Before communicating science

GOAL:
Why are you communicating this particular topic?

Goals can be one or more of:

- Teaching
- Sharing your research with others
- Changing public opinion
- Raising awareness
- Sharing to collaborate with others in the field

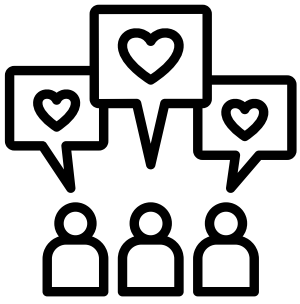
It is equally important to consider the..

AUDIENCE:
Who do you want to communicate with?

- Saying you want to communicate with "everybody" can result in not satisfying the listeners fully

Defining your audience helps with:

- Structuring your communication appropriately (age, academic background etc)
- Successfully targeting the listeners



For example, if your audience is mostly..

those with no scientific background: be concise but clear on complicated scientific concepts

scientists:
be wary of over simplifying and focussing too much on basic concepts

children/teenagers: ensure the talk and material is stimulating and interacting and not complicated or boring.

THE MESSAGE:
Why should the audience care?

APPEALING TO THE AUDIENCE CANNOT SOLELY RELY ON LOGIC.

IT MUST ALSO APPEAL TO EMOTION AND YOUR CREDIBILITY AS A SCIENTIST OR INDIVIDUAL WORKING IN SCIENCE,

FIND WAYS TO ENGAGE THEM AND TRUST YOU AND WHAT YOU ARE COMMUNICATING,

Many science communication resources will refer to what is known as a "message box" to help you plan and give structure to your communication.

Here, we can visualise each aspect as part of a 4-piece puzzle.

THE MESSAGE:
Why should the audience care?

what is the problem

why should the audience care

why does this need to be solved? OR what will happen if it is not?

what are the potential solutions to this problem