

## FROM LABORATORY TO PUBLIC: HOW BIOLOGISTS TRANSLATE COMPLEX SCIENCE RESEARCH FOR PUBLIC UNDERSTANDING

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### ABSTRACT

Information about health and what to use is everywhere, the question is how to know if it is accurate?

As health information reaches consumers progressively via digital marketing and social media, an accurate explanation of complex scientific research is crucial yet lacking. This paper combines a literature review with comparative analysis to find out how biologists can contribute to simplifying health science for public audiences. It includes existing research on science communication challenges, health literacy, and misinformation bubbles, and reflects on their practical implications in health and wellness marketing.

Through case examples, I demonstrate how a background in life sciences helps identify pseudoscience, evaluate research quality, and explain complex topics clearly. Challenges include balancing accuracy with consumer engagement and navigating pressure from the commercial sector. Findings suggest biologists serve as "knowledge brokers" between research and public understanding, offering frameworks for using scientific rigor in commercial contexts while improving consumer health literacy and reducing misinformation in health marketing.

**Keywords:** science communication, evidence-based marketing, healthy literacy, biological expertise, public health