

KEY TRAITS

INTENTIONALITY:

The intentional consideration of audience, definitions of science, and how marginalized identities are, and have been, represented and supported in science communication

RECIPROCITY:

Science communicators and audiences address past and present inequities through equal partnerships that recognize and value varied forms of expertise and ensure co-created benefit

REFLEXIVITY:

Continuous and systematic reflection on identities, practices, and outcomes, followed by adaptation as needed to redress inequitable interactions.

