Technical Communication
Communication Activity 1
Communication

THE ACT OR PROCESS OF USING WORDS, SOUNDS, SIGNS, OR BEHAVIORS TO EXPRESS OR EXCHANGE INFORMATION

Merriam – Webster Dictionary
NUMBER 1 RULE WITH ANY COMMUNICATION: Be Authentic
TECHNICAL COMMUNICATION
Explaining Concepts
Science communication

scientists

the public

Source: www.americanscientist.org
Be Concise
Be Clear
Be Engaging
Task 1: Identify the science relevant to decision making

START WITH THE TAKE HOME MESSAGE

WHAT IS YOUR RESEARCH ABOUT? WHY SHOULD THEY CARE?
Keep It Focused
Task 2: Determine what people know

DON’T ASSUME THEY HAVE BACKGROUND SCIENTIFIC KNOWLEDGE

ENGAGE THEM IN CONVERSATION, RECOGNIZE AND AVOID JARGON
Most people do not listen with the intent to understand; they listen with the intent to reply.

- Stephen R. Covey
  Author, The 7 Habits of Highly Effective People
Communication
Activity 2
Task 3: Fill them in on the gaps/the details

UNPACK THE SCIENCE

EXPLAIN THE SCIENCE
FILTER OUT UNNECESSARY DETAILS
Keep It Focused
If you don’t know what it is, there is no way you can explain it to others.

- Prof. Kristin Sainani, Stanford University

*Writing for the Lay Public: Engaging and Educating the General Population*
“...Here we leverage the wide usage of smartphones with built-in accelerometry to measure physical activity at the global scale. We study a dataset consisting of 68 million days of physical activity for 717,527 people, giving us a window into activity in 111 countries across the globe. We find inequality in how activity is distributed within countries and that this inequality is a better predictor of obesity prevalence in the population than average activity volume.”
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Simplified Summary
Researchers used data from smartphones to look at the walking habits of 717,527 people from 111 countries. Countries with the widest gaps between the most active and least active people also had the highest obesity rates. Surprisingly, this “activity inequality” was a stronger predictor of obesity than the total amount of activity.

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Task 4: Evaluate Adequacy of Communication

MAKE THEM CONNECT WITH THE INFORMATION

TELL A STORY
REPEAT INFORMATION FOR EMPHASIS
Be Concise
Be Clear
Be Engaging
is a magic number!
WHAT DO ENGINEERS DO?
Finish with the curiosity statement.

Engineers help (WHO) to (WHAT) so they can (BENEFIT)

- Tim David

Author, Magic Words: The Science and Secrets Behind Seven Words That Motivate, Engage, and Influence
Knowledge

Experience

Credit: Hugh MacLeod, Cartoonist
REFERENCES

