ESCI 457 Lecture 2

Audience

Who is your audience?

How do you connect with them?

What are you trying to convey (intention/take-away)?

And Why?

US adult poll in 2013: 70% of Americans cannot name a living scientist (5% named Albert Einstein)
Of 5000 elementary school students, 26 drew females. None weren’t white. (Wade 1983)

Credit for these slides:
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Linda Welzenbach, Laura Carter, Laurence Yeung
Connect with audience and build mutual respect

4 ASPECTS TO CONSIDER:

Relevance—Making it personal through Mission and Framing
  What is important to you? What is important to your audience? How do the two overlap to make a difference in life?

Find common ground—Analogies/Metaphors or Narratives?
  What analogies have you heard for geologic processes? Constructing communication in familiar formats.

Concise!—Make your point ASAP- you have 30 seconds to engage
  What do you read of even scientific papers? Abstract and conclusions!

Plain language—Lose the jargon
  Try using other words for geologic processes like: metamorphism

Find or create examples for each for your own science:

Relevance
  Come up with a mission for your own research
  Create an introductory statement that levels the playing field to put your communication in the appropriate frame.
  What “method” of communication would you use?

Common ground
  Do the note-card experiment with friends!
  Write a metaphor or analogy for your research

Concise:
  Find a video or article title that is short and to the point (check out: Climate debate by John Oliver, or any Bill Nye video, or the #1 and #2 most watched “Earth Science” videos on YouTube, or the Syracuse Lava Project)

Plain language
  Try translating your research into ‘plain text’ so that anyone could understand it
Who are the trusted sources for these audiences?

**Children (<18 years)**
- Privileged/underprivileged
- Urban/rural
- Native/immigrant/religious culture
- Social media influencer/consumer

**Middle-age adults (40 – 65)**
- Active/inactive in community
- Wealthy/non-wealthy
- Well/poorly traveled
- Parent/non-parent

**Young adults (18 – 25)**
- Privileged/underprivileged
- Students/non-students
- Voting/non-voting

**Retirees (>65)**
- Active/inactive in community
- Voting/non-voting
- Wealthy/non-wealthy
- Grandparent/non-grandparent

**Young professionals (25 – 40)**
- Voting/non-voting
- Salaried/hourly/contract worker
- Student/non-student
- Parent/non-parent

**Politicians**
**School board/PTA members**
**Religious leaders**
**Business leaders**
**Celebrities**
Connecting with your audience: ***PRACTICE*** Example

Identify:
1. goals,
2. resources,
3. message,
4. audience,
5. how/where,
6. evaluate/adjust,
7. Diversify

Practice: Beth Bartel, UNAVCO’s Case study
1. needed ranchers to get permission to keep seismic stations for US Array on their land

***What would you do for numbers 2-7 in this case?***

Here’s what UNAVCO did:
1. needed ranchers to get permission to keep seismic stations for US Array on their land.
2. Money-saving is purpose so simple (hand-outs, not a video)
3. It benefits both of us to keep station where it is (how research helps them; water resources)
4. Ranchers (non-internet, newspapers/brochures, lay-terms)
5. Locally, on their own land (personalized to their station)
6. Approved for another year, will do again in 1 year.
7. Example: throw fundraiser dinner for donors instead
***PRACTICE: How would you communicate it?***

Goal:
- Limiting climate change
- Preventing/preparing for flooding
- Earthquake preparedness
- Water conservation
- Keeping air and water clean
- Preservation of National Parks
- Preventing coastal erosion
- Reducing size of oceanic dead zones

Communicated to a:
- Young professional (25 – 40)
  - Non-voting
  - Hourly worker
  - Parent
  - Immigrant
- Religious leader (40-65)
  - Middle-age adult
  - Active in community
  - Rural
  - Does not use social media