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.