

Conveying Science through Flash Talks

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Flash talk groups

| 1 – ANNICA WAYMAN | 2 – DJUKE VELDHUIS | 3 – JASON PORTER & JESSICA |
|--------------------------|---------------------------|---------------------------------------|
| Julio Canon | Gabriela[Camacho | Aristoteles Goes-Neto |
| Guarino Colli | Juan Rojas | Jorge Heute-Parez |
| Ana Ruth Castillo | Luis Macea Mercalo | Luis Fernando Salas |
| Cirilo Pablo Lagos | Rodrigo Medeiros | Bram Willems |
| Thiago Parente | Tomas Mamani | |
| Julio Cesar Rivero | | |
| William Alama | | |

Today – Flash talks

Judging criteria

3 Minutes – No PowerPoint – only the props you carry on stage

- **Content:** needs to be factually correct and scientifically sound, but also well-chosen for a lay audience (not too obscure but not patronisingly simplified) and well structured as a “story”.
- **Clarity:** as well as being understood, the subject should be put in context. Is this well-established knowledge, an exciting new piece of research, or a controversial theory?
- **Charisma:** do they make you want to watch and listen to them? Did the time fly by and were you sorry they had to stop?

Flash talks – score sheets

Sample Score Sheet

| | | |
|--------------------------------------|--------------|-------------------|
| Contestant # | Name: | Marks / 5 |
| Subject: | | content |
| Comments: | | clarity |
| | | charisma |
| | | Total / 15 |
| Response to Judges Questions: | | |
| | | |

Plan for today

- **Flash talks – two examples**
- **Communication – in person, on paper, on radio & TV**
 - Top tips for speaking for a public audience
 - Common public speaking pitfalls
 - Speaking to the media
 - Preparing for radio & TV
 - A brief note on dealing with nerves
- **Scientists and social media / blogging –**
“A scientist guide to social media” <http://tinyurl.com/kwgzknr>
- **Flash talk practice in breakout groups**

Flash Talk example 1:



Fame Lab
TALKING SCIENCE
in association with EDF ENERGY

Caroline Shenton-Taylor

Flash Talk example 2:



Top science communication tips

- Know your audience!
- Tell a story
 - Character
 - Suspense
 - Surprise
 - Clear line of action
- Passion
- Use known vocabulary
- Analogies
- PRACTICE & PREPARATION
- Relevance
- Avoid filler phrases
- Frame the big picture
- Scaling
- Think about your voice:
 - Pitch
 - Pace
 - Volume
 - Intonation
 - Emphasis
- Speed bumps & pauses
- Directing your attention
- Posture / eye contact / gestures
- Active voice

Public speaking pitfalls

- Voice too quiet
- Physical 'ticks'
- Verbal 'ticks'
- Eye contact
- Monotone voice
- Waving / reading off notes
- Body posture
- Breathing
- Hands (where are they?!)
- Legs (what are you doing with them?)
- Speaking too fast/slow/mumbling
- Pointless movements
- Passion & purpose
- Someone else's style

Speaking to the media, radio & TV



Dealing with anxiety

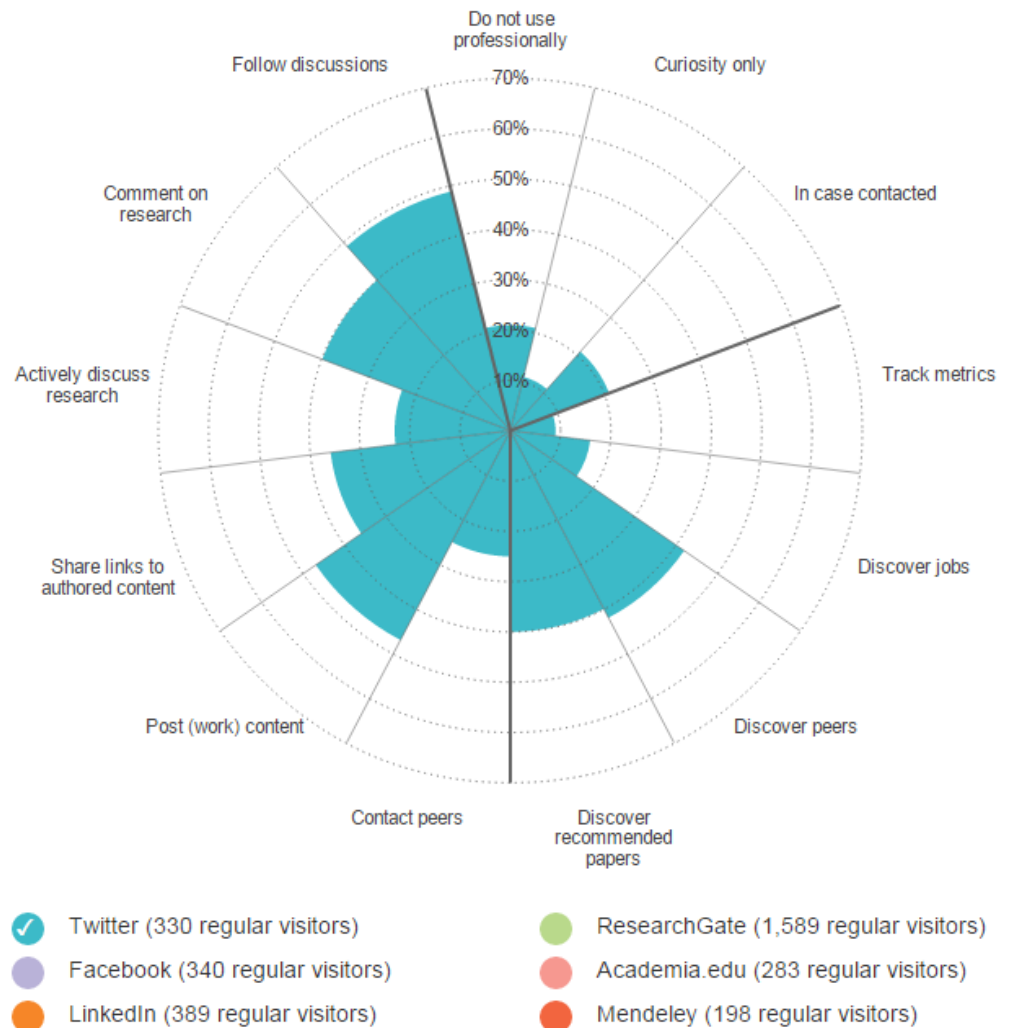
- Understand *why* you are nervous
- Fake confidence
- Think about your posture & time on stage
- Relaxation – spend at least 5 mins before talk just thinking about your breathing; tense & relax muscles; go for a walk
- Visualisation
- Inspiration (revisit emotion)
- Practice, feedback, revision >>> more practice

Social Media for researchers

*“ The analysis reveals that a majority of these star scientists on **Twitter** are dedicated to science communication. Many also have thousands of citations and use the social media tool to keep up with new research and gather rapid critique from peers.*

Interactive: Why scholars use social media

In *Nature*'s survey, a subset of scholars who said they 'regularly visited' social media sites were quizzed in detail about their activities.



Top tips for twitter

- Keep it short.
- Make it easy to read.
- Write as if you are writing a newspaper headline
- Check your tweets before publishing. (Tweets cannot be edited once published)
- Don't just tweet to promote yourself. Tweeting about your own work is great, but constantly overselling yourself will turn people off
- Engage in conversation: Twitter is as much about the conversation you have with others, so don't be afraid to @mention others on relevant topics
- Use hashtags (#) to categorise tweets
- Credit others. If you're retweeting someone, credit them for their work