



CICASP Seminar in Science Communication: Summary & Outline

Wednesday 30th May, 2018

Summary: CICASP Seminar #78

Science Communication Speed Dating

When describing concepts, methods and results, it is essential to adapt your speech according to the knowledge of the listener: your target audience.

In an interactive activity, the participants examined three short videos explaining the concept of a *black hole*, each designed for different target audiences. In pairs, the participants discussed how much pre-existing knowledge was needed in each video, what technical words could cause confusion, and what was the target audience. In sequence, each pair picked a random scientific concept, and discussed the best strategies to explain the concept to two target audiences: fellow scientists and children below 10 years old. Prof. Andrew MacIntosh led this seminar, and gave tips on how to best explain scientific concepts, and what to best avoid.

Wednesday 6th June, 2018

Outline: CICASP Seminar #79

Science Communication Speed Dating Part II

The second workshop of this block will be in a 'science communication speed dating' format, where the participants will move between stations and have 2 minutes to describe their concept to a partner. The partner is meant to represent the respective target audience. The partner's role is to listen, and to make notes about how well they think the scientist is explaining their concept. After 2 minutes, the scientist will move to the next station and start again.

At the end of the activity, all students will vote for who they thought gave the best version of their concept to each of the target audiences.

Reminder: Preparation Required

Prepare a 2-minute explanation about a scientific concept picked in the previous workshop:

- Keep in mind the target audience designated for you
- Think of how much knowledge they have when you choose words
- You can bring notes to help you

If you missed the previous class but would like to participate in this activity, contact <rafaela.takeshita.3n@kyoto-u.ac.jp>