

SFB/TR 8 Spatial Cognition / IQN Video Conference

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Cognitive Science and the Media **(Make friends before you need them)**

Media relations cost time and money, and they require professional skills. Hence scientists could decide to do without and spend the money for further scientific research. But omitting media relations can be a bad choice. In this talk I will argue for why cognitive scientists should talk to the media, and how they could do this. I will also give some insights into the current media system and how journalists work today.

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