

Communicating Science to the Public

Here are a few handy rules for communicating your scientific research to the general public whether you're speaking or writing:

USE LAYMAN'S LANGUAGE

The average person doesn't know what a pluripotent cell is, so instead say "a self-renewing cell that produces almost any type of cell or tissue the body needs."

USE SHORT, CONCISE SENTENCES

This will help your audience better absorb new concepts.

COMMUNICATE THE NEW INFORMATION FIRST

You have a few seconds to capture attention, so don't bury the lead. Communicate your research in this order:

- The new discovery/finding/recommendation
- Why it matters/who it will help
- 3 key points of the supporting data that helped you reach your conclusion

KNOW YOUR AUDIENCE

This will help you determine the best "why it matters" message, which will likely be different for funders, industry, peers and the general public.

This graphic illustrates how communicating with lay audiences is different than communicating with fellow researchers

