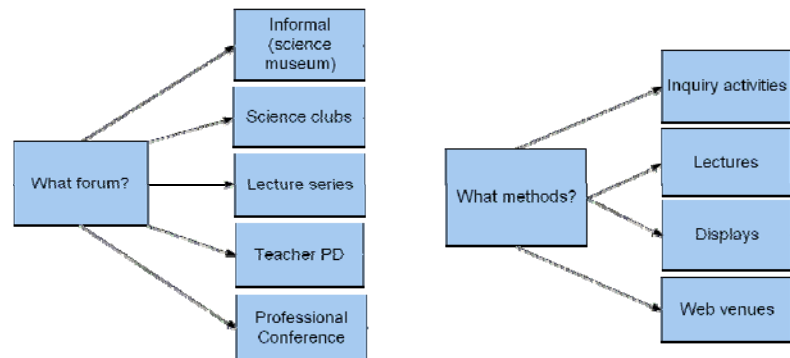
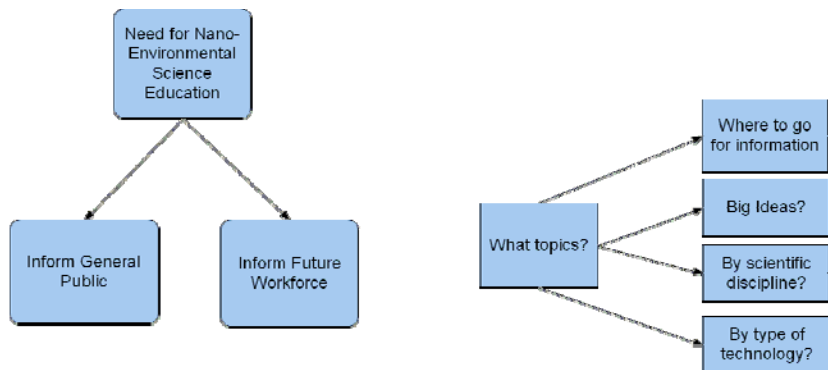




Perceptions of Nanoscience: A Need for Nano-environmental Science Education and Thoughts about How to Go About It.

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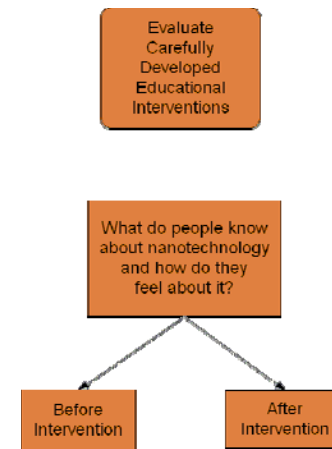
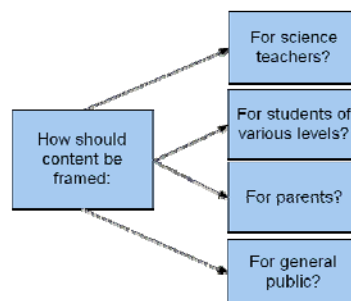
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Useful Guiding Principles¹

- Remain aware that perception is reference-dependent
- Tailor science to be personally relevant & meaningful for intended audience
- This tailoring provides an appropriate reference frame.
- Examples of phrases which “frame”:
 - Anti-nano: “asbestos of tomorrow”
 - Pro-nano: “nano is nature”



References

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