

# HOW TO COMMUNICATE SCIENCE IN A WORLD OF MISINFORMATION

## 7 STEPS TO MAKE IT



### 1) GET TO THE POINT

Science communicators often lose their audience by overexplaining, but the key is to present the problem, offer the solution, and spark curiosity for further questions

### 2) GIVE EXAMPLES

Examples make complex concepts relatable and understandable, like measuring pulse rate to explain blood pressure

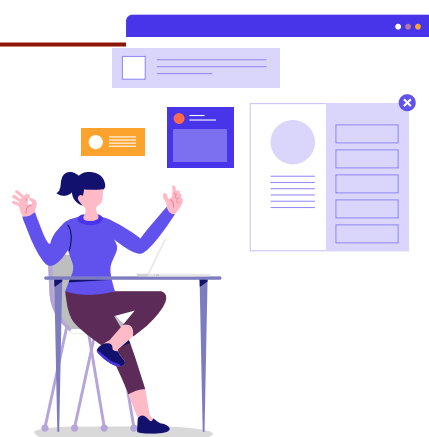


### 3) AVOID USING JARGONS

Avoiding jargon in discussions keeps the audience focused and prevents confusion or frustration

### 4) EXPLAIN THROUGH ANALOGIES

Using analogies is another fascinating approach to help the audience connect with and retain complex concepts



### 5) USE POPULAR KEYWORDS

Helps the audience instantly relate to and understand the subject matter, as demonstrated in explaining environmental issues and sustainability

### 6) MAKE THE AUDIENCE VISUALIZE THE CONCEPTS

Engaging audiences through visualizing scientific concepts helps in better understanding and message retention



### 7) USE DIAGRAMS AND PICTURES

Diagrams and pictures are always better than reading sentences after sentences

