

Learning goals/Agenda

- Learning goals:
 - Articulate best practices for science presentations
 - Practice communicating your project to others
 - Critique a pop psychology article
- Agenda:
 - Communicating to other scientists
 - Discussion of reading
 - General tips
 - Partner activity
 - Communicating to non-scientists

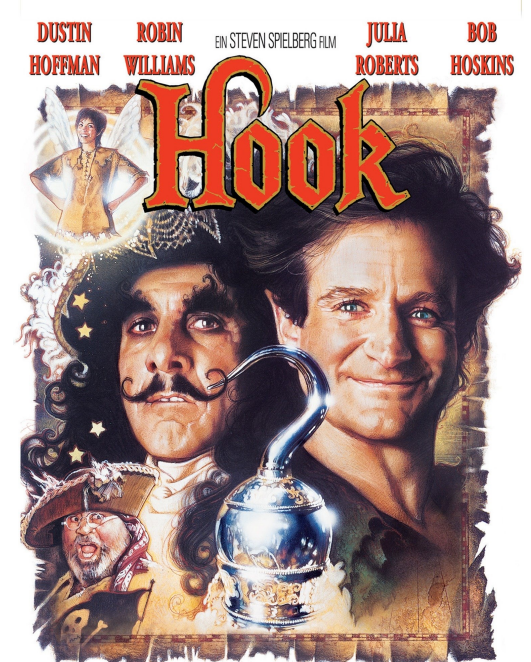
Discussion of Sarnecka chapter

- Notable points?
 - Advice you hadn't heard before?
- What makes a science talk different from other types of presentations?
- Tell a story
- One thing at a time
 - Especially figures!



General tips for communicating science to others

- You know more than you think you do – don't use jargon
- Tell a story; have a hook
- Make choices about what is the main content and what is the bonus content
- Pictures > words



Communicating your project

- Pair up!
- Each person should take 5-6 minutes to explain their project to the group
 - Group members should complete the table (see Slack) and ask questions to fill in missing information
- Logistics
 - Be sure to fill in tables for both of your group members
 - Please make a copy of the document and work from there
 - Send it to your partners when finished
 - Don't worry if you don't have results yet!

Reflect

- What was something that you found difficult to explain to your partners?
- What's a metaphor/example you used (or can use in the future) to help explain a concept?

Communicating with non-scientists

- [2011 NYT Op Ed article by Martin Lindstrom](#)
 - Take 5 minutes to read it
- What do you like about this article?
- What do you dislike about it?



Communicating with non-scientists

- Relevance through metaphors and examples
- Accuracy vs approachability
- Community impact
 - What is the historical context of your scientific field?
 - What is your relationship, as a researcher, to the people whom your research affects?
- Power dynamic between scientist and public

Science communication resources

- [Entire Barbara Sarnecka book](#)
- [National Association of Science Writers](#)
- [The Dana Foundation](#)
 - [+ Brain Awareness Week!](#)
- [500 Women Scientists](#)
- [American Association for the Advancement of Science](#)
- Read! Undark, Nautilus, Aeon, Psyche, Quanta