question.
- Your data and methods, described clearly enough for the AI tool to understand the kind of evidence you have.
- Your key findings, stated with the confidence level you actually place in them.
- Your study's limitations.
- One explicit statement of what the findings do not support—the boundary the AI tool should not cross.
- Why the findings matter.

Use this summary to anchor all AI interactions, include it at the start of each session or store it in your AI project, for consistent reuse. If an AI output contradicts or exceeds the summary, revise the output to match it.

PHOTO CREDIT: LEVART —UNSPLASH

STEP 2

Configure Your AI Tool

Where Step 1 focused on knowing your research, this step focuses on configuring the AI tool to work faithfully within the boundaries of your findings.

USE A PROJECT TO MAINTAIN CONTEXT

Rather than pasting your reference summary into each new conversation, consider setting up a dedicated project in your AI tool. Many platforms let you store background documents and instructions applied automatically at the start of every session. In that setup, your reference summary becomes the core background document. Include key papers, an IRB protocol summary, and a style guide, as appropriate.

If you have access to multiple AI tools—or to different models within a tool—test the same prompt across them using your reference summary. Compare how well each preserves nuance, limitations, and appropriate levels of certainty, and select the one that avoids overstatement.

CALIBRATE FOR YOUR DISCIPLINE AND AUDIENCE

Your reference summary tells the AI tool *what* your research shows. Calibration tells it *how* to interpret and communicate that research. Provide context about your discipline, methodological approach, and intended audience. You can also specify the level of formality and audience you want.

Example prompts:

> *I am a [discipline] researcher using a [qualitative/quantitative/mixed-methods] approach, focused on [topic]. My research appears in journals like [example]. Apply this context in all responses.*
>
> *The tone should be consistent with a researcher who publishes in [type of outlet or example], speaking to a non-specialist audience—rigorous but accessible, and careful not to overclaim.*

If you are using a project, place this calibration language in the project instructions so it applies automatically.

This step is especially important for research that is qualitative, descriptive, or context specific. AI models often default to more generalized, causal-sounding language, which can oversimplify findings or imply broader applicability than the evidence supports.

If your work does not test causal relationships or is based on specific contexts, say so explicitly.

Example prompt:

> *This research is descriptive and context specific. Do not present the findings as causal or generalizable beyond the study setting. Flag any language that overstates what the evidence supports.*

PROMPT FOR ANALYSIS, NOT JUST OUTPUT

Prompts that ask the AI tool to analyze before responding often produce better results than prompts that ask only for polished output. Vague instructions such as "think carefully" or "be thorough" are interpreted inconsistently.

Example prompts:

> *Think through this step by step before responding.*
>
> *Before drafting, identify the three assumptions this framing depends on.*
>
> *What could go wrong with this explanation? Where might a skeptical reader push back?*

ASK FOR SOURCES AND CHECK THEM

AI tools may generate explanations that sound well-supported without clearly indicating where the information comes from. When the tool introduces claims, background context, or interpretations that are not directly drawn from your own research, ask it to identify the basis for those statements.

Example prompts:

> *Indicate whether each statement is based on my provided research, general knowledge, or inference. Flag anything that is not directly supported by my inputs.*
>
> *Do not invent citations or references. For any claim or background information you introduce, specify the source or basis for that statement—provide enough detail (author, title, year) for me to locate and verify it. If you are uncertain or do not have a reliable source, say so explicitly.*

Important: Any sources or citations provided by the AI tool should be treated as leads, not verified references. Check them against original sources before using them.

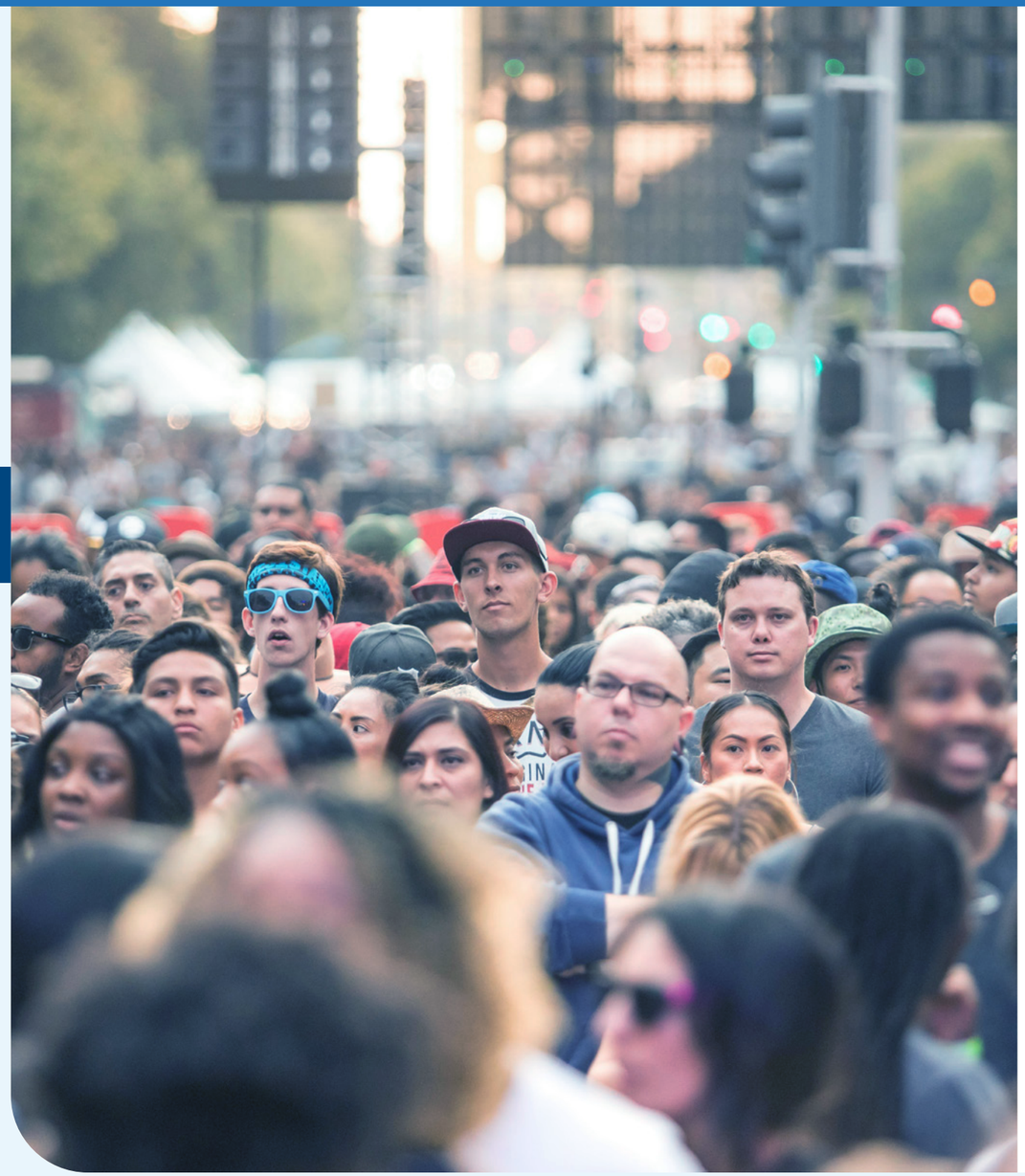


PHOTO CREDIT: LEO VISIONS —UNSPLASH

STEP 3

Develop Your Message

With your research foundation established and your AI tool configured, use AI to translate your findings into clear, accessible language and adapt them for your intended audience. This step is about what to say.

Do not assume clearer explanations alone will change how audiences interpret your findings. Science communication research has shown that in many cases, audiences already understand the relevant evidence but interpret it through prior experience, cultural context, professional incentives, and personal values. The practical implication is clear: Do not use AI just to clarify your findings—use it to connect your findings to your audience's context, concerns, and decisions.

On contested issues, more information—even when clear—does not necessarily lead to agreement. AI often defaults to streamlined explanations, assuming the audience simply needs better information. Recognize this tendency and correct for it.

TRANSLATE INTO PLAIN LANGUAGE

Begin by simplifying your explanation before tailoring it to any specific audience. This simplification gives you a clean base to work from.

Example prompt:

> *Rewrite this summary in plain language. Avoid jargon and explain the main findings and why they matter in about 150 words.*

Important: Plain-language summaries often drop qualifications, flatten uncertainty, or imply stronger conclusions than the evidence supports. Review and restore any lost nuance, even if doing so makes the language less smooth.

AUDIT FOR OVERSTATEMENT AND HEDGE EROSION

The most common problem in AI-generated research communication is hedge erosion: the gradual removal of the qualifications that keep research claims accurate.

Important: AI-generated summaries often overstate findings unless explicitly checked. Because AI prefers confident, declarative prose, it may read convincingly while overstating the evidence.

After generating any summary, run a second prompt to check explicitly for this issue.

Example prompt:

> *Review this summary and identify any place where the language implies more certainty, broader generalizability, or stronger causal claims than the original findings support. List each instance and suggest a more accurate restatement. Do not go beyond what the research I have provided can support. Flag any claim you are uncertain about.*

Pay particular attention to:

- Verb choice: *shows* vs. *suggests*.
- Causal language: *causes* vs. *is associated with*.
- Scope: *people benefit* vs. *participants in this study showed benefit*.

Check two types of uncertainty: whether each claim is accurate and whether the strength of the evidence is appropriately represented.

COMMUNICATE NULL, MIXED, OR CONDITIONAL FINDINGS CAREFULLY

AI tends to default to positive-result framing and may understate null, mixed, or conditional findings. Prompt explicitly when working with these types of results.

Example prompts:

> *My study did not find a significant effect of X on Y. Help me explain why this null finding is meaningful—what it rules out, what it contributes to the literature, and why it matters to [audience]—without implying the research failed or the question is settled.*
>
> *My findings hold only under the following conditions: [specify]. Help me communicate this in a way that is honest about the scope without making the research seem so narrow as to be irrelevant.*

If your findings need to be situated within existing research—especially when evidence is mixed or contested—you can also prompt for literature positioning.

Example prompt:

> *Here are the key competing findings in this area: [brief summary]. Help me describe how my research relates to this existing work—what it adds, where it agrees, and where it diverges—in a way that is accurate and does not overstate the originality of my contribution.*

Important: AI may fill gaps in its knowledge of the literature with plausible-sounding but inaccurate characterizations of other researchers' work. Verify how your research is positioned relative to existing studies and check any referenced findings against original sources.

PHOTO CREDIT: MOMO PRODUCTIONS —GETTY IMAGES

TAILOR FOR AUDIENCE, GOAL, AND CONTEXT

Once you have a clear plain-language summary, adapt it to the audience's decision context. The evidence does not change but the framing should. What decision is this audience facing, and what do they need to know to make an informed decision?

Example prompt:

> *Given what I know about this audience, what decision or judgment are they most likely to be making that my research speaks to? What is the minimum they need to know to make an informed decision, and which details are not relevant to that decision?*

As a general rule:

- Policymakers want a concise account of the problem, the finding, and its relevance to decisions already on their agenda.
- Journalists want a clear takeaway, a timely angle, and a reason their audience should care now.
- Practitioners want to know how findings affect programs, services, or implementation.
- General audiences benefit from plain language, concrete examples, and a clear explanation of why the research matters in everyday terms.

AI can help reframe findings for each audience—but only if you specify the concerns and decision context.

Example prompt:

> *Here is my plain-language summary: [paste summary]. I need to adapt it for [audience]. Their primary concern is [describe]. The decision they face is [describe]. Reframe the summary to connect my findings directly to that concern and decision, without changing the underlying evidence or overstating what the findings support.*

Focus on framing, not just wording. The same evidence can support different interpretations depending on which implication you foreground.

ASSESS POLICY RELEVANCE, TIMING, AND CONTEXT

Policymakers are time-pressured and decision-focused. Before investing in communication, identify the specific decision your research informs and confirm that your findings are relevant to that decision.

Timing matters as much as relevance. Evidence is more likely to be used when policymakers are actively engaged on the issue. Consider whether there is a current policy window—such as pending legislation, budget discussions, or public attention—that makes your research timely.

Example prompts:

> *Based on my research, what specific policy decisions or debates does this evidence inform, and who are the relevant decision-makers? Summarize [Senator/Representative X]'s recent public positions and legislative activity on [topic].*
>
> *Is this a timely moment to communicate these findings? What signals suggest whether policymakers are actively engaged on this issue?*

VOICE, ASSUMPTIONS, AND LIMITS

AI tends to produce smooth, authoritative, moderately formal, and slightly generic prose. This result can flatten the voice that makes your work recognizably yours. Before asking an AI tool to draft public-facing communication, give it examples of your own writing for non-specialist audiences.

Example prompt:

> *Here are two examples of how I write for non-specialist audiences: [paste examples]. When drafting outputs for me, match this voice—its level of formality, sentence rhythm, and treatment of uncertainty. Flag any place where your draft departs significantly from this tone.*

Afterward, run a second check:

> *Does this sound like it was written by a person with a distinct perspective, or does it read as generic? What would make it more recognizably mine?*

Also ask the AI tool to identify what your draft assumes the reader already knows.

Example prompt:

> *What prior knowledge does this summary assume the reader has? List any technical concepts, methodological terms, or contextual background that a non-specialist would not know.*

For low-trust or polarized audiences, better framing alone may not be enough. Engagement strategies may matter more than message optimization. Communication does not always produce agreement. People who share the same facts may still disagree because they hold different values about risk, fairness, or competing interests. In this context, lack of agreement is not necessarily a result of communication failure.

STEP 4

Create Communication Products

Building on the message developed in Step 3, use the AI tool to translate your findings into communication products that are directly usable by your intended audience. This step is about how to present your message across formats.

PHOTO CREDIT: UX INDONESIA —UNSPLASH

Common products include:

- Policy briefs.
- Media talking points.
- Blog or commentary outlines.
- Slide summaries.
- Social media posts or threads.

AI can also help generate multiple versions of the same product so you can compare different framings before choosing one.

Example prompts:

> *Turn this research summary into a short policy brief highlighting key findings, why the issue matters for policymakers, and the possible policy implications.*
>
> *Create five concise talking points I could use in a media interview about this research.*
>
> *Create an outline for a blog post explaining this research to a non-specialist audience.*

BUILD A SHARED MESSAGE ARCHITECTURE

If you are preparing several products—a press release, policy brief, conference talk, and social media posts—establish your core message before drafting individual products.

Ask the AI tool to identify the three to five claims, phrases, or framing choices that should remain consistent across formats. Then use those elements as the backbone for every draft.

Example prompt:

> *I need to communicate the same findings across a policy brief, a press release, a conference talk, and social media. Based on my reference summary, identify the three to five core claims that should remain consistent across all products, and flag any places where different audiences might pull the framing in contradictory directions.*

Once drafts of the different products exist, check them against each other.

Example prompt:

> *Here are drafts of my policy brief, press release, and key social media post. Are these consistent with each other? Where do they make contradictory claims, use inconsistent language, or frame the findings differently in ways that could create confusion?*

Inconsistency across products is one of the easiest ways to create confusion when journalists, policymakers, and general audiences encounter different versions of the same work.

DEVELOP POLICYMAKER-FACING PRODUCTS

This section shows how to turn your research into policymaker-ready products, such as briefs, talking points, and Q&A materials. The goal is to make your message relevant, responsive, and usable in real decision-making settings.

Example prompt:

> *Given this policymaker's background and priorities, how should I frame these research findings to be most relevant to their work? What should I emphasize, and what objections should I be prepared for?*

Important: Verify any AI-generated information about policymakers' committee assignments, recent votes, and current legislative priorities against live sources such as congress.gov or the office's own website before a briefing.

Example prompt:

> *What informal evidence—local data, professional experience, adviser opinions—might this policymaker already be relying on that is relevant to my findings? Where might my research confirm, challenge, or usefully complement what they think they already know?*

Once you have established how to frame your findings, you can generate specific policymaker-facing products.

Example prompts:

> *Turn these research findings into a short policy brief summary including key findings, why the issue matters for policymakers, and possible policy implications.*
>
> *Create five short talking points about this research that I could use in a congressional briefing. Each point should be one or two sentences and avoid technical jargon.*

PREPARE FOR MEDIA INTERVIEWS

With your media talking points developed, use the following prompts to prepare for the interview itself. Media interviews move quickly and rarely follow a researcher's preferred framing. Use AI to anticipate angles and rehearse staying on message without sacrificing accuracy.

Example prompts:

> *Based on what you know about [journalist name] and their work at [outlet], what topics and angles do they tend to focus on? How might they approach a story about [research topic]?*
>
> *Given this journalist's recent coverage of [topic], what aspects of my research are they most likely to focus on? What questions should I be prepared for, and what context might I need to provide proactively?*
>
> *What skeptical questions might a journalist ask about this research, and how could I respond clearly while staying within the evidence?*

Important: AI may not have current information about a journalist's recent work. Before an interview, read the journalist's most recent articles.

Example prompts:

> *Summarize these research findings in 150 words for a non-specialist audience.*
>
> *Create five concise talking points about this research that I could use in a media interview.*
>
> *Based on these findings, suggest three possible news angles a journalist might find interesting.*

Check talking points for overstatements about causation, effect size, and generalizability—the areas where AI most commonly overreaches, and where a misstatement in a recorded interview is hardest to walk back.

USE AI FOR VISUALIZATIONS

A well-chosen visualization can communicate a finding more clearly than several paragraphs of text, but a poorly chosen one can mislead just as effectively. AI can help suggest chart types, identify patterns worth highlighting, and draft captions that explain what the reader should take away rather than merely describing what is shown.

Example prompt:

> *Based on the data and research finding, what type of chart or visualization would best communicate the result, and what would be misleading or inappropriate?*

PREPARE SLIDES AND PRESENTATIONS

AI can help compress findings into slide-ready content.

Example prompts:

> *Turn these research findings into five concise bullet points suitable for a presentation slide.*
>
> *Create a short presentation outline explaining this research to policymakers.*

AI can generate slide-ready text—titles, bullet points, speaker notes, and slide-by-slide outlines—but it cannot reliably create a finished deck without additional tools (at least for now). What it gives you is structured content to revise and move into presentation software.

Review slides for accuracy and ensure nuance has not been dropped in compression, and make sure the visual hierarchy reflects what actually matters in your findings.

For most researchers, the most useful application of AI is iterative editing of individual slides.

Example prompts:

> *Here is my current draft of this slide: [paste content]. Is this too dense for a presentation format? What should I cut or restructure, and why?*
>
> *Write speaker notes for this slide that give me the context and qualifications I can't fit in the bullet points.*

PHOTO CREDIT: KLAUS VEDFELT —GETTY IMAGES

USE SOCIAL MEDIA CAREFULLY

Social media is not just a distribution channel. For many researchers, it is where relationships with journalists, policymakers, and other researchers are built. These platforms incentivize compression, conflict, and oversimplification, making careful framing essential. AI can help draft platform-specific content.

Example prompts:

> *Write a thread of five posts explaining this research for an academic Twitter/X audience. The first post should be a hook that explains why this matters. Subsequent posts should build the argument. The final post should invite engagement—a genuine question, not a promotional call to action.*
>
> *Write a LinkedIn post about this research aimed at policy professionals. The tone should be authoritative but accessible. Avoid academic jargon and lead with why this matters for practice, not for academic debates.*

Two problems are especially common in AI-generated social media content. AI models often produce wording like “Exciting new research shows...” or flatten complex finding into false clarity. Both undermine credibility. In addition to reviewing outputs carefully, you can prompt the AI tool to avoid these patterns.

Example prompt:

> *Rewrite this post so it sounds like a researcher sharing something genuinely interesting, not a press release. Remove any language that sounds promotional or self-congratulatory.*

Social media platforms reshape content as it circulates through algorithms, reposting, commentary, and selective quoting. For findings that are politically sensitive, easily stripped of nuance, or likely to attract bad-faith amplification, consider whether a more controlled channel—such as a published piece, direct briefing, or moderated event—would better preserve the integrity of your message.

STEP 5

Prepare for Adversarial Contexts

Where the previous steps used AI generatively—drafting, translating, and tailoring—this step uses AI evaluatively to stress-test your outputs and prepare for challenging or adversarial contexts.

PHOTO CREDIT: MIGUEL HENRIQUES —UNSPLASH

PREPARE FOR PUSHBACK, MISREPRESENTATION, AND HIGH-STAKES ENGAGEMENT

High-stakes communication situations include hostile questioning, media misrepresentation, and overextended interpretations of your findings. Use AI to prepare clear responses to hostile questions, correct misrepresentations, clarify what your findings do not support, and address bad-faith or overreaching interpretations.

Example prompts:

> *My research has been misrepresented in a news article as saying [X], when it actually says [Y]. Help me draft a response that corrects the record clearly and professionally, without sounding defensive or escalating the dispute. When drafting a response, focus on stating what the research actually shows rather than restating the incorrect claim.*

> *Simulate a hostile Q&A in which someone in the audience is trying to discredit my research by [challenging the methodology/ overgeneralizing the findings/raising a political objection]. Ask me three increasingly difficult questions and then critique my responses.*

> *A commentator has argued that my findings support a policy conclusion I explicitly did not draw. Help me explain clearly why that inference is not supported by my research, using language a non-specialist audience will understand.*

Not all hostility is personal—some hostility is structural, created as content gets reframed through media systems. Where trust is low, research quality alone won't be enough to counter such a response; policymakers interpret findings through existing networks of trust, institutional relationships, and prior positions. When those relationships are absent, even strong research may be overlooked. AI can help you prepare for that context, but it cannot supply credibility.

Example prompt:

> *What information about this policymaker's prior positions and institutional context might affect how they receive this evidence? What objections are most likely, and what prior credibility or relationships, if any, can I draw on?*

If you expect resistance, the AI model can also help you anticipate objections before the conversation begins.

Example prompt:

> *I am preparing for a briefing where I expect significant pushback on [finding]. Help me anticipate the three strongest objections and draft responses that engage with them seriously rather than deflecting them.*

STRESS-TEST DRAFTS BEFORE YOU USE THEM

Once you have a draft, put it back through the AI tool and ask it to find weaknesses.

Example prompts:

> *Here are my draft talking points. Where am I overclaiming, underclaiming, or leaving myself exposed to a question I can't answer?*
>
> *Play devil's advocate. What is the strongest case against the argument I am making in this policy brief summary?*
>
> *What question does this talking point not answer that a skeptical journalist would immediately ask?*

> *Present the strongest opposing view. What would a researcher who disagrees with my conclusions say, and how should I be prepared to respond?*

The *draft, stress-test, revise* loop is where AI often delivers the most value. It surfaces weaknesses before your audience does.

PHOTO CREDIT: JACOB WACKERHAUSEN — GETTY IMAGES

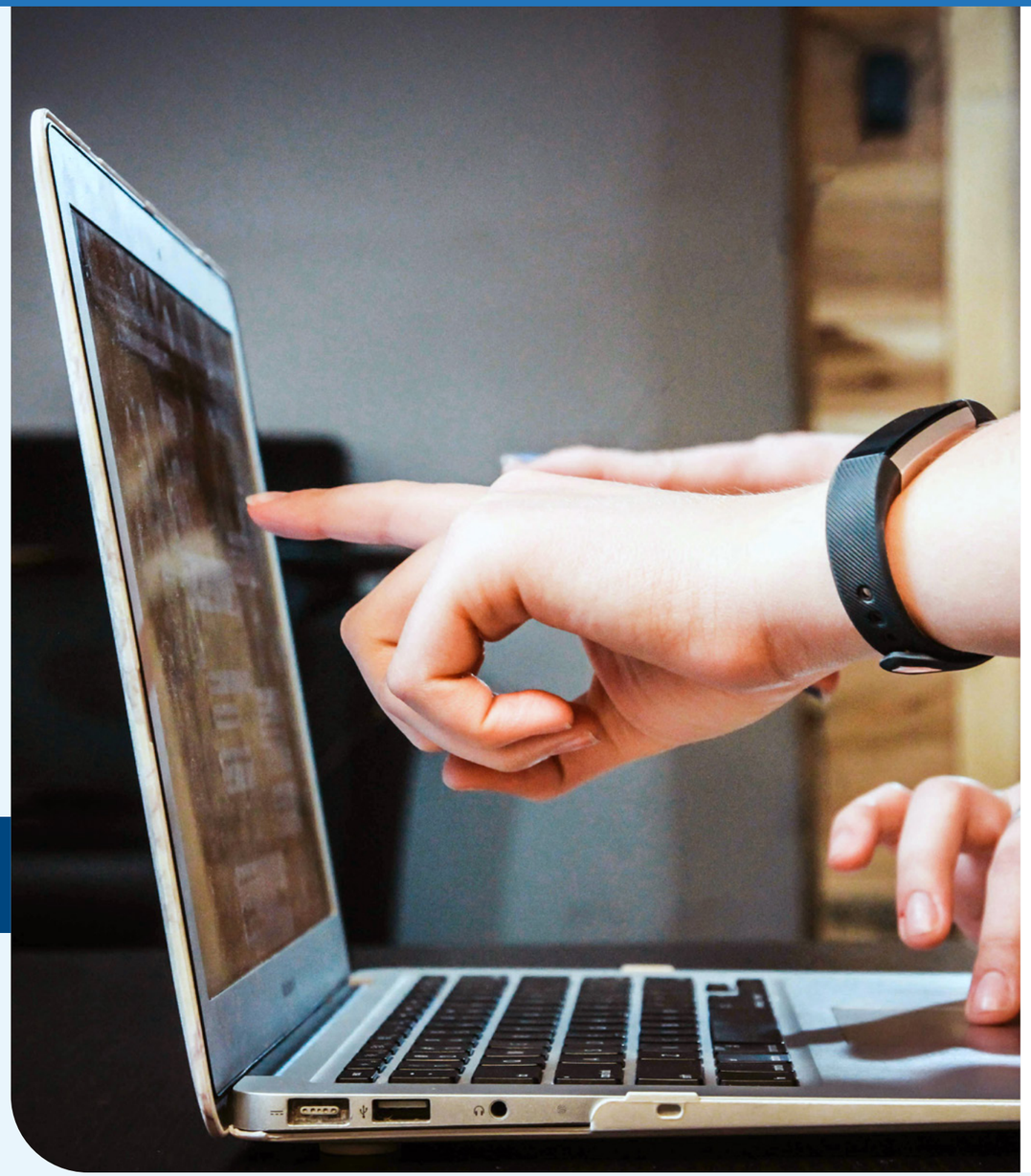


PHOTO CREDIT: UNSPLASH

STEP 6

Perform a Final Check

Before sharing any AI-generated content, review it carefully and revise it yourself. This step ensures that your final outputs are accurate, credible, and appropriate for your audience. A communication product is effective when it delivers the right information to the right audience in a format they can use.

Check that the text:

- Accurately represents your findings, including **correct data, statistics, and terminology.**
- **Does not exaggerate conclusions** or imply causation where only correlation exists.
- **Preserves appropriate nuance** about limitations and uncertainty.
- Does not frame a finding in a way that is **technically accurate but misleading** in emphasis, scope, or certainty.
- **Reflects your voice** and represents your work credibly in a public or professional context.
- Does not turn qualitative or descriptive findings into **causal or broadly general claims**.
- **Accurately situates your work** within the broader literature without mischaracterizing competing findings.
- **Uses only accurate, verifiable, and non-fabricated** sources and citations that have been checked against original materials.
- **Can be understood by a non-specialist** reader without requiring background knowledge you have not provided.
- **Addresses a question or decision** the audience is actually facing and provides the information needed to respond.
- Is likely to reach its intended audience through **channels they use and trust**, not the channels most convenient to you.

PHOTO CREDIT: YUICHIRO CHINO — GETTY IMAGES

CONCLUSION

Using AI Critically Is a Research Skill

The value of AI depends on how you use it. Researchers who benefit most are not those who use it most, but those who review its outputs most critically.

AI can compress hours of drafting into minutes, but it cannot judge whether a finding is overstated, a framing is misleading, or a claim sacrifices accuracy for clarity. That judgment is yours.

A key risk is that AI-generated text often sounds authoritative even when it is wrong. The question to ask yourself is not whether the text sounds right but whether every claim is accurate.

There is also a deeper risk that easy drafting replaces the harder work of figuring out what your research shows and why it matters. The struggle to write is often part of the researcher's work of thinking. The most important safeguard against this risk is the one this guide has emphasized throughout: Use AI for drafting—but keep the thinking for yourself. If polished writing becomes easy, the differentiator will be clarity of thought and the judgment to recognize when output is accurate.

Used critically, AI can accelerate your work and expand your reach—without compromising the rigor that makes it credible.

ACKNOWLEDGMENTS

This guide was written by **Cathryn Streifel**, senior program director, and **Toshiko Kaneda, Ph.D.**, senior technical director. It was edited by **Nancy Matuszak** of Blue Peninsula Communications and designed by **Sean Noyce**. AI tools (including ChatGPT and Claude) were used to assist in drafting this guide; all content was reviewed and refined by the authors.

This guide was produced under award no. 5R25HD075736 from the *Eunice Kennedy Shriver National Institute of Child Health and Human Development* (NICHD) of the National Institutes of Health (NIH). The content is solely the responsibility of the authors and does not necessarily represent the official views of NICHD or NIH.

References and Suggested Reading

SCIENCE COMMUNICATION: FOUNDATIONS AND FRAMEWORKS

James N. Druckman et al., "An Agenda for Science Communication Research and Practice," *Proceedings of the National Academy of Sciences* 122, no. 27 (2025): e2400932122.

Baruch Fischhoff, "Evaluating Science Communication," *Proceedings of the National Academy of Sciences* 116, no. 16 (2019): 7670-75.

Kathleen Hall Jamieson, Dan M. Kahan, and Dietram A. Scheufele, eds. *The Oxford Handbook of the Science of Science Communication* (New York: Oxford University Press, 2017).

Nicole M. Krause, Isabelle Freiling, and Dietram A. Scheufele, "Our Changing Information Ecosystem for Science and Why It Matters for Effective Science Communication," *Proceedings of the National Academy of Sciences* 122, no. 27 (2025): e2400928121.

National Academies of Sciences, Engineering, and Medicine, *Communicating Science Effectively: A Research Agenda* (Washington, DC: National Academies Press, 2017)

Dietram A. Scheufele, "Science Communication as Political Communication," *Proceedings of the National Academy of Sciences* 111 (suppl. 4) (2014): 13585-92.

Dietram A. Scheufele and Nicole M. Krause, "Science Audiences, Misinformation, and Fake News," *Proceedings of the National Academy of Sciences* 116, no. 16 (2019): 7662-69.

UNCERTAINTY, FRAMING, AND AUDIENCE RECEPTION

Baruch Fischhoff and Alex L. Davis, "Communicating Scientific Uncertainty," *Proceedings of the National Academy of Sciences* 111 (suppl. 4) (2014): 13664-71.

Anne Marthe van der Bles et al., "Communicating Uncertainty about Facts, Numbers and Science," *Royal Society Open Science* 6 no. 5 (2019): 181870.

Anne Marthe van der Bles et al., "The Effects of Communicating Uncertainty on Public Trust in Facts and Numbers," *Proceedings of the National Academy of Sciences* 117, no. 14 (2020): 7672-83.

RESEARCH COMMUNICATION AND POLICY

Paul Cairney and Richard Kwiatkowski, "How to Communicate Effectively with Policymakers: Combine Insights from Psychology and Policy Studies," *Palgrave Communications* 3, no. 37 (2017).

AI AND LARGE LANGUAGE MODELS IN RESEARCH AND COMMUNICATION

Emily M. Bender et al., "On the Dangers of Stochastic Parrots: Can Language Models Be Too Big?" In *Proceedings of the 2021 ACM Conference on Fairness, Accountability, and Transparency* (2021): 610-23.

David M. Markowitz, "From Complexity to Clarity: How AI Enhances Perceptions of Scientists and the Public's Understanding of Science," *PNAS Nexus* 3, no. 9 (2024): 387.

Lisa Messeri and M. J. Crockett, "Artificial Intelligence and Illusions of Understanding in Scientific Research," *Nature* 627 (2024): 49-58.

Uwe Peters and Benjamin Chin-Yee, "Generalization Bias in Large Language Model Summarization of Scientific Research," *Royal Society Open Science* 12, no. 4 (2025): 241776.

Josephine Woodhams, *Embracing AI With Integrity: A Practical Guide for Researchers* (London: UK Research Integrity Office, 2025).

PRB

1111 19th St. NW
Suite 400
Washington, DC 20036

PHONE: 800-877-9881
EMAIL: communications@prb.org

ON THE COVER: SHUBHAM DHAGE— UNSPLASH