Conducting public outreach begins with considering what type of communication is desirable between scientists or product developers and other citizens. One-way models of communication envision communication as a kind of lecturing, suggesting that information should flow in one direction from knowledgeable experts to other individuals who possess less technical knowledge. By contrast, two-way or multidirectional models of communication are premised on the assumption that people who lack technical expertise nevertheless possess other forms of knowledge that are relevant to decisions involving emerging technologies. As Lalasz (2013) notes, a substantial body of empirical research has proven that one-way models of communication, also known as “deficit” models, are ineffective. Ouborg (2009) discusses how to implement more effective, two-way models of communication.