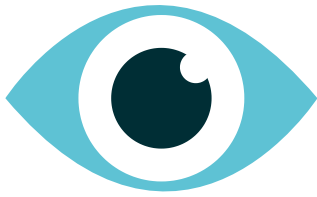




Communicating your research to non-experts



Top tips



Start with a short overview of your research. Why is it exciting? How is it relevant? What made you choose it?

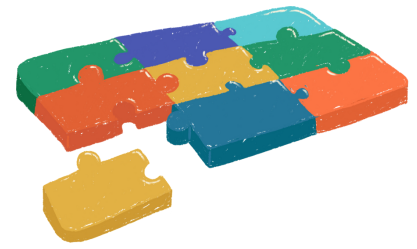


Ask someone who doesn't work in research to read your text and point out any words they don't understand.



Use simple grammatical structures.

Relate concepts to something that is well known. Use metaphors and analogies.



Explain why you are doing your research and the impact it could have in the future but be careful not to misrepresent your ideas or exaggerate.



Make an outline plan of what you want to say.

Consider if you need to use specialist language and how to teach this to your audience.



Show your passion for your research and why it motivates you.



Keep it apolitical and unbiased so you keep your audience engaged.

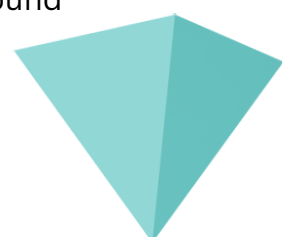


Keep it concise.

Use an "inverted pyramid" to structure your writing. Start with the most important message (the conclusion) and work up to the background information (the introduction).



Ask someone to proof read your writing before you submit.



Sources:

https://www.southampton.ac.uk/englishforengineers/understanding_assessed_tasks/key_skills/communicating_with_a_nonspecialist_audience.page

<https://www.scientifica.uk.com/neurowire/tips-for-communicating-your-scientific-research-to-non-experts>
Accessed 4 February 2024