Science Communication 101

Identifying your Message
Knowing your Audience
Avoiding Jargon

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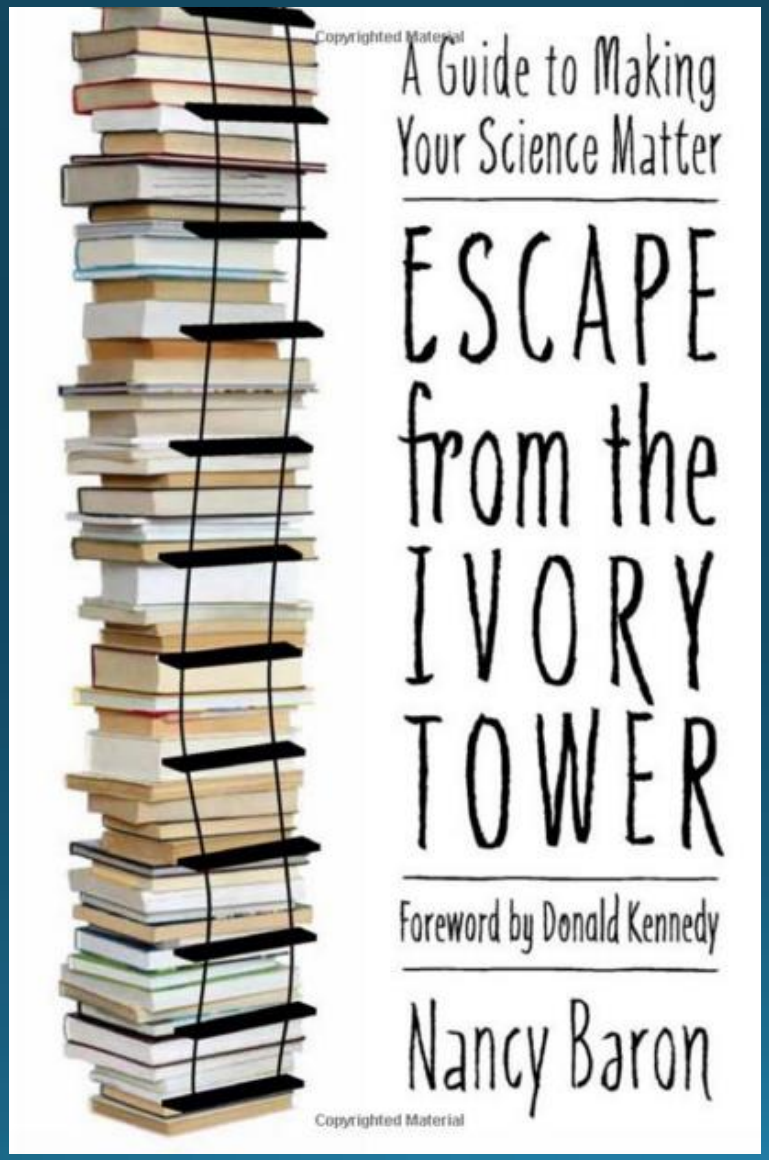
For more information:

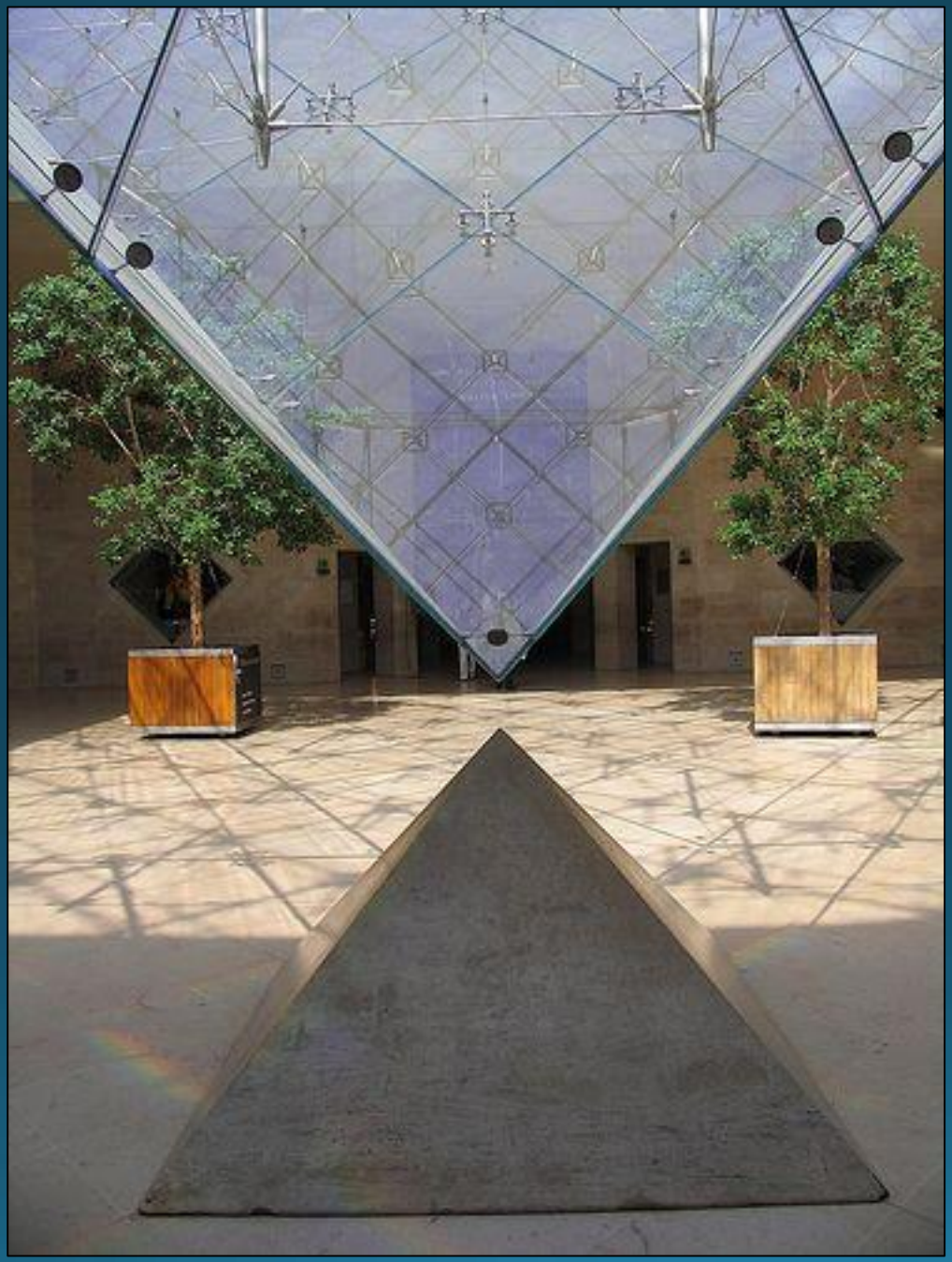


WHAT ARE YOUR CONCERNS WITH RESPECT TO COMMUNICATING ABOUT YOUR WORK?

WHAT DO YOU HOPE TO GET FROM THIS SESSION?

What this is not…

What this is…



Identify Your Message

It should be…

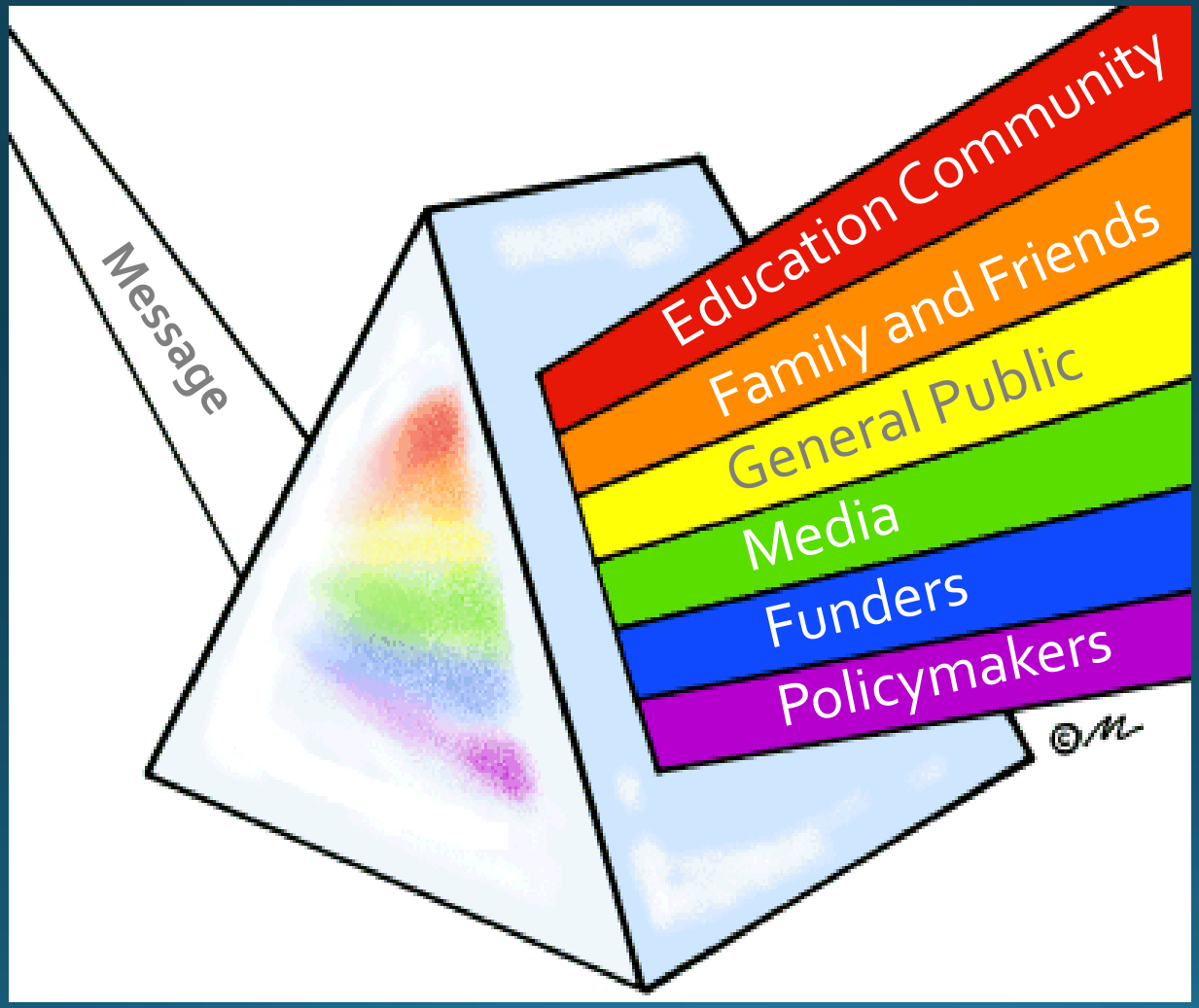
Easily understood

Memorable

Focused

Framed to be relevant to your audience

AUDIENCE - AUDIENCE - AUDIENCE !



Avoiding Jargon
(i.e. talking like a real person)

Control

Significant

Theory

Avoiding Jargon
(i.e. talking like a real person)

"It was the best of times,
it was the worst of times."
-A Tale of Two Cities

"The times were high-variance."
-An Analysis of Cities (n=2)

Avoiding Jargon (i.e. talking like a real person)

To conduct a study that will help determine

To study

Elucidated the mechanisms by which…

Showed how

Foster interdisciplinary collaborations...

Build teams

Avoiding Jargon (i.e. talking like a real person)

Central nervous system interactions between gustatory afferent activities and the quality and quantity of saliva

Why we drool

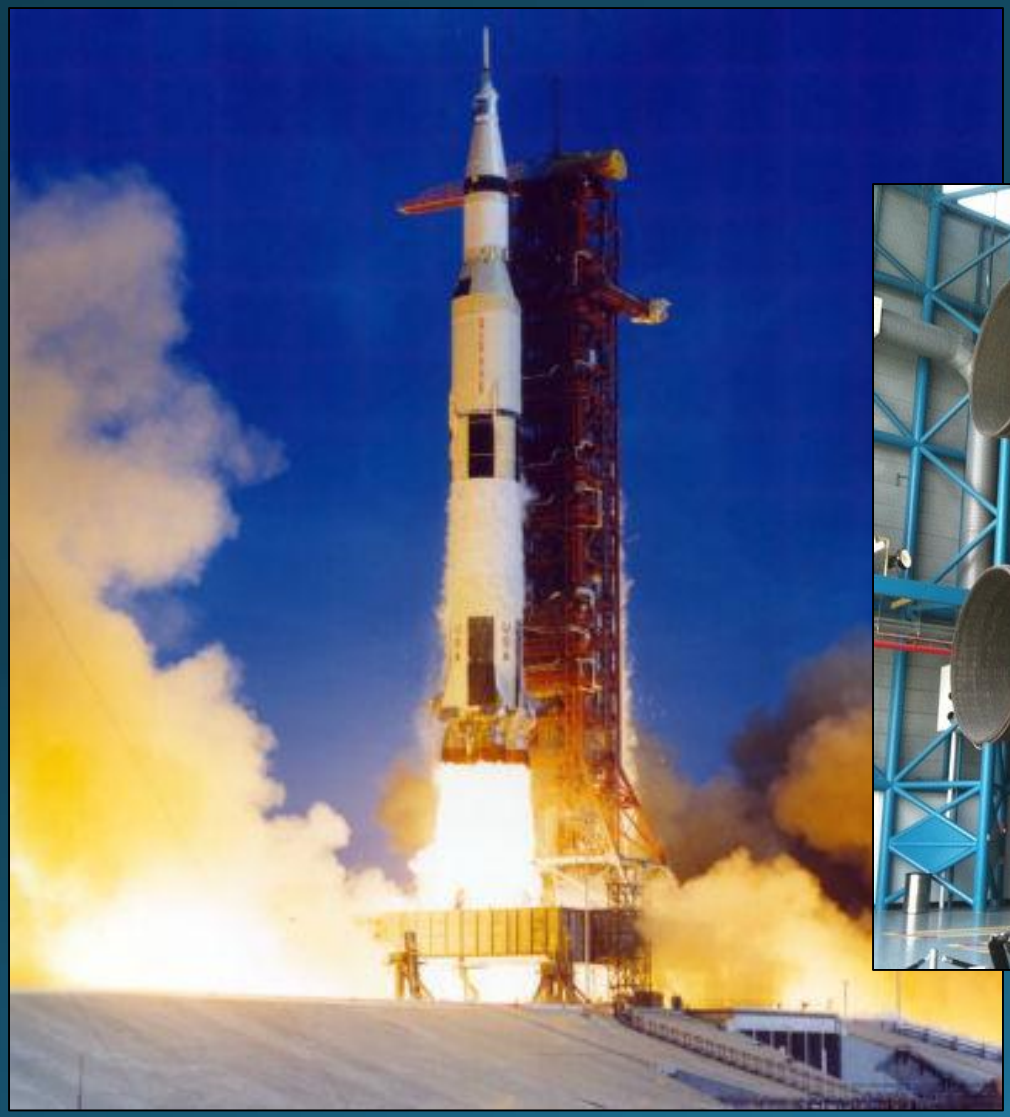
Simplify “Number Jargon”

47.65% (p<.0532) = About half

32 million Americans = 1-in-10 Americans

“The largest dinosaurs had brains about 8 cm in diameter”	=	“The largest dinosaurs had brains about the size of a baseball”

“Number Jargon” – An Exception



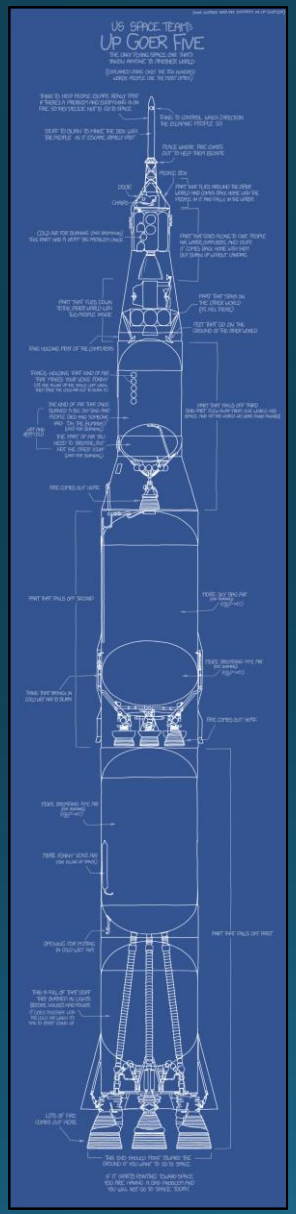
If you MUST use jargon…

- Keep it to a minimum
- Define it first, and then introduce the term
- Make sure the definition is provided the first time you use the term

But, mostly…..

TRY TO AVOID JARGON!

Need help avoiding jargon?



http://splasho.com/upgoer5/

HINTS TOP LATEST LIBRARY

THE UP-GOER FIVE TEXT EDITOR

CAN YOU EXPLAIN A HARD IDEA USING ONLY THE TEN HUNDRED MOST USED WORDS? IT'S NOT VERY EASY. TYPE IN THE BOX TO TRY IT OUT.

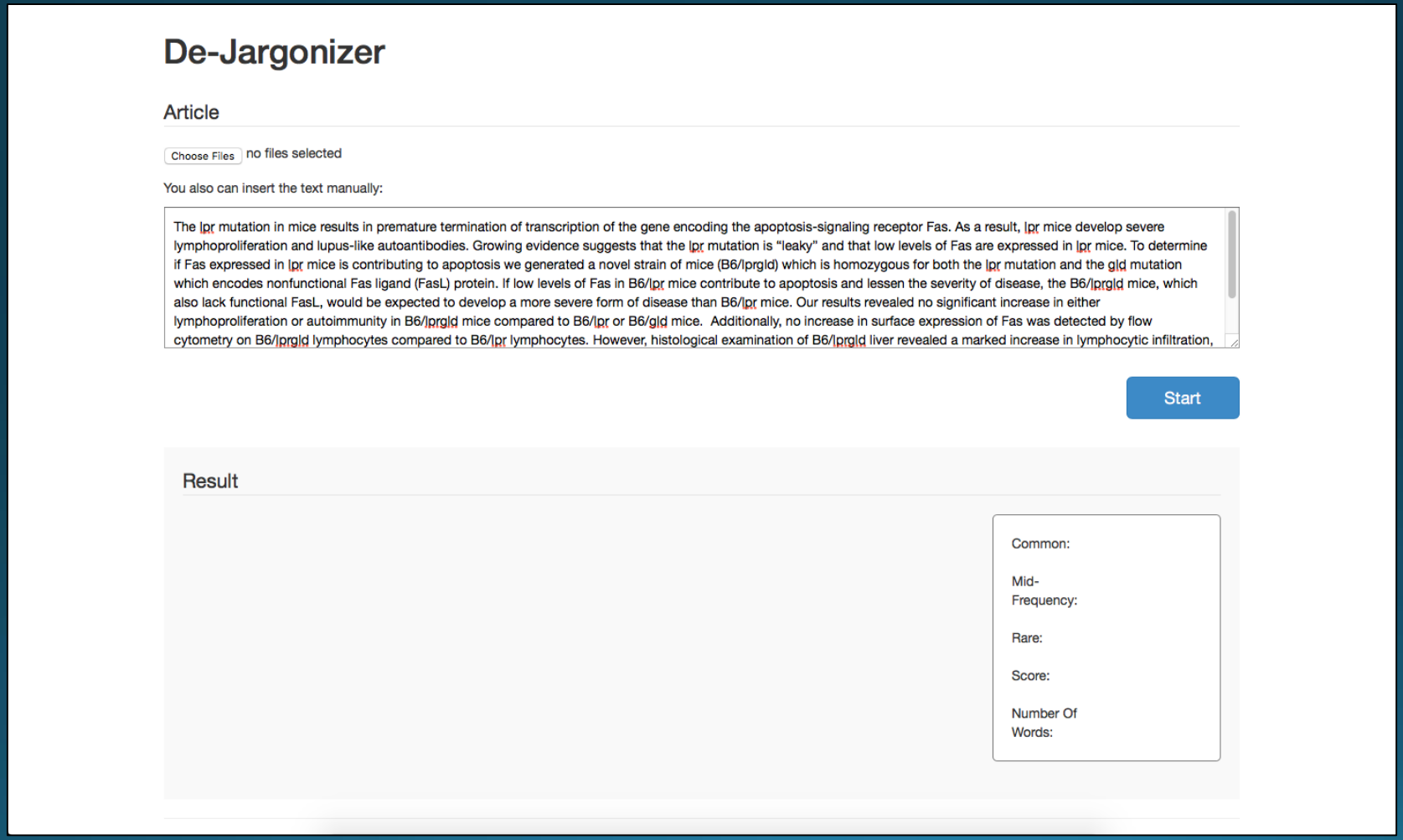
I investigate the lpr mutation in mice, which results in spontaneous autoantibody production due to premature termination of transcription of the gene encoding the apoptosis-signaling receptor Fas in autoreactive lymphocytes.

I study a change in small animals which makes them get sick because some bad cells in their body don't die when they should.

UH OH! YOU HAVE USED NON-PERMITTED WORDS (INVESTIGATE, LPR, MUTATION, MICE, RESULTS, SPONTANEOUS, AUTOANTIBODY, PRODUCTION, DUE, PREMATURE, TERMINATION, TRANSCRIPTION, GENE, ENCODING, APOPTOSIS, SIGNALING, RECEPTOR, FAS, AUTOREACTIVE, LYMPHOCYTES)

“The De-Jargonizer”

http://scienceandpublic.com



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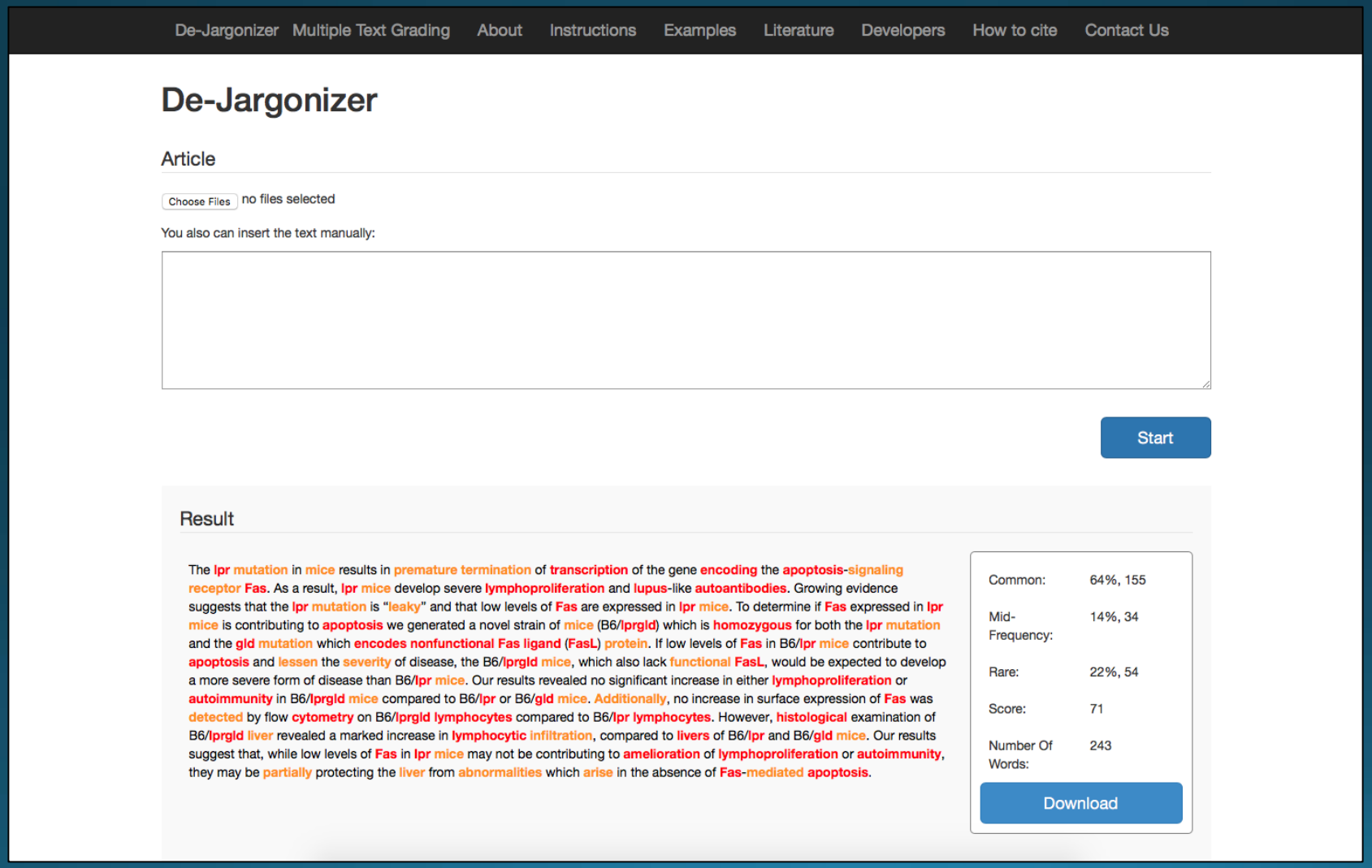

Tell A Story

- Make it personal
- Use analogies and metaphors
- Use humor and/or drama
- Provide statistics
- Hook them with something surprising or counterintutive

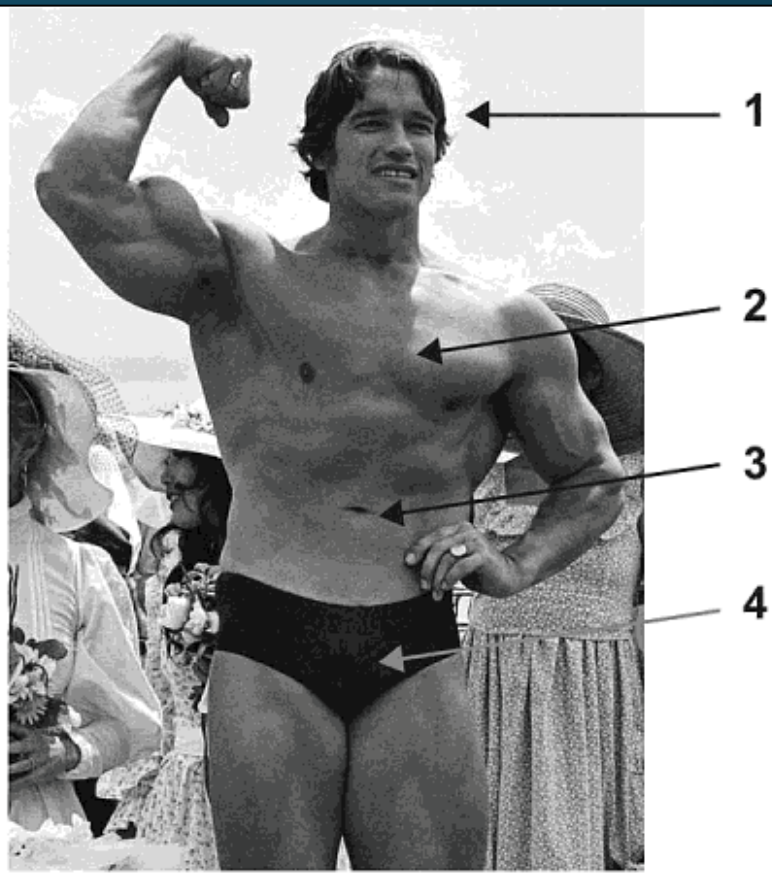

Figure 1-1. The four organs of mass communication. To reach the broadest audience, you need to move the process out of the *head* (1) and into the *heart* (2) with sincerity, into the *gut* (3) with humor and intuition, and, ideally, if you're sexy enough, into the *lower organs* (4) with sex appeal. Photo courtesy of © Mirkine/Sygma/Corbis.

Be Definitive!


IT'S UP TO US...
...TO DO A BETTER JOB!
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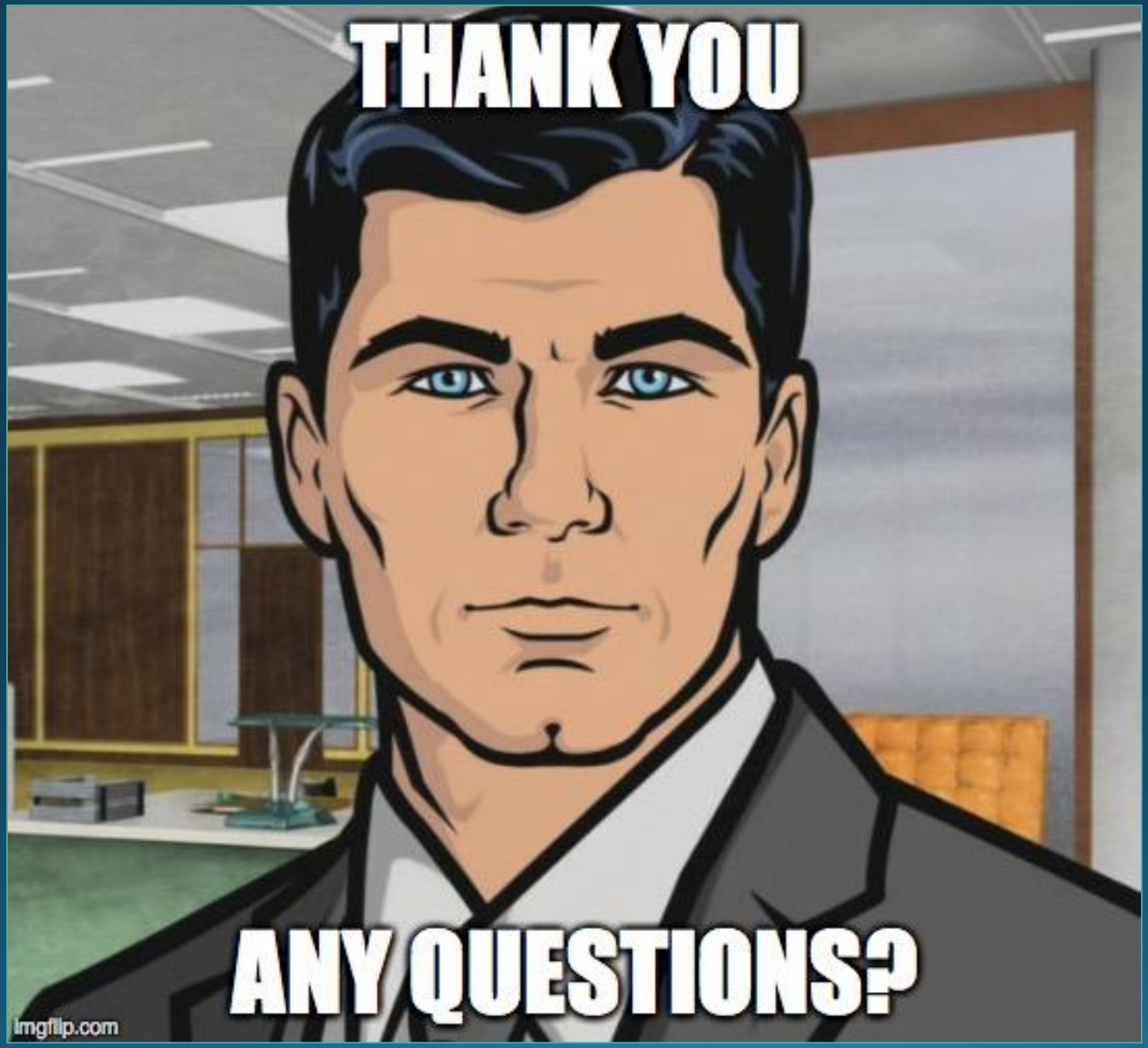
THANK YOU
ANY QUESTIONS?
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