

Tips For Effective Scientific Communication



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Tips For Communicating Science Effectively

#1. Identify your audience:

This will control the level of your presentation and the amount of background material you need to orient everyone in the audience

#2. Identify the main points you want to convey in the time you have:

You can reasonably convey only 2-3 main points in a 20- or 30-minute talk

#3. Create an outline of your talk (or paper):

This will build in the logical organization of your presentation and help you decide what figures and other supporting evidence you need to make your points

How To Write an Outline

Example of basic (Level 1) structure of scientific outline:

I. Introduction (Get the reader's/viewers attention; states key idea(s) or thesis; provides essential background)

II. Procedures (Provides background on key experimental/theoretical methods)

III. Results (Presents key results that support ideas discussed in Introduction)

IV. Discussion (Interprets results; Discusses results in the context of prevailing models)

V. Summary and Conclusions (Reemphasizes key results and how they support thesis; Discusses new directions)

How To Write an Outline

Example of a more detailed (Level 2) structure of scientific outline:

I. Introduction

- A. Attention-grabbing, “big picture” statement of issue
- B. Key previous results leading to state of the field
- C. Unaddressed problems
- D. Preview of key points of talk/paper

II. Procedures

- A. Experimental methods
- B. Theoretical methods
- C. Data processing
- D. Error analysis

III. Results

- A. Key results 1
- B. Key results 2
- C. Key results 3

Provides more details of internal organization of each section

How To Write an Outline

Example of an even more detailed (Level 3) structure of scientific outline:

I. Introduction

- A. Attention-grabbing, “big picture” statement of issue
 - i. Interesting diagram to show
 - ii. Interesting quote to give or reference to include
- B. Key previous results leading to state of the field
 - i. Specific papers that will be referenced
 - ii. Previous ideas that will be emphasized
- C. Unaddressed problems
- D. Preview of key points of talk/paper

II. Procedures

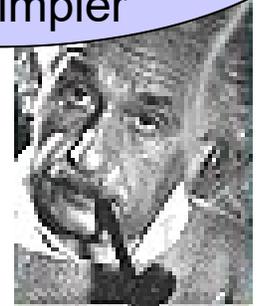
- A. Experimental methods
 - i. Experimental diagram to show
 - ii. Procedural flow chart #1
- B. Theoretical methods
- C. Data processing
 - i. Flow chart describing data analysis
- D. Error analysis

Provides specific details figures, quotes, references, sentences, etc. to support section

Benefits of an Outline

- (1). Your talk or paper will be logically organized from the beginning
- (2). It is less likely that there will be unnecessary information in your talk or paper
- (3). Outlines allow you to break up your presentations and writing projects into more manageable sections that you can tackle individually
- (4). You can use the same outline for presentations and papers of different lengths

Everything should be made as simple as possible, but not simpler



More Tips: #4. Present One Key Idea Per Slide

State your key idea in the slide heading.

If you find a slide that doesn't have a key point, eliminate it!

If you find a slide with more than one key point, separate into multiple slides.

Use the header to state the main idea of the slide, and use the body of the slide to support that idea

Use well-labeled graphs and figures to illustrate your key points...this makes the slide more real and interesting to the audience

Filletlets reduce leading edge vortices in nature and in engineering

Fillet on dorsal fin of shark

Fillet on Seawolf submarine

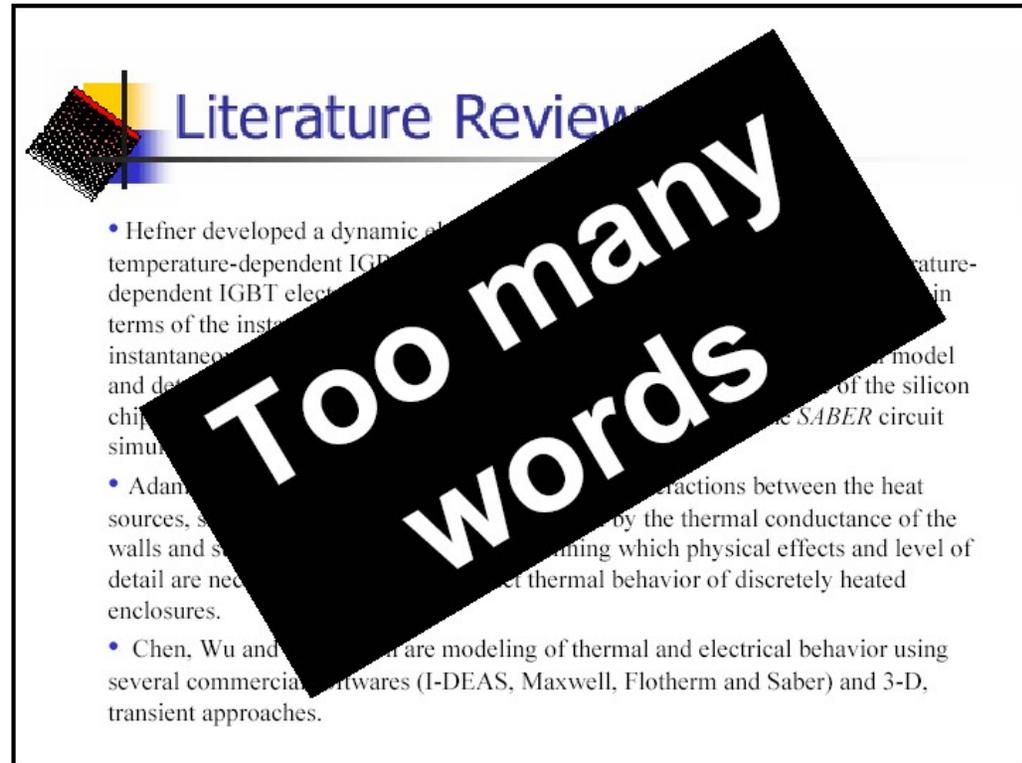
[Devenport et al., 1991]

Virginia Tech

#5. Avoid Information Dense Slides

Write only key ideas succinctly on slides, avoid text heavy slides

Too much text....



Literature Review

- Hefner developed a dynamic electrical model of a temperature-dependent IGBT. The model includes temperature-dependent IGBT electrical parameters and is implemented in terms of the instantaneous power dissipation. The model is used to analyze the instantaneous and detailed thermal behavior of the silicon chip. The model is simulated using the SABER circuit simulator.
- Adam et al. developed a model of the interactions between the heat sources, sinks, and walls of a power electronic device. The model is used to determine the thermal behavior of the device by the thermal conductance of the walls and sinks. The model is used to determine which physical effects and level of detail are needed to accurately model the thermal behavior of discretely heated enclosures.
- Chen, Wu and ... are modeling of thermal and electrical behavior using several commercial softwares (I-DEAS, Maxwell, Flotherm and Saber) and 3-D, transient approaches.

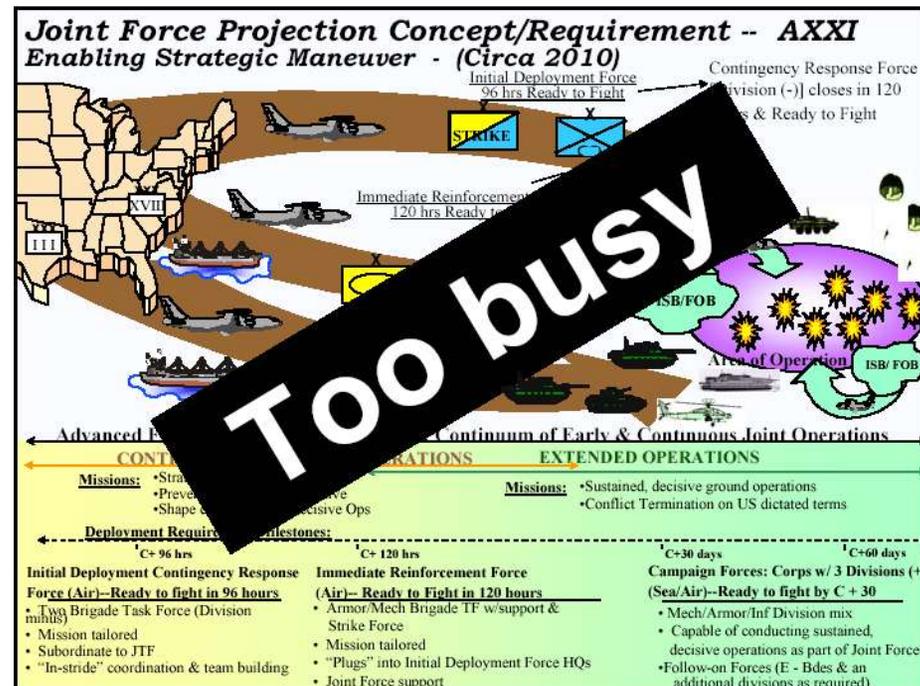
#5. Avoid Information Dense Slides

Write only key ideas succinctly on slides, avoid text heavy slides

Don't include overly busy images...include only information you plan for the audience to understand in the < 2 minutes the slide will be visible

Use animation to bring information onto slides one at a time for information dense slides

Too many distracting images



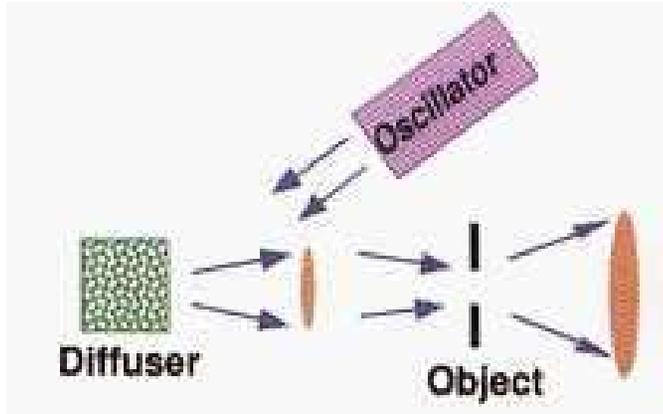
#6. Provide Appropriate Information for Figures

Use arrows and labels to point out important features

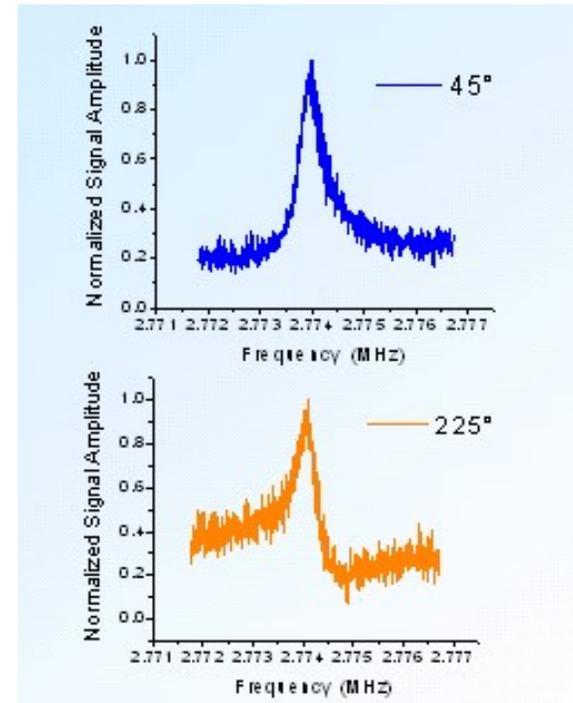
Label both axes of graphs and show units

Provide a brief caption

Give credit to source



The Nike laser system uses discharge pre-amplifiers.
(Courtesy US Navy)



Sample normalized signals from the two-beam optical drive.
(Courtesy C. Michael)

#6. Provide Appropriate Information for Figures

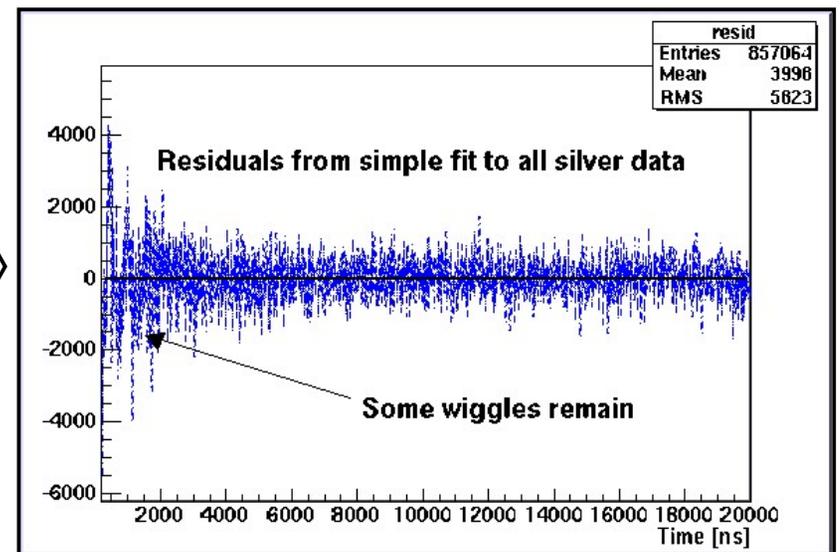
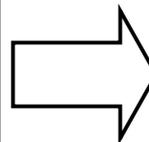
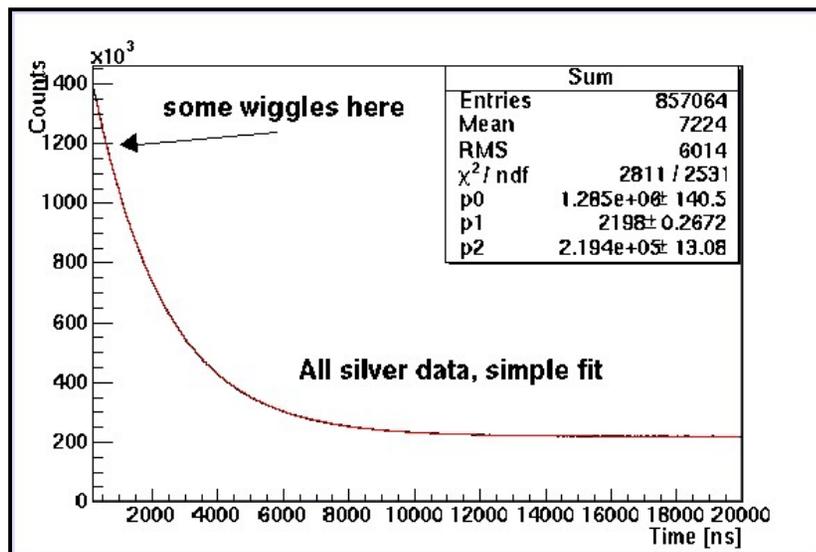
Avoid copying a graph from a formal article – they have a different style, e.g., labels are generally too small

Use color and make lines thick, labels legible

Label axes and highlight important features with arrows

Use tables sparingly – if used, highlight important parts

Remove unnecessary information from graphs/figures



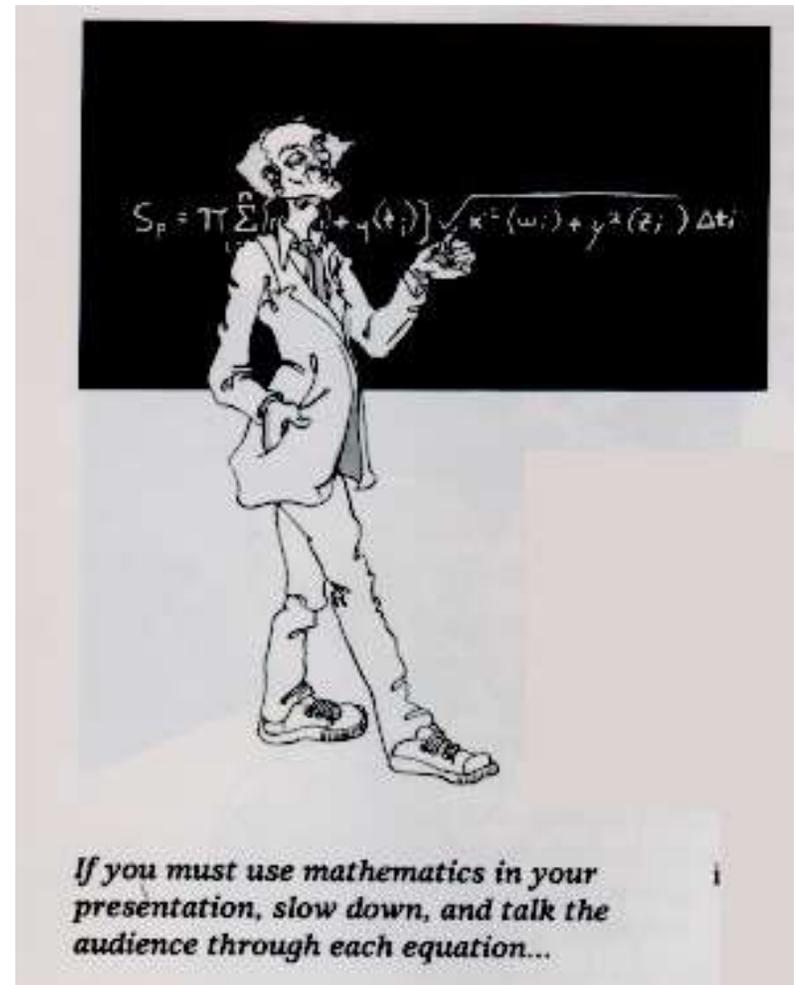
#7. Emphasize the Physics When Showing Equations

Define parameters used

Provide physical explanations of different terms in equation

Provide an intuitive explanation of what the equation means

Combine the equation with a picture that illustrates the physical principle involved



#8. Avoid Distracting Text, Colors, and Effects

Your goal is to convey your ideas, so avoid distracting text and effects!

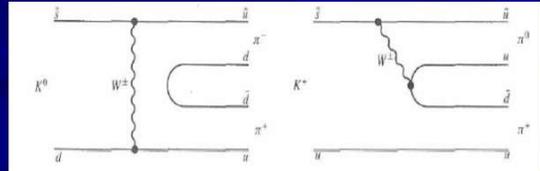
Don't overuse PowerPoint animations and sounds!

Make sure there is good contrast between text and background

Use simple (or no) backgrounds on slides

CP

- Parity invariance fails, combine it with charge conjugation to create a new invariant
- Converts the right-handed anti-neutrino into a left-handed neutrino- exactly what we observe in nature
- Neutral kaon experiment



The image shows two Feynman diagrams illustrating the decay of neutral kaons. The left diagram, labeled K^0 , shows a d quark and a \bar{s} quark line. A W^0 boson is exchanged between them, resulting in a u quark and a \bar{u} quark line, with a π^0 meson (represented by a loop of u and \bar{u} quarks) and a π^+ meson (represented by a loop of d and \bar{u} quarks) as final products. The right diagram, labeled K^+ , shows a u quark and a \bar{s} quark line. A W^+ boson is exchanged between them, resulting in a d quark and a \bar{u} quark line, with a π^0 meson and a π^+ meson as final products.

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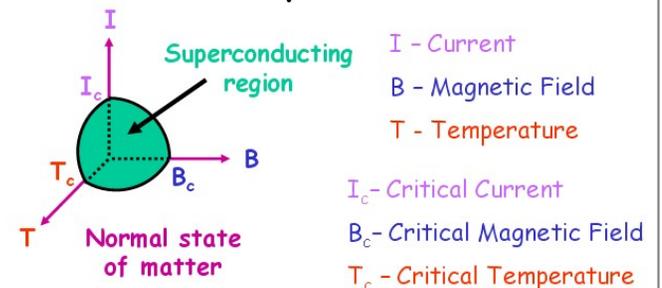
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Don't over use colors on your slides

Superconductivity is an electronic state of matter that exists below certain currents, magnetic fields, and temperatures.



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Don't over use colors on your slides

Avoid red/green and red/blue color combinations

Strive for easy reading

Strive for easy reading

Strive for easy reading

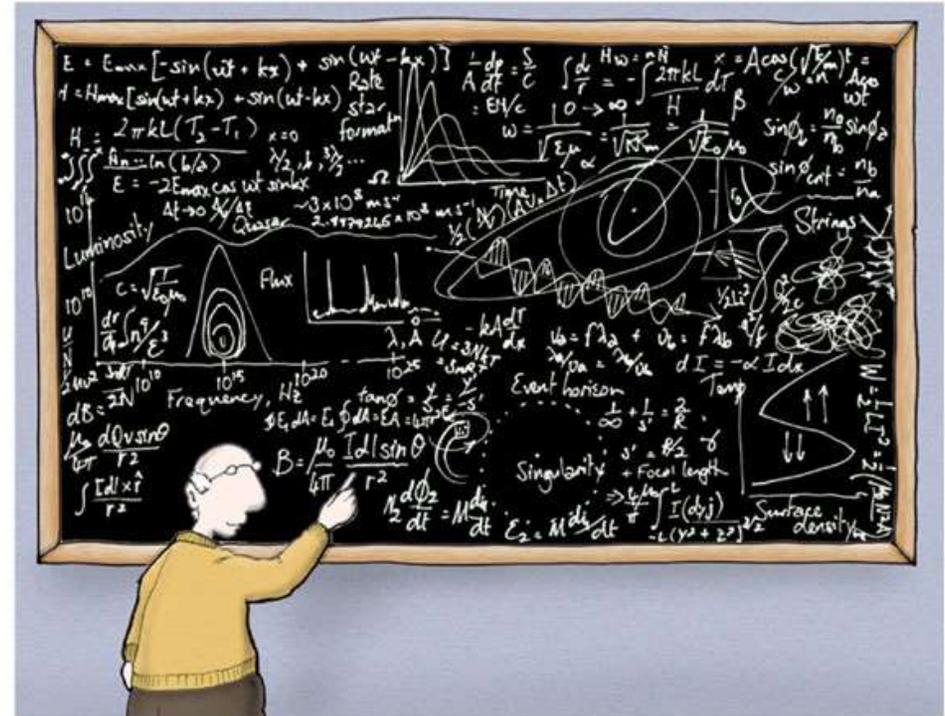
#9. Keep the Audience Engaged

Face and maintain eye contact with the audience

Don't read your talk!

Be enthusiastic!

If you're not excited by your results, don't expect the audience to be!



Astrophysics made simple

#10. Try to Minimize Distractions While Presenting

Avoid nervous mannerisms

e.g., pacing, bobbing, waving arms, jingling coins

Use a laser pointer or stick directed at screen to point

Don't use your hand to point to the screen...you're blocking the screen

Don't wave the laser spot around on the screen

Train yourself to speak slowly and distinctly—practice!

Try to minimize “filler words”

e.g., “uh”, “like”, “um”, “okay”