

Science Communication



Inspiring Example (one of the videos)

[How to Scale Thermal Desalination - Aida Rafat](#)

[Things you don't know about water - Tzvetan Simeonov -](#)

[FameLab Germany final 2016](#)

Techniques for Simplifying Scientific language

- Using alternatives to technical terms
- Using analogies to simplify difficult concepts

Using alternatives to technical terms

Tip: Identify the technical words in your work and find alternatives for them

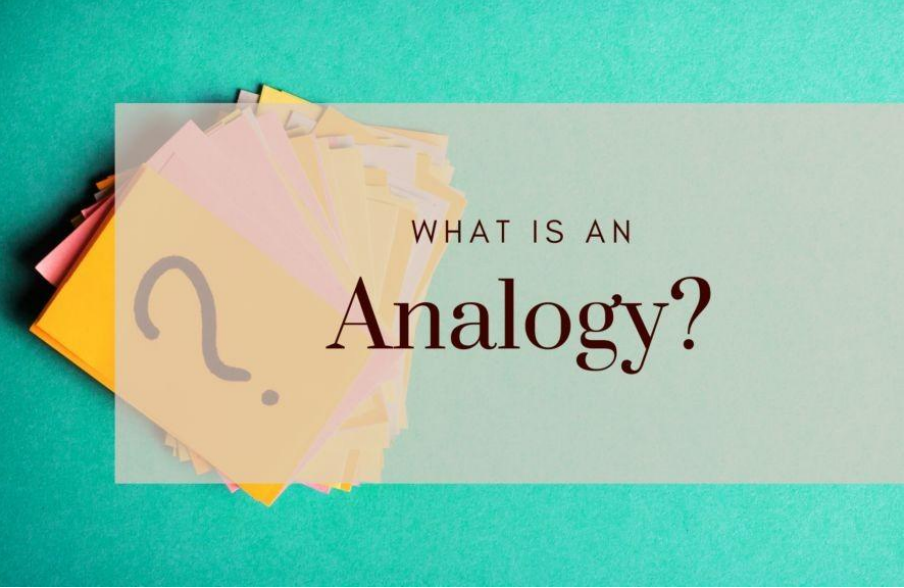
Activity: Suggest alternative words for the following words:

- Precipitation
- Viscosity index
- Hydrocarbon reservoirs
- Extreme discharges
- Climate-smart

Using alternatives to technical terms

Technical word	Alternative
Precipitation	Rainfall
Viscosity index	Fluid thickness
Hydrocarbon reservoirs	Oil and gas
Extreme discharges	Flooding
Climate-smart	Drought-resistant

Using Analogies



WHAT IS AN
Analogy?

- Erosion through abrasion
-Wearing down a rock, a bit like using sandpaper on it...
- 3,287,590 km²-The size of India
- Freshwater-Water with no salt in it

Designing your research/science communication strategy

What does a good research/science strategy contain?

- Objectives- Why are you communicating? What do you want to achieve?
- Audience- Who do you want to reach?
- Messages- What do you want to tell them?
- Channels- What is the best way to reach them
- Resources
- Timescales
- Evaluation and amendment

Examples of good communication:

[How to Scale Thermal Desalination - Aida Rafat](#)

[Things you don't know about water - Tzvetan Simeonov - FameLab Germany final 2016](#)

[The Flipflop Dhow: Returning Home](#)

Dataviz on various scientific studies about plastic waste in Lake Victoria in InfoNile [Flipflop article](#)

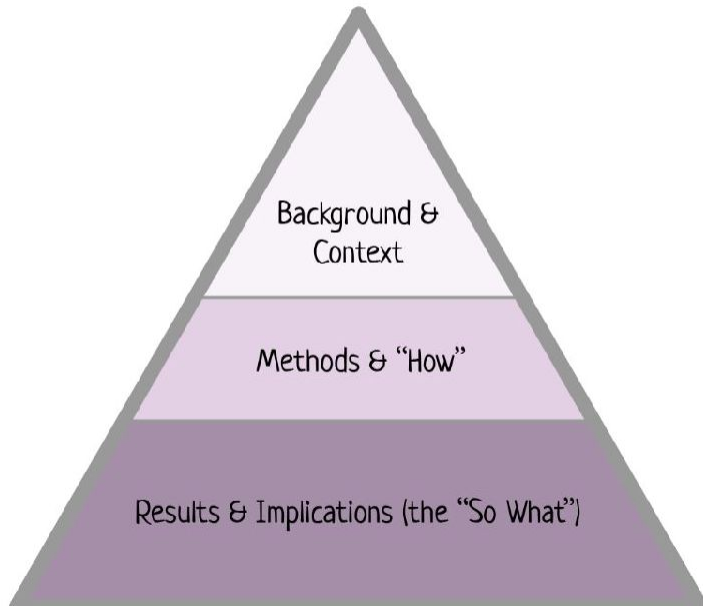
[New app to help Kenyan youth collect and recycle plastic waste](#) (includes dataviz on waste management status in Kenya)

Radio story on plastic pollution of Lake Victoria:

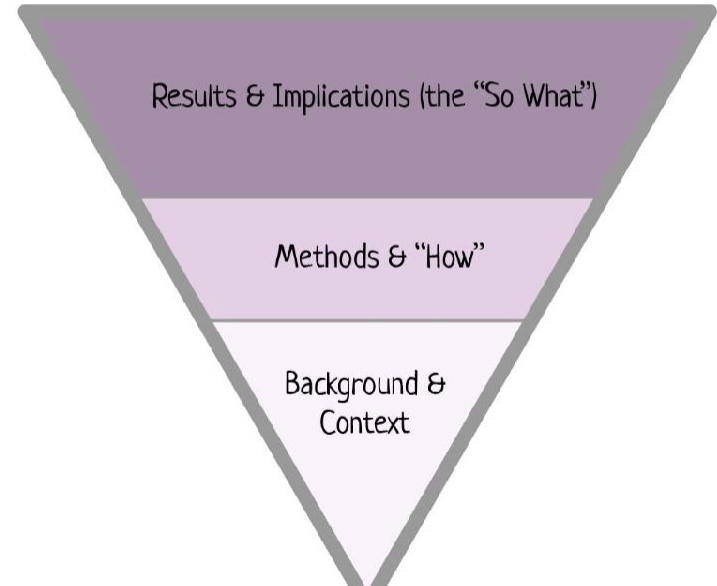
<https://soundcloud.com/user-963336216/plastic-pollution-of-lake-victoria-in-uganda-by-jenipher-asiimwe-feature-original>

How to read a scientific research report and extract key info to communicate

Scientific Article



Journalism & Communications



Thank you for your attention!
