

Communicating Your Research to the Public



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Agenda

Welcome

Why communicate with the public

Know Your Audience

Messaging

Find Your Story

Use of Imagery

Additional Keys to Success

Questions

Type your questions into the chat window during the presentation. They will be collected and answered at the end of the presentation.



Why communicate with the public?

“Clear, thoughtful communications around research findings have the potential to increase the perceived value of research among the public and build trust between researchers and society.”

— The Health Foundation



Know Your Audience

- With whom will you communicate?
- Clearly define your audience
- Frame big ideas in ways that are most relevant to the audience
- Other considerations

Comprehension & Content

Nature and aims of
research clearly outlined

Avoid scientific jargon
Explain terminology

Messaging

What is significant about
this research?

Follow a logical sequence
Three-Point Structure

Engagement & Communication

Does what you have to say make the audience want to know more?

Were you careful not to trivialize or generalize the research?

Messaging

Show enthusiasm for your research

Be Concise

Be Concise



Example:

"It is important to realize that due to the highly ruminant nature of giraffes there exists an opportunity for deleterious or unpredicted results. Some results may include: a) generation of unreasonable and/or potentially unviable offspring, b) depletion of the natural environment of foliage, and c) desecration/obliteration of migrational pathways."

(49 WORDS)

**Provided By: Kelly Stout, Ph.D., *Special Research Initiatives,*
*Georgia State University***

Be Concise



Example (Improved):

“Highly ruminant giraffes may produce harmful or unexpected results, such as generation of unreasonable or otherwise unviable offspring, depletion of foliage, and desecration or obliteration of migrational pathways.” **(28 WORDS)**

**Provided By: Kelly Stout, Ph.D., *Special Research Initiatives,
Georgia State University***

Be Concise



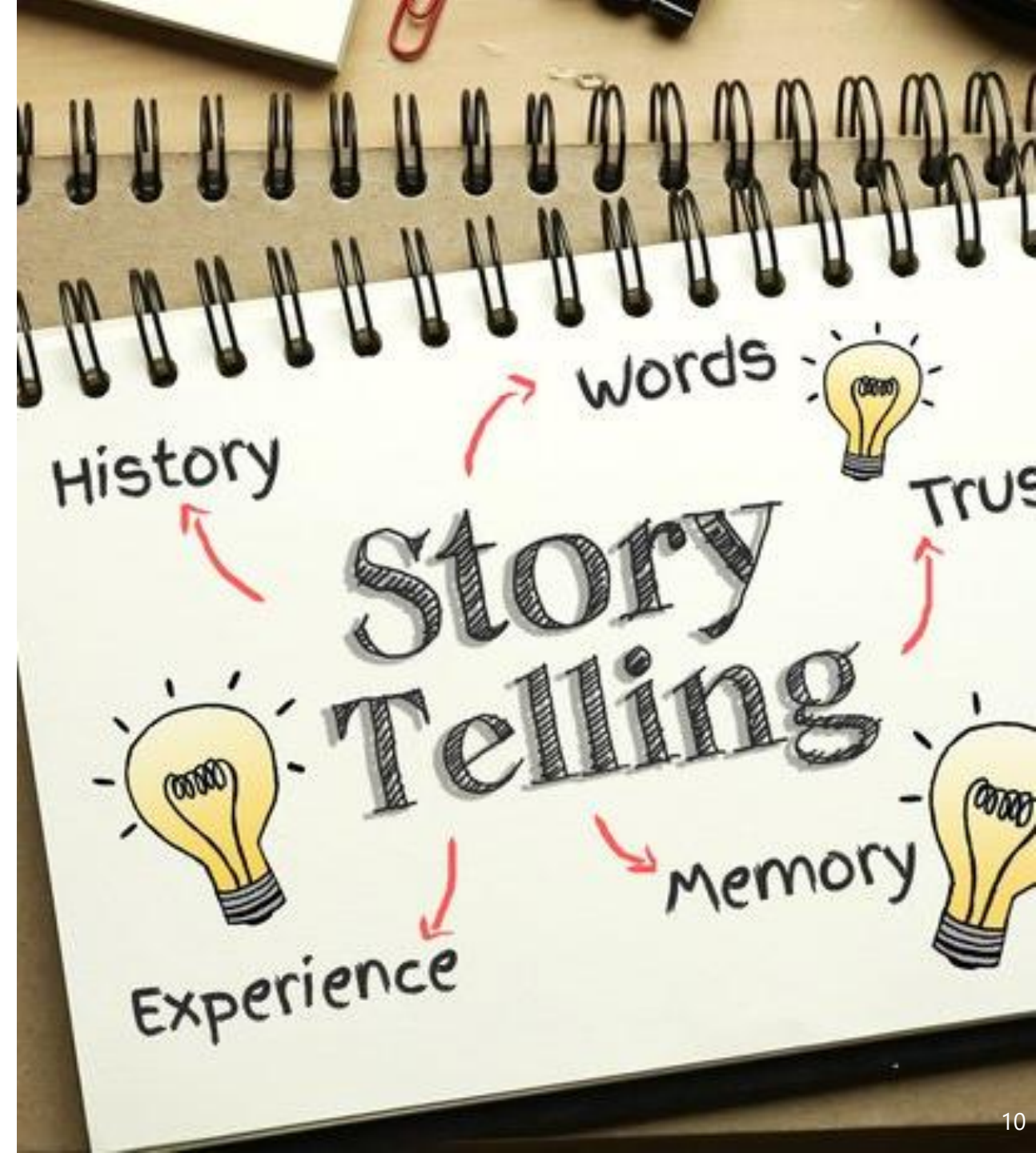
Example (More Improved):

"Ruminant giraffes may generate unreasonable or otherwise unviable offspring, deplete foliage, and desecrate or obliterate migrational pathways."
(17 WORDS)

**Provided By: Kelly Stout, Ph.D., *Special Research Initiatives,*
*Georgia State University***

Find Your Story

- Powerful tools for persuasion
- Pique Interest
- Stories can teach
- Create lasting pictures
- Has structure





Use of Imagery

Illustrations
Images
Infographics
Photography

Illustrating data
Simplifying complex information
Comparisons
Impact



Additional keys to success

- Preparation is key, even for the elevator pitch
- Practice, ideally with an audience that will ask questions and give you constructive feedback
- Manage emotions
- Use the experience to guide future efforts



Questions

Communicating Your Research to the Public

THANK YOU

We Value Your Feedback | [click to take survey](#)



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