Selling the Science
Cedric Tan
The Science
The Science
The Outreach

Smell-mediated response to relatedness

Sperm competition between related males

Socializing with less attractive friends
& now...

WILDCRU
Wildlife Conservation Research Unit

To achieve practical solutions to conservation problems through original scientific research.
Education

Run Panther Run!

Cash, commons and conservation

Hit me with your best shot
Outreach

- Musical, song, drama, film
- Science and awareness
- Exponential increased in publication
- Increasing specialisation
- More multidisciplinary
Elements of Science Communication
Elements of Science Communication

Sell
Engage
Expand
Selling the appeal

- A focus
- Originality
- More visuals

Bad Powerpoint:

- First of all, I believe in Powerpoint. I think it’s a great tool for focusing your audience’s attention on a particular point. However, Powerpoint has now been used and abused by speakers for years. Far too many presenters rely on it as a crutch, cramming their slides full of text and then reading from them.
- My friend Guy Kawasaki has a 10/20/30 rule about Powerpoint slides. It states that a Powerpoint presentation should have no more than 10 slides, last no longer than 20 minutes, and have no text in less than a 30 point font. I think Guy’s rule as written is a little extreme, but he has the right idea. In general, if your slides can stand alone, meaning someone could just read them instead of attending your presentation, then you have too much information on them.
- If I’m giving an hour long talk, I generally have about 15 slides, and they are highly visual with unique rather than stock images. If you must use bullets, please put dark text on a light background so that they are as easy as possible to read.
Engage & reinforce

- Humour
- Repetition
- Appeal to the different senses
The games we play

Attractive visuals: 4
Learn through tactile means: 5
Humor: 5
The games we play

- Stimulates interest
- Retains attention
- Increases memory of content
Expanding beyond

- Broader implications
- Relating it on a personal level
Dance your PhD

https://www.youtube.com/watch?v=kqRR9n1SIXI
Thank you!

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Science Communication

Author

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Reader