

LHC ~~Soft~~ *Essential* skills workshop

Science Communication...but how?

First, a story

My friend Mio

- Stanford University
- Medical Doctor
- Fluent in 4 languages
- Ballerina



I mention antimatter...

***“THAT’S
REALLY
HARD.”***



Huh?

What is success?

- People understand the ideas you are trying to convey
- People do something with that information
 - Remember
 - Share
 - Discuss
 - Apply





Part I: Where do I start?



THE
LORD OF THE RINGS
THE MOTION PICTURE TRILOGY

Presented to you by
One Ring

TM

Audience: Where do I start?

So Faramir, what would you like to see happen in Middle Earth over the next few years?



Audience: Where do I start?

“For myself, I would see the White Tree in flower again in the courts of the kings, and the Silver Crown return, and Minas Tirith in peace: Minas Anor again as of old, full of light, high and fair, beautiful as a queen among other queens.”



Audience: Where do I start?

UMMM, YES I HAVE A QUESTION...

WTF?

quickmeme.com

Audience: Where do I start?

What should
Faramir have
done instead?



Audience: Where do I start?

Where do I start?



My universe



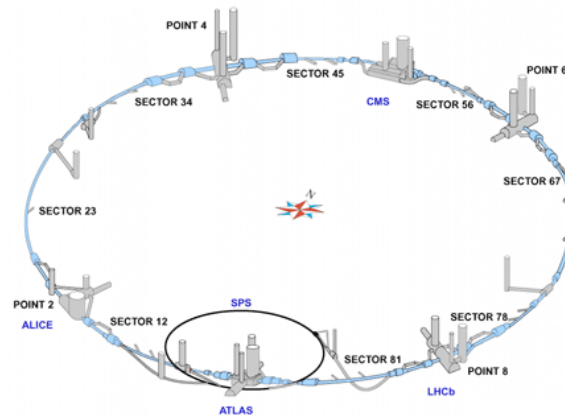
Their universe

Audience: Where do I start?

The Lord of the Rings is a metaphor...



...For High Energy Physics research



Behold! The great pyramid of audiences!

Your analysis

Your experiment

The LHC community

The HEP community

The physics community

“I majored in physics” general public

Science journalists; professional staffers

Reporters, politicians, congress persons, ambassadors

“Cats are funny and Taylor Swift is my hero” general public

It's about THEM

Who is your audience?

+

What do they want to know?

+

Why do they want to know?

=

How you explain it.





*“Antimatter?
What’s that?”*

*How much does
Mio need to know
about CP
Violation?*



Mio who knows
nothing about
antimatter

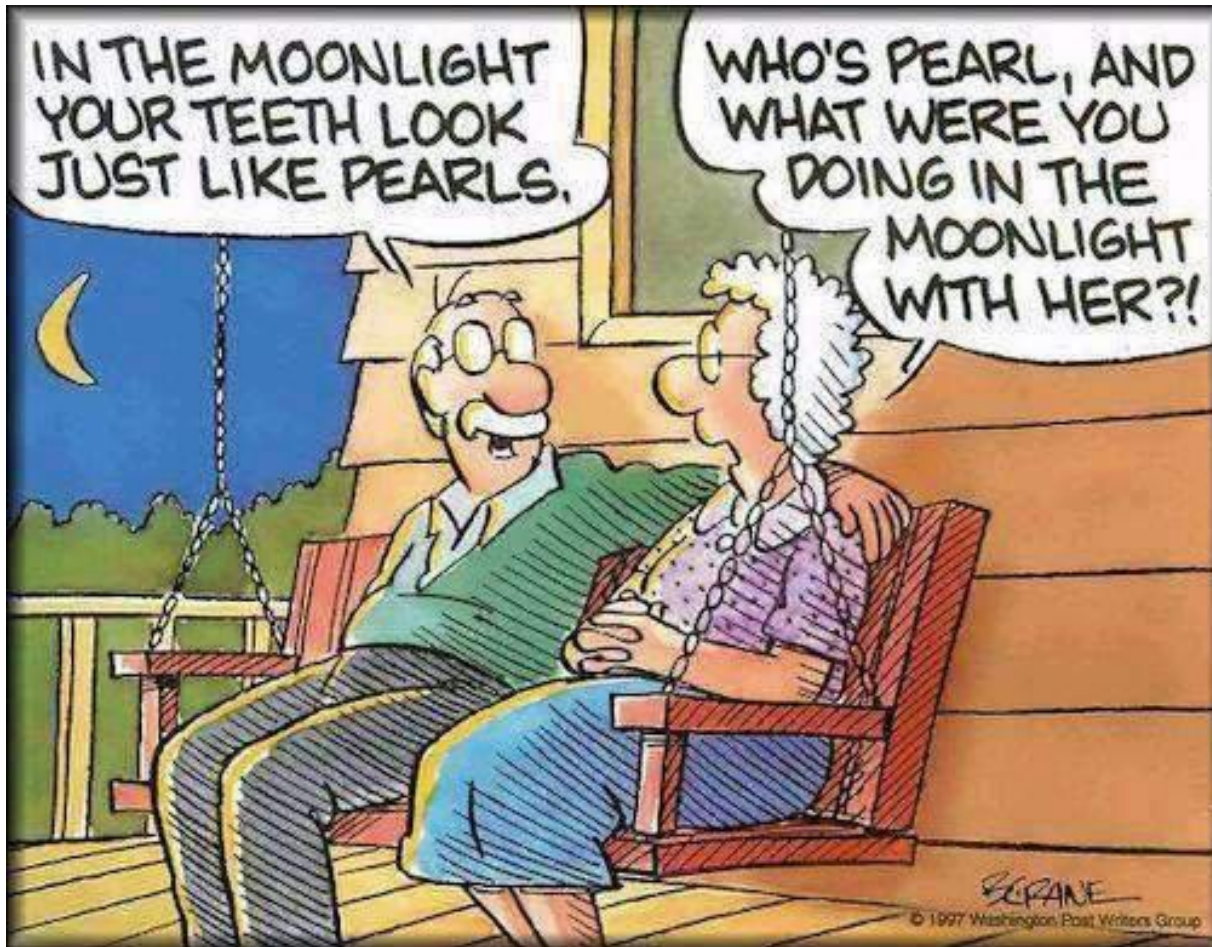


Mio after learning
something about
antimatter



Listening...or understanding?

What you say...is not always what someone hears.



They don't get it... *Whyyyyyy?*



Is there an underlying misconception that is confusing them?



Am I using words they don't understand?



Did I not provide enough background information?



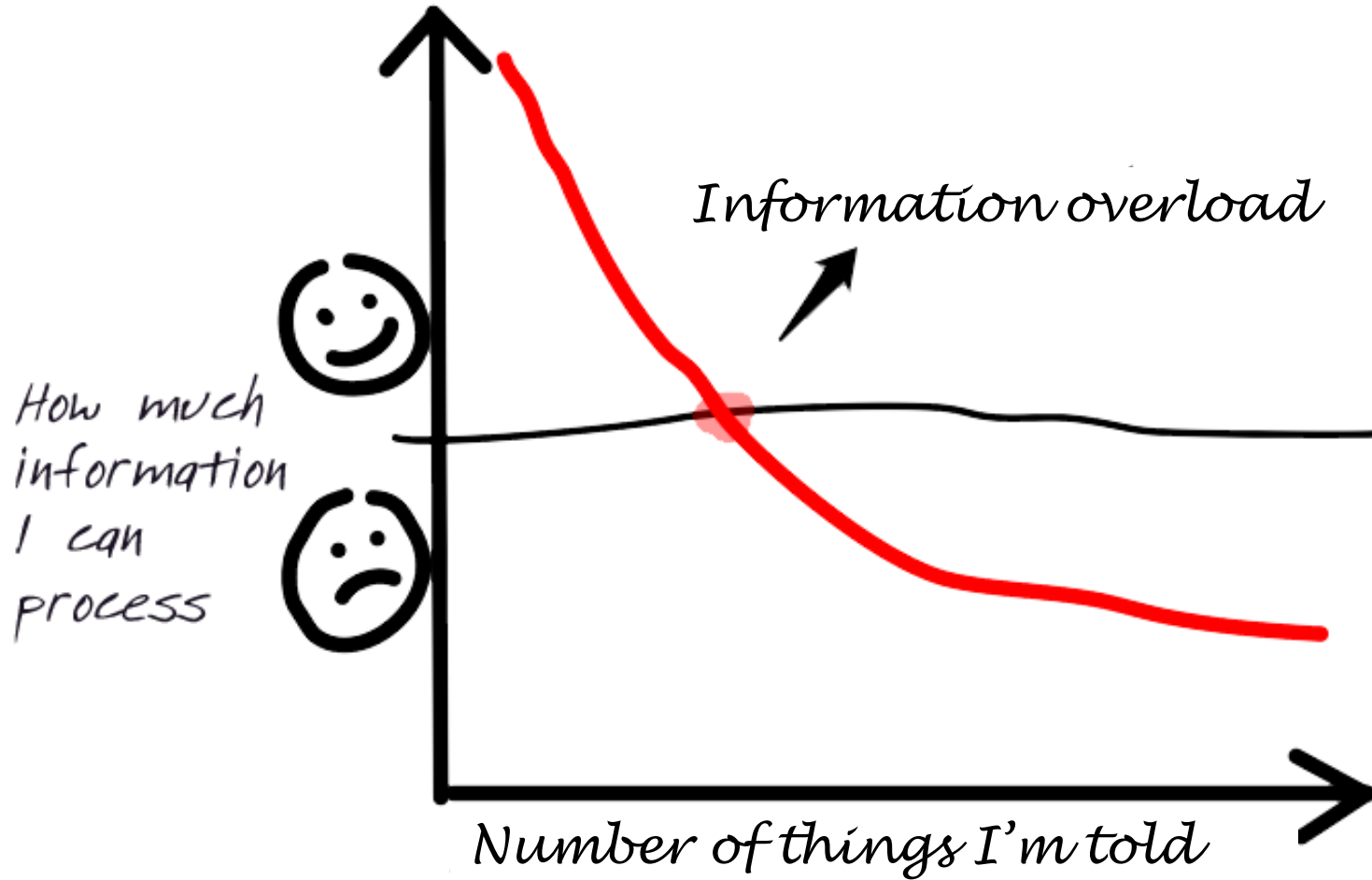
Am I moving too quickly?



Am I assuming they know something which they don't?



Do they have pre-existing beliefs which are coloring how they interpret what I'm saying?



Signals to look for...

