

Promoting Psychology as a Science to the Public and Policymakers

We do science.

It is easy for us to see how our work uses scientific methods. But, we are not as successful looking from the outside in. We need to do a better job explaining what we do is science, not that we are scientists.

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We must make connections.

We need to make stronger connections both in the discipline and with other disciplines to strengthen our standing as a science and our relevancy to the public and policy makers.

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The general public assumes they know psychology, because they think it is intuitive.

How do we make obvious to the public that the psychology we do is different from the folk science/pop psychology? To what effect or distinction?