SCIENCE IS FUN

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On science literacy and culture

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What differentiates our society now from all previous societies?
Science
New Discoveries

Enlightenment

Societal Progress

Societal Problems
Issues and Concerns

Globalization
Sustainable Development
Pollution
Climate Change
Evolution
Genetically Modified Organisms
Spread and Control of Disease
Drugs and Alcoholism
Tobacco
Issues and Concerns

- Workforce
- Science Education Standards
- Teachers
- Appreciation of Science
- Appreciation of Technology
- Energy
- Human Rights
- Quality of Life
Science-rich Sector

Science-poor Sector
Scientific Competence

Scientific Expertise

Science Literacy
CONNECTIVITY
What is Science Literacy?

*Science for All Americans* defines a science-literate person as one who:

- is familiar with the natural world
- understands some of the key concepts and principles of science
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- knows that science, mathematics & technology are human enterprises and what that implies about their strengths and weaknesses
- is able to use scientific knowledge and ways of thinking for personal and social purposes
Science Literacy is for Everyone

Chemists, Artists, Humanists, All Professionals, The General Public, Youth and Adults Alike
Science is Vital to Democracy
Chemistry brings a wide range of goods and functions to everyone and thus is vital to our democracy.

Science literacy is necessary for the democratic process to work.
“Public sentiment is everything. With public sentiment, nothing can fail; without it nothing can succeed.”

>> Abraham Lincoln
THE STRONGEST FORCES IN SOCIETY

Religion
Science
Evolution

Climate Change
Respect
Trust
Confidence
Humane
Humane

Humanitarian
ADVANCING CHEMISTRY
COMMUNICATING CHEMISTRY
Chemical research, education and innovation contribute to advancing the chemical sciences to serve society.
Basic research:

- greatly increases our understanding of nature
- expands frontiers of inquiry
- triggers creative waves of invention and innovation
- prompts technological breakthroughs
Chemistry is the key to:

• eradicating disease
• reducing poverty
• providing clean water and nutritious food
• meeting energy demands
• helping lead to sustainable development everywhere
And, just as important, chemists can help society develop the will to improve the quality of life on the planet.
Communication

- Inform
- Educate
- Engage
- Advocate
- Persuade
Scientist-Citizen
Ahmed Zewail
Linus Pauling
Color, Light, Vision, Perception

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AVAILABLE AT: www.scifun.org
Why doesn’t the spiro structure absorb visible light, but the open-chain structure does?
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