

Barriers to Scientific Communication

- General lack of teaching or communication **training**.
- Inappropriate attitude and rewards for public communication.
- Misread the audience-inappropriate message
- **Complicated presentations** with crowded slides-message overload.
- Overuse of scientific jargon.

- **Over-promised outcomes**-hype vs reality.
- Meeting skills often need improvement.
- **Industrial secrecy** driven by competition and patent positioning.
- Lack of **public understanding of science**.
- **Negative** political and religious scientific **messaging**.

Communications Lessoned Learned

- Understand your audience.
- Keep the message **simple**. Simplify complex issues.
- Clearly establish the talk framework. What is important?
- Utilize concise easily **readable slides**. Less is more.
- Make it interesting! Speak to the audience. Tell stories.

- Eliminate jargon
- **Data speaks.** Teach how to analyze scientific data.
- Be sure the message is correct and understandable.
- **Don't over promise** or over interpret (hype vs reality).
- Dealing with controversy requires unbiased analysis.