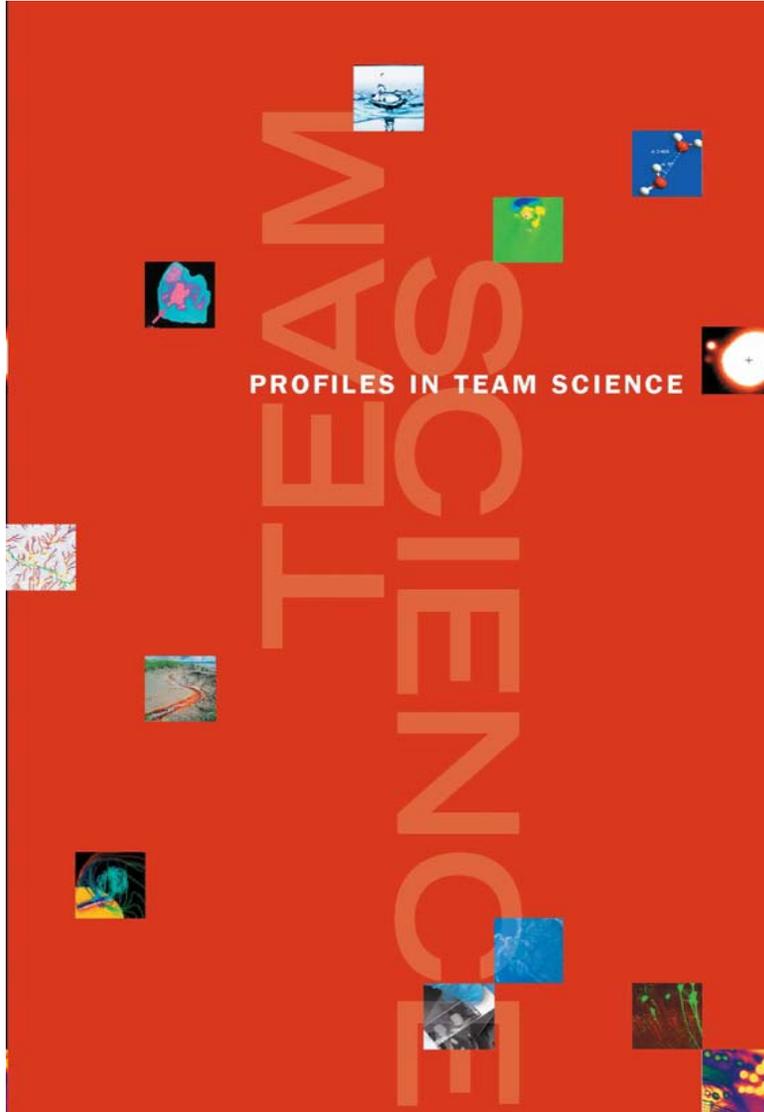


❖ ❖ Team Science ❖ ❖

Deborah L. Illman, University of Washington  
NSF Discovery Corps Senior Fellowship CHE-0609451



**Context:**

Increasingly, researchers are tackling questions that transcend disciplinary boundaries, and federal agencies are creating new models for funding team science. But outcomes of multi-disciplinary efforts are not easily covered within traditional news beats.

**Impact:**

Enhancing media coverage of team science may help policymakers, the scientific community, educators, and taxpayers to understand and support the role that these modes of science funding play in solving critical problems today.

**Outcomes:**

<http://depts.washington.edu/teamsci>

*Profiles in Team Science* booklet about the NSF Science & Technology Centers distributed to:

- 2500 Science Writers
- 2000 in Government, Industry, & Higher Education
- 350 to Ohio Academy of Science Teacher Workshop

Honored with a CASE District VIII Communication Award for Writing, 2008

## ❖ ❖ Team Science ❖ ❖

D. L. Illman, University of Washington, NSF Discovery Corps Senior Fellowship CHE-0609451

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**Goal: To analyze the visibility of team science to the general public as carried out at the NSF STCs. This study analyzes general media coverage of 17 active NSF STCs from 2000-2006.**

**Results:**

- The greatest amount of general coverage was in newspapers or their websites (300 items).
- Most newspaper coverage was in local papers (230 items, or 77% of total newspaper coverage), potentially allowing a broad audience to be exposed to center-related information.
- Of the 295 general reports obtained for detailed study, about half focused on research (Table 1). The broader mission elements such as education, knowledge transfer were much less visible.
- A center name appeared in only 35% of all items examined. The NSF and STC program were less visible, at 31% and 10% of stories mentioning these names, respectively.
- Research news contained no mention of the STC program, and only 22 of 146 or 15% of research-oriented stories mentioned the NSF.

***Conclusions:  
More work needed  
to promote public  
understanding  
of NSF and  
of centers!***

Activity	Number	Percent
Research news: new technologies & basic science	146	49.5%
Institutional news	72	24.4
Knowledge transfer: Societal problems	38	12.9
Education, diversity, and outreach	21	7.1
Knowledge transfer: Business-oriented	15	5.1
Other	3	1.0
Total	295	100.0%