Science Communicator

Carves Out Space on Social Media

Jessica Lakshmi is convinced that knowledge and science must be conveyed to society in a quick, accurate, and accessible manner to enable informed decision-making.

Rocío Castañeda

New trends in social media have become powerful tools for generations that enjoy dynamic, short-form content that entertains while keeping them updated on various topics.

This is the advantage that Jessica Lakshmi, a graduate of the Master's in Chemical-Biological Sciences from the Escuela Nacional de Ciencias Biológicas (ENCB), capitalized on during the COVID-19 pandemic lockdown to scientifically inform about the disease and counteract misinformation.

Con Under the name “Lakishimishi,” the scientist is active almost daily on social platforms, sharing at least two videos a week. On Sundays, she conducts a live morning
broadcast, and bi-weekly, she presents the podcast “Today in Science” (with El Dan sp), where she discusses health promotion topics.

Convinced that knowledge and science must be transmitted to society in a swift, truthful, and accessible manner for informed decision-making, she shares content on health and epidemiological alerts and issues related to medications, vaccines, and immunology, among other current topics.

“People are interested in knowing what is happening. Those of us privileged to have access to knowledge have the responsibility to share it to benefit others,” said the specialist in flow cytometry.

During her three-year trajectory on social media, one of “Lakishimishi’s” greatest satisfactions is inspiring young women who aspire to become scientists and pursue this path thanks to the groundwork laid by other professionals in the country.

In this context, she fondly remembered her teachers at ENCB, especially Dr. Lourdes Andrea Arriaga-Pizano, her thesis advisor for both her undergraduate and master’s degrees and Dr. Luvia Enid Sánchez Torres, both of whom are scientists and mentors to health professionals.

The science communicator, who has built a respectful and informed community of over 234,000 followers, has also faced challenges, such as being questioned for her youth and the credibility of her content, which has been scrutinized and validated by men, despite her higher level of education.

“I never claim to hold the absolute truth; I base my content on scientific evidence to foster critical thinking. For science communication, it is important to show people, who voluntarily access this content, the impact and significance that science and technology have on their lives,” she stated.

As an ENCB alumna, “Lakishimishi” encouraged young people to take advantage of the opportunity to pursue a degree or postgraduate studies and to share what they learn, as it is invaluable for different types of audiences.