

Elevate your Scientific Communication

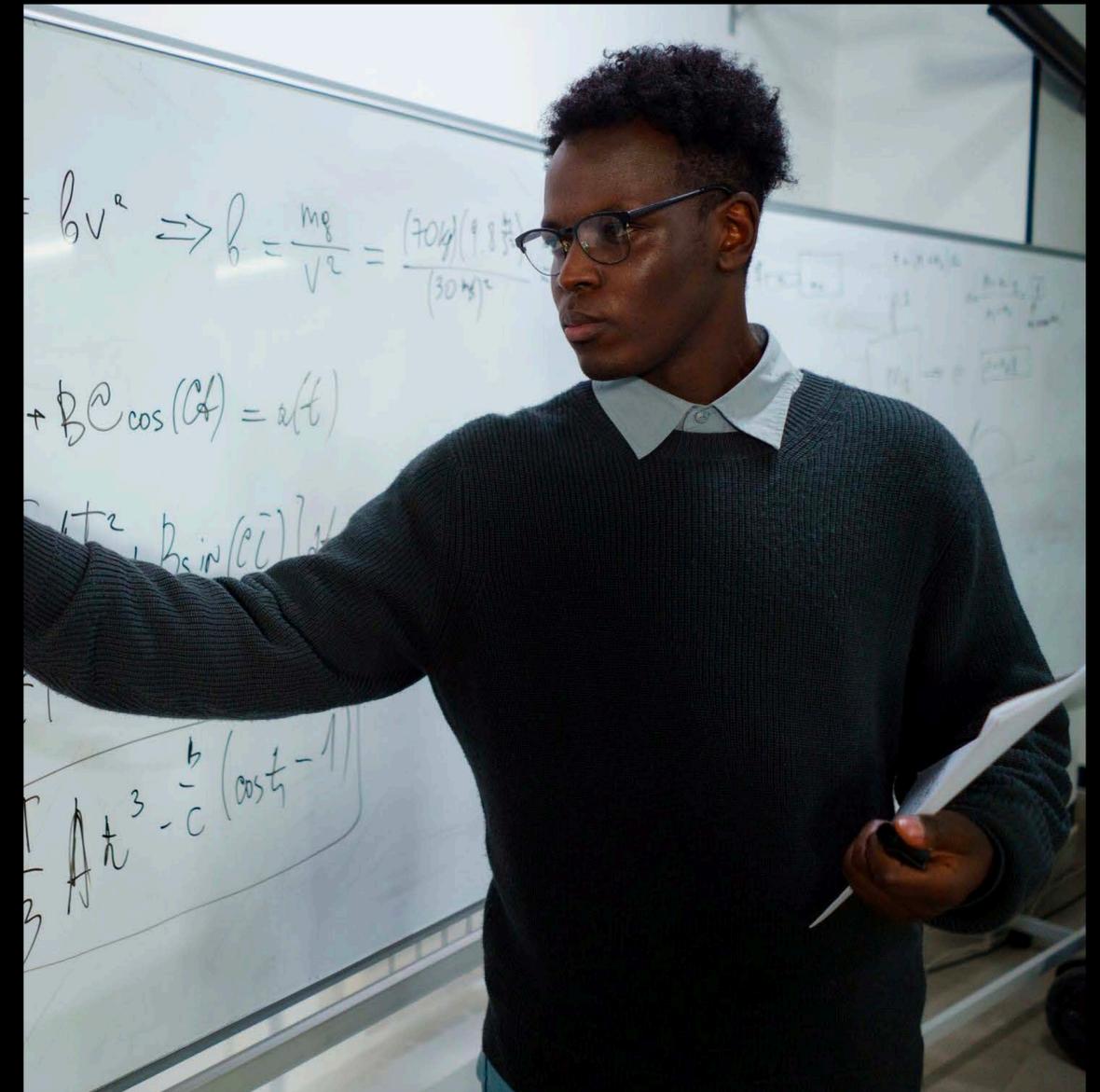
Key Principles for International Outreach

Bethany Cagnol - ELLIS Doctoral Symposium - August 29, 2024

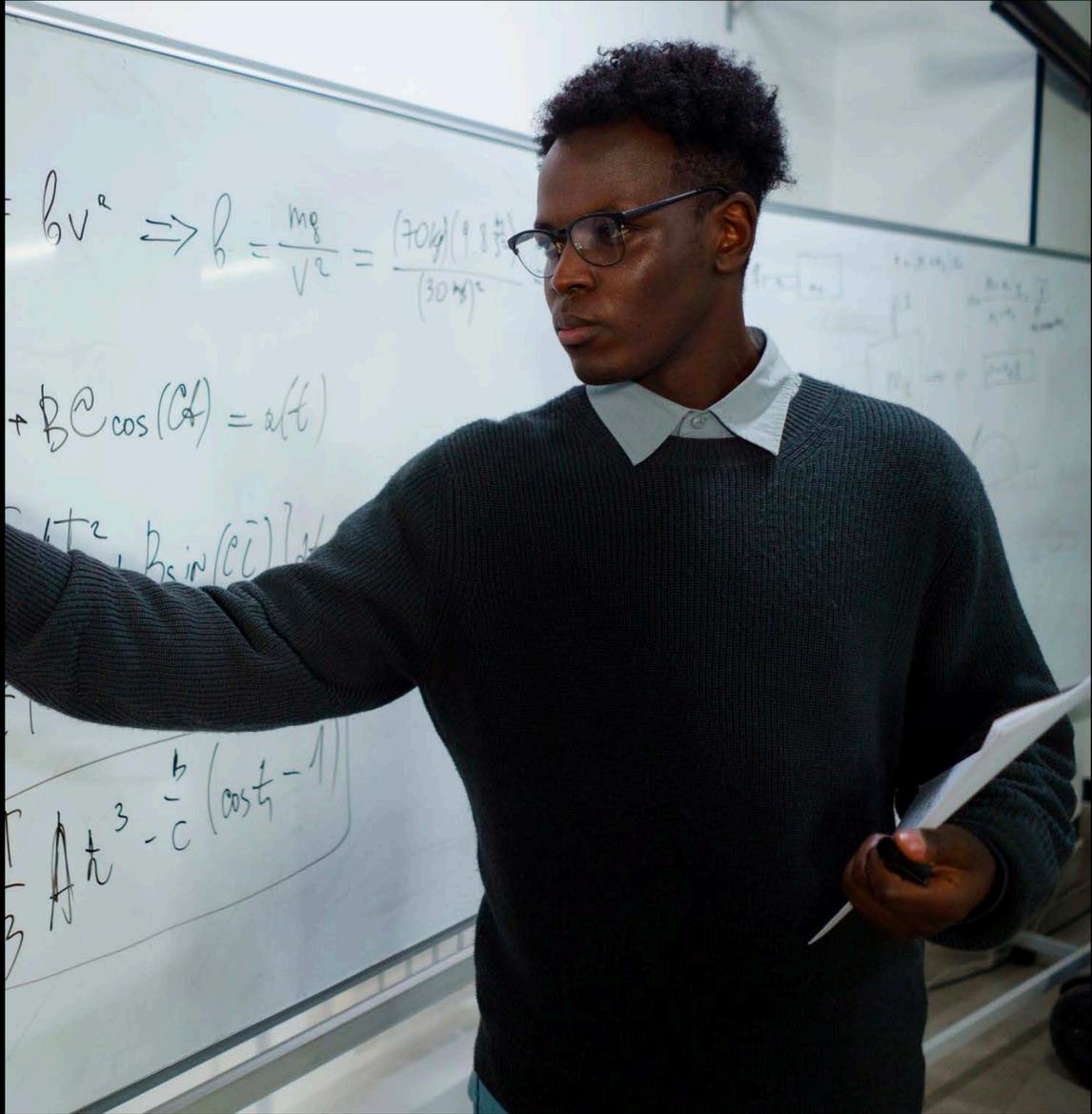
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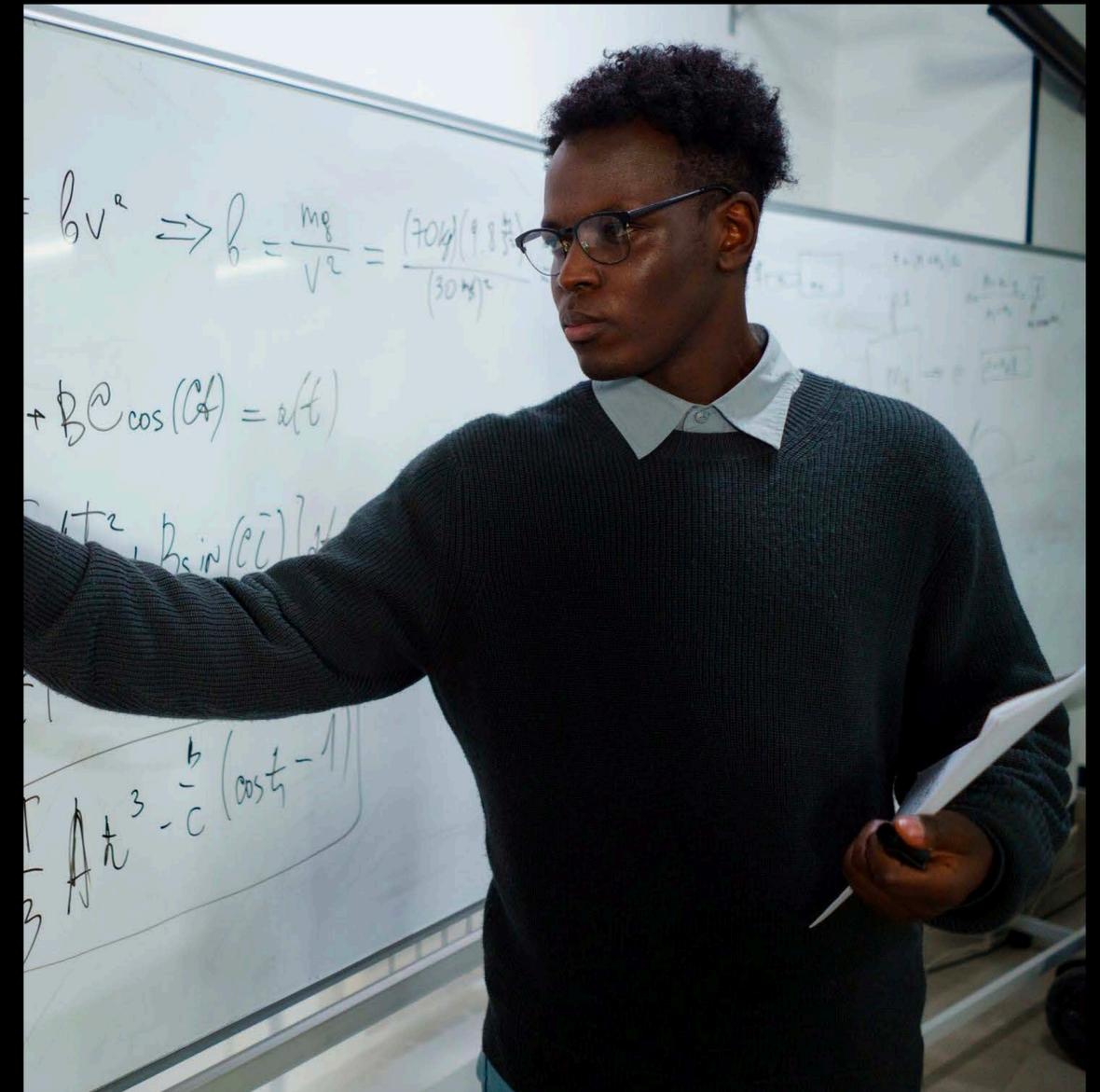


What are the international communication needs of today's scientists?



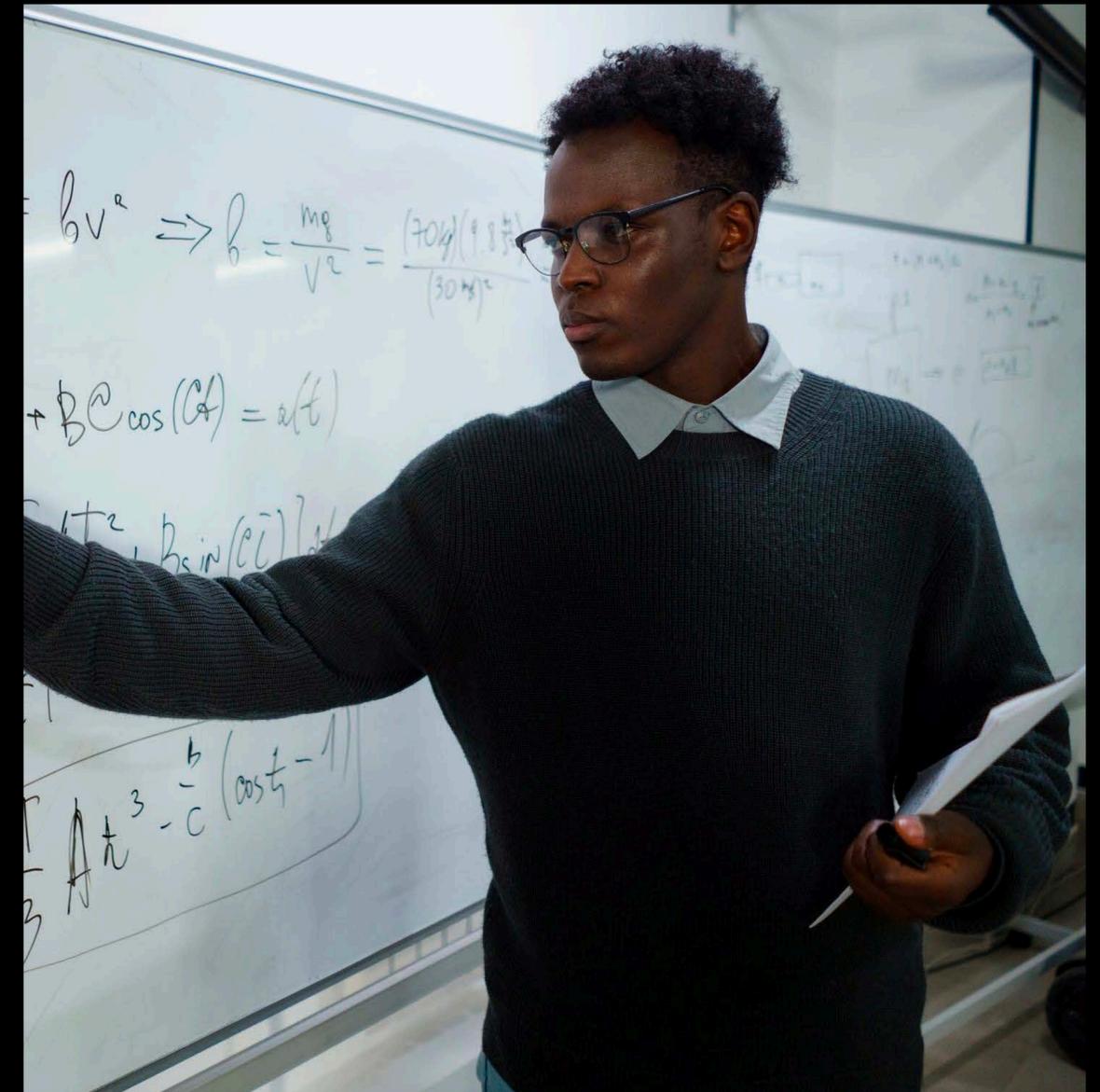
What are the international communication needs of today's scientists?

- Adapting their message to various audiences



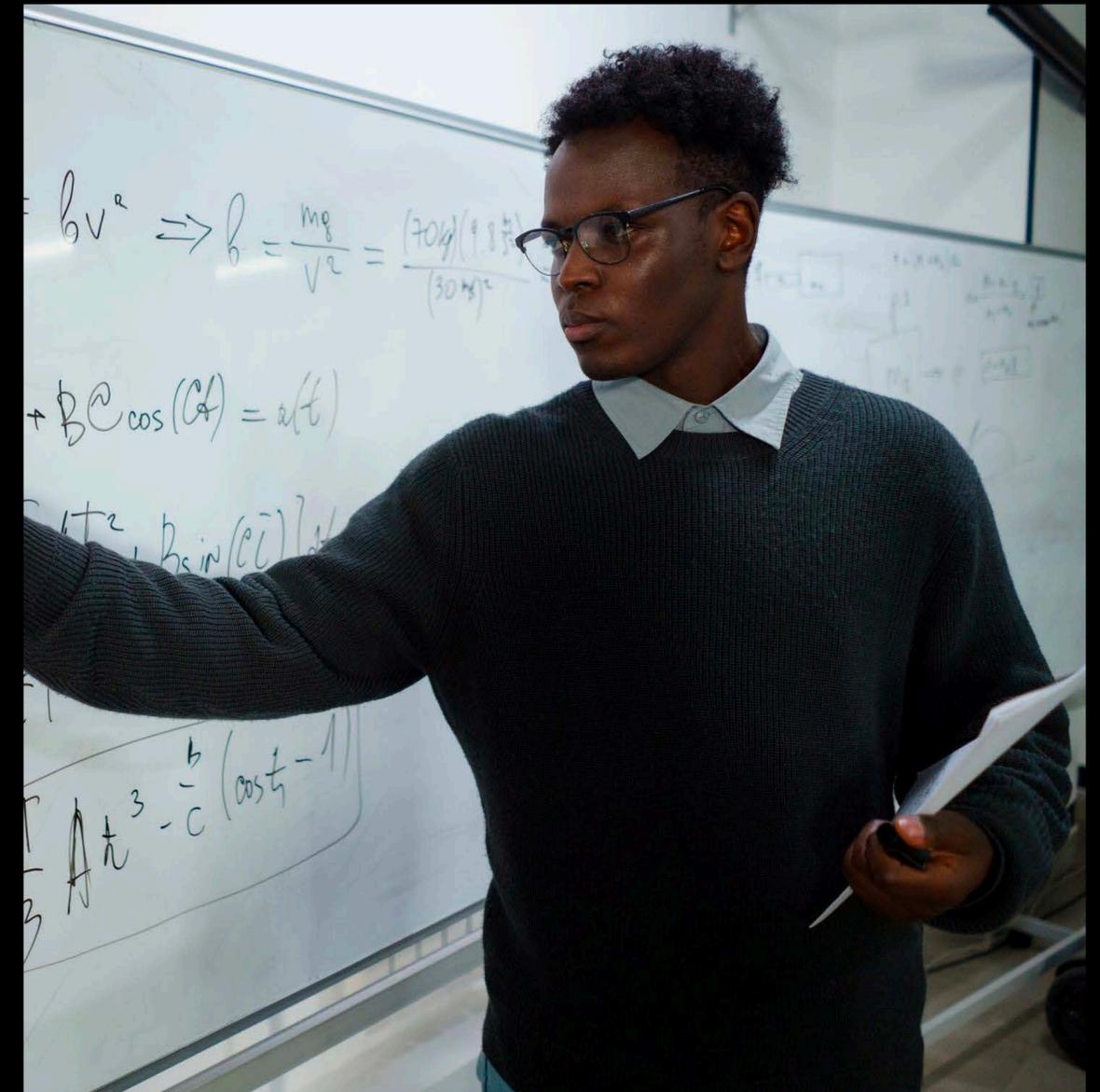
What are the international communication needs of today's scientists?

- Adapting their message to various audiences
- Breaking down complex information



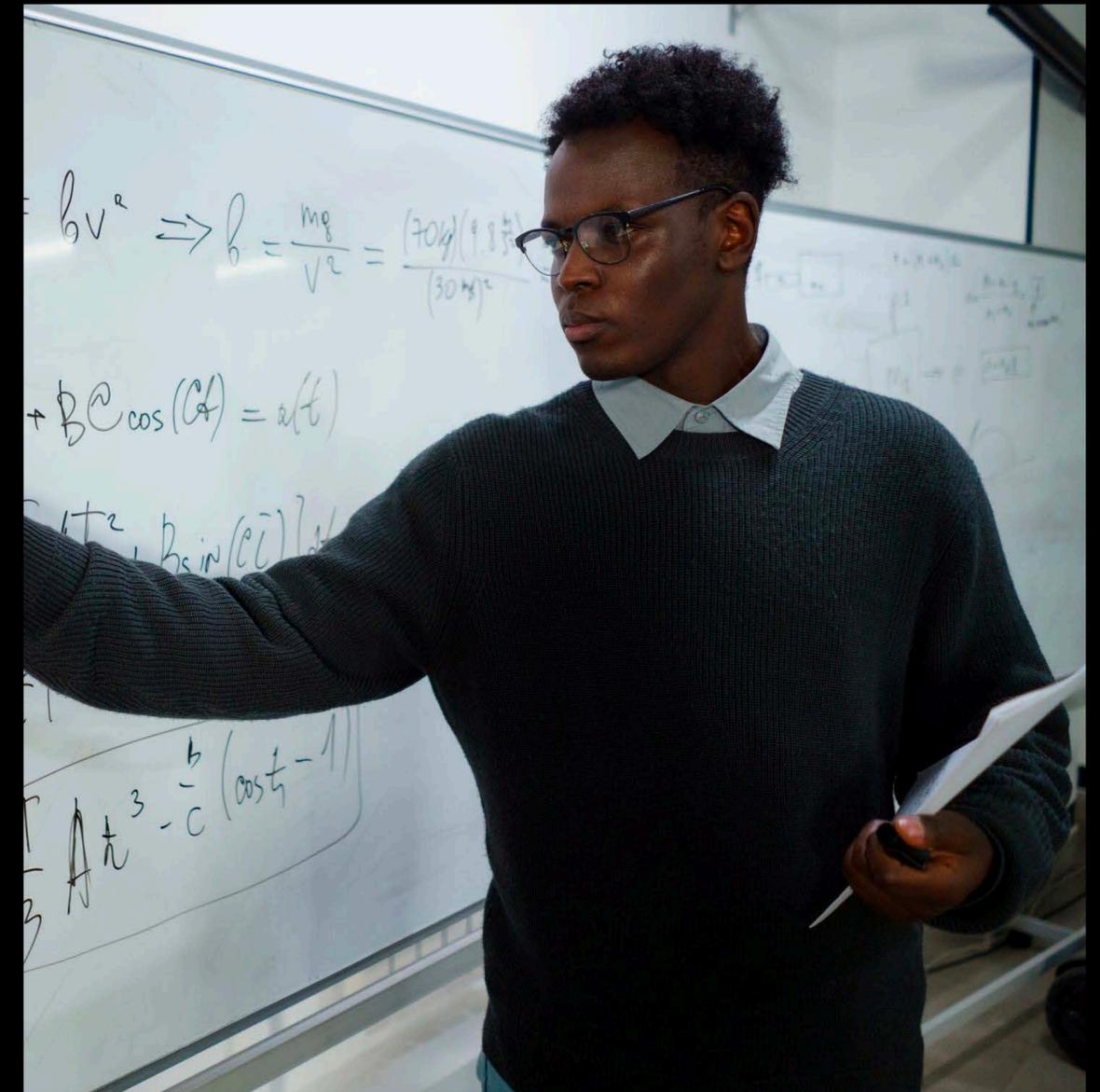
What are the international communication needs of today's scientists?

- Adapting their message to various audiences
- Breaking down complex information
- Overcoming the “Illusion of Transparency”



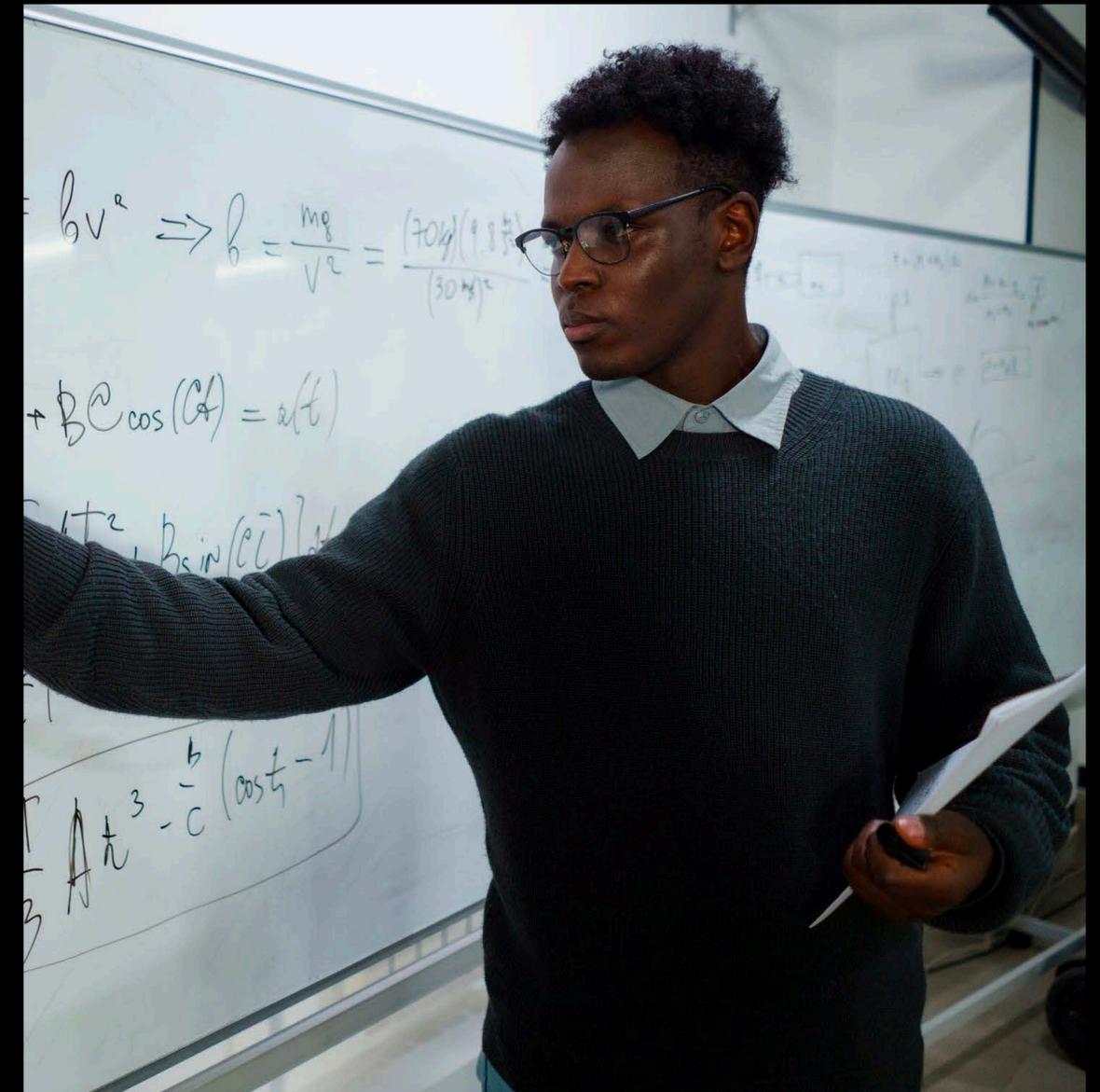
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- Adapting their message to various audiences
- Breaking down complex information
- Overcoming the “Illusion of Transparency”
- Mediating questions



What are the international communication needs of today's scientists?

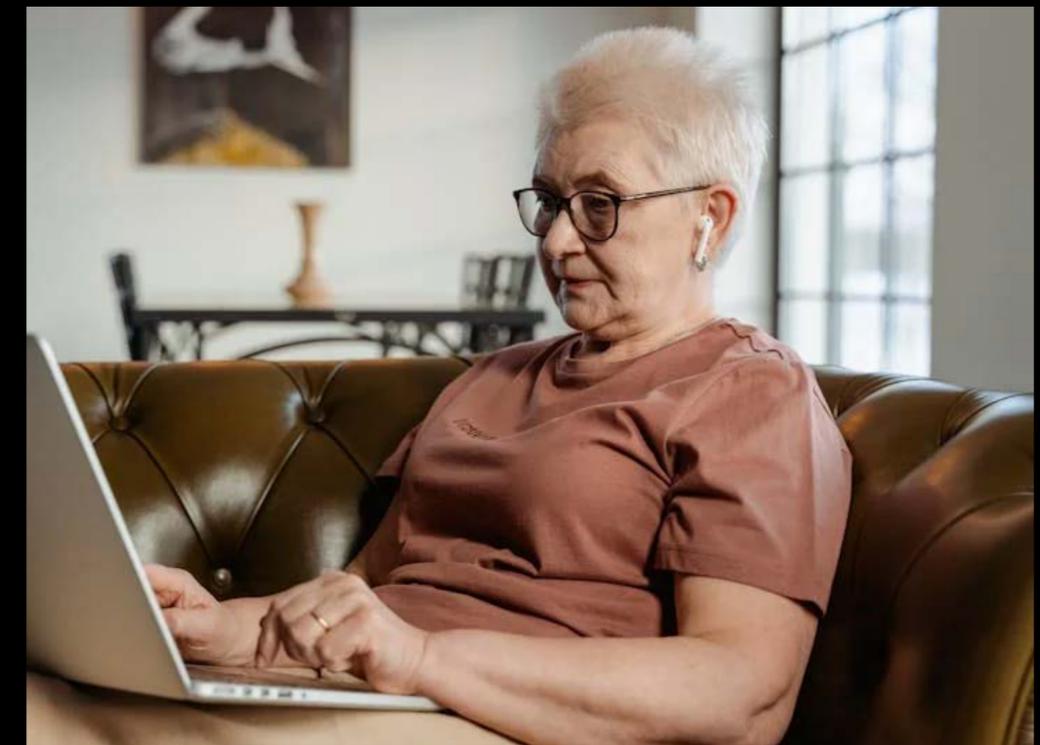
- Adapting their message to various audiences
- Breaking down complex information
- Overcoming the “Illusion of Transparency”
- Mediating questions
- Cross-disciplinary communication



Adapt your message to various audiences



Break down complex information





Communicating with your scientific peers

Communicating with your scientific peers

What

Communicating with your scientific peers

What

Why

Communicating with your scientific peers

What

Why

How



Adapting your message to other audiences
requires breaking down complex
information.



Adapting your message to other audiences
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But how do you do this?



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Why

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What

Why

~~How~~

Many scientists think:

“You’ve got to be kidding me!”



The Illusion of Transparency

Miller, D. T. & McFarland, C. 1987. Pluralistic ignorance: *When similarity is interpreted as dissimilarity*. *Journal of Personality and Social Psychology*, 53(2), 298–305.

Newton, L. 1990. *Overconfidence in the Communication of Intent: Heard and Unheard Melodies*. Unpublished doctoral dissertation. Stanford University.



The illusion of transparency occurs because individuals can't adjust from the 'anchor' of their own phenomenological experience when attempting to understand another's perspective. In other words, because we spend so much time analysing and being acutely aware of our internal states, we find it hard to shift our focus to other people's perspectives.

Gilovich, T., Savitsky, K., & Medvec, V. H. (1998). *The Illusion of Transparency: Biased Assessments of Others' Ability to Read One's Emotional States*. *Journal of Personality and Social Psychology*, 75(2), 332–346.



Do you know anyone like this?



Do you know anyone like this?

Many scientists think:



Do you know anyone like this?

Many scientists think:

“You’ve got to be kidding me!”



Overcome the Illusion of Transparency

Overcome the Illusion of Transparency

Simplify & Specify

Avoid complex sentences; keep it simple; be careful with cultural references; clarify time and date; specify what acronyms and idioms mean.

Overcome the Illusion of Transparency

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Clarify & Confirm	Clarify what you are saying; check that you understand what the other person is saying; ask for clarification whenever necessary.

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Organize & Outline	Ensure a clear structure. Number your main points; in written communication, make use of bullet points, clear headings and subject lines.

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Rephrase & Reframe	Use different words to say the same thing; use synonyms and paraphrase; use metaphors, if necessary, to help the other person understand.

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Explain with examples	Explain what you mean; give reasons and help the other person see why; provide examples to clarify.

Mediating Questions



Question/Challenge	The purpose	Potential challenges	Potential opportunity
<i>Do you mean....? I didn't quite catch...</i>	Checking understanding	Losing face	Ensure understanding for everyone
<i>Can you develop your research on slide 7?</i>	Requesting more detail	Staying on time	Opportunity to collaborate
<i>How reliable are your research methods? In <u>my</u> lab we found...</i>	Highlighting their <i>own</i> research	Maintaining calm and focus on your talk or research	Building confidence and opportunity to collaborate
<i>Have you considered...?</i>	Branching out	Staying on track	Opportunity to collaborate
Courtesy question/surprises	Breaking the ice	Finding the purpose Staying on track	Building confidence

Source: Cagnol, B. & Namur, S. 2022. *Mediating International and Scientific Communication*. IDEAL Programme

Cross-disciplinary communication



Master cross-disciplinary communication



Courtesy of Ludovic and American Hospital of Paris

Master cross-disciplinary communication

- Show appreciation for your team and peers
- Fine-tune public speaking skills



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Master cross-disciplinary communication

- Show appreciation for your team and peers
- Fine-tune public speaking skills
- Lab presentations and VIP visits
- Research & Development teams
- Grant organizations
- Accreditation committees
- Executive committees
- Human resources
- Business angels
- Politicians



Courtesy of Ludovic and American Hospital of Paris

Why we should embark on scientific outreach:

**Frédéric Restagno - Associate CNRS
professor and scientific communication addict**

- We need more science on TV, social media, etc.
 - Share his love of physics with the world
 - It can lead to other opportunities
-
- It takes time. But you have to make the time.



Shameless plug! Our MOOC: *Promote your Scientific Results*

- Module 1: Structure your Ideas
- Module 2: Enhance your Scientific Presentations
- Module 3: Handling Questions and Answers
- Module 4: Networking
- Module 5: Interacting with the Press



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Thank you!

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