

SOMETHING IS

**PROVEN
WRONG**

**in scientific
communication**

– so let's fix it!









Communication – some pet ideas

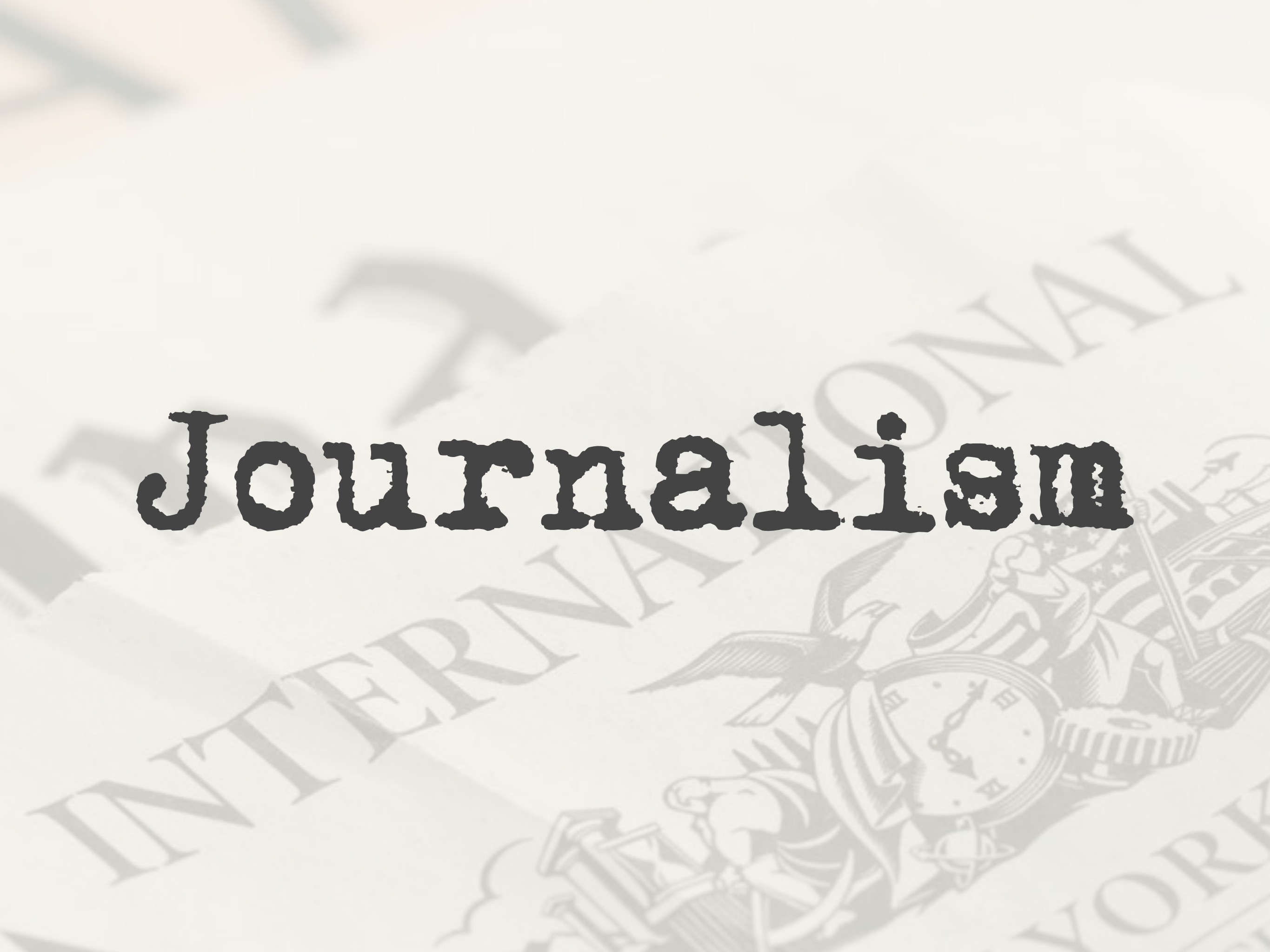
**Plan and act
according to the
limitations.**



**Learn from
in all types of
communication.**



Journalism



The inverted pyramid



Really interesting stuff

Not so
interesting
stuff

**Learn your stuff &
set the format
– then play it by ear.**

**“Only he who is
well prepared
has any opportunity
to improvise.”**

INGMAR BERGMAN



1. Poor emotional engagement.

PROBLEM

3. Widespread do-it-yourself culture.



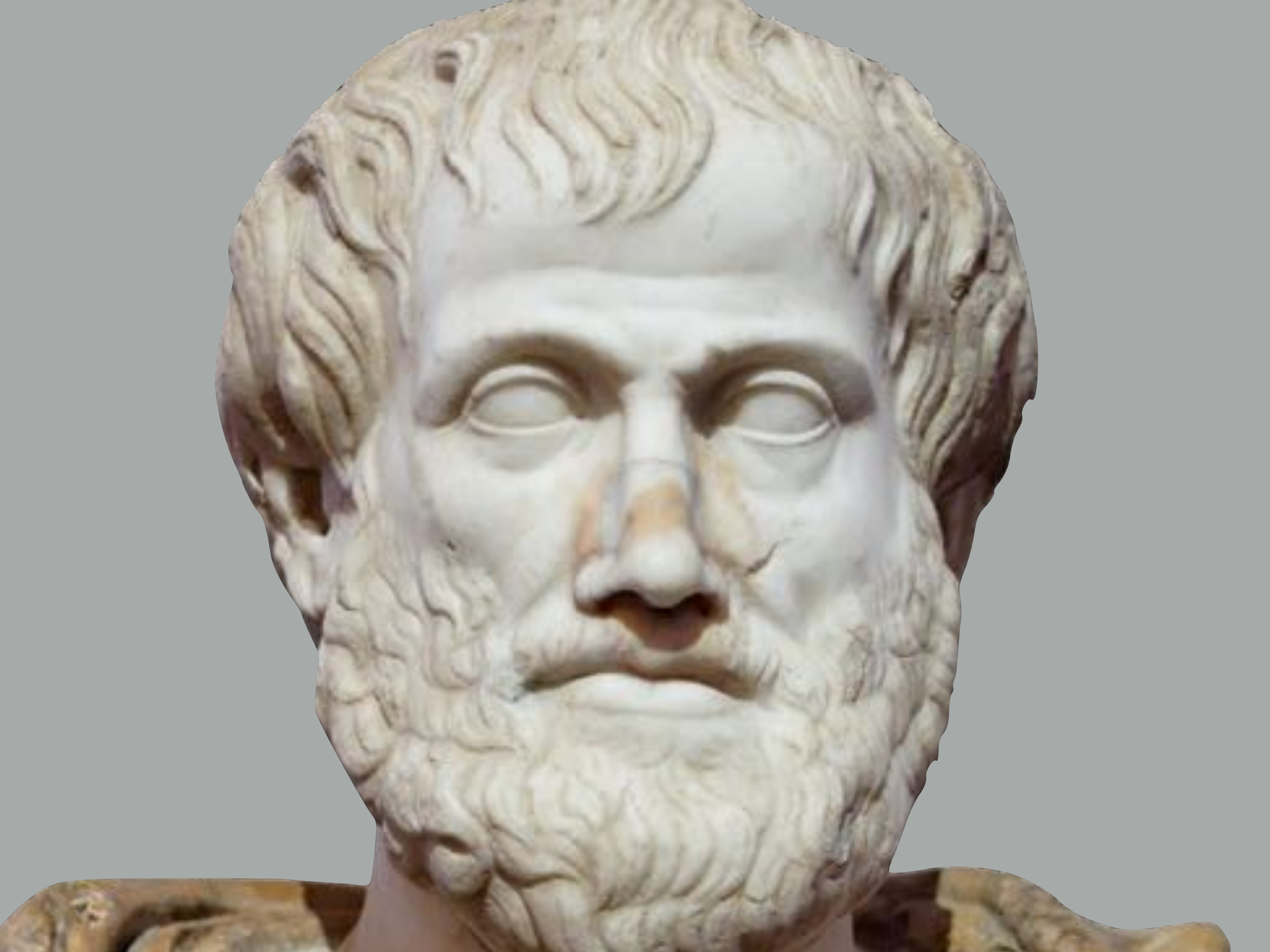
THE SOLUTION





QUICK FIX #1

**Learn some
RHETORIC**



ΕΤΗΘΟΣ

ΡΑΤΗΘΟΣ

ΛΟΓΟΣ

TRUST

PASSION

KNOW-HOW



QUICK FIX #2

**Create an
ELEVATOR
PITCH**



1. What do you do?
2. What problem do you solve?
3. How are you different?
4. Why should I care?



QUICK FIX #3

Study
VISUAL
DESIGN
BASICS

CHAMP



A close-up photograph of a zebra's head and neck, showing the characteristic black and white stripes. The zebra is facing left, and its head is slightly lowered. The background is blurred, showing other zebras. The word "CONTRAST" is overlaid in the center in a bold, red, sans-serif font.

CONTRAST

A flock of approximately 15 birds is flying in a clear blue sky. The birds are scattered across the frame, with some appearing closer and larger, and others further away and smaller. The word "ALIGNMENT" is written in large, bold, red, sans-serif capital letters across the center of the image, partially overlapping the birds and the sky.

ALIGNMENT



REPETITION

A photograph of a baboon carrying a young monkey on its back in a savanna setting. The baboon is in the foreground, facing right, with the young monkey perched on its back, looking towards the camera. The background is a blurred savanna landscape with dry grass and some green plants. The word "PROXIMITY" is overlaid in large, bold, red capital letters across the center of the image.

PROXIMITY

**Challenge
yourself –
(and your
peers)**



**Set up a
PERSONAL
SCIENTIFIC
WEBSITE**

Nikola Vukovic, PhD

Hello! I'm Nikola Vukovic,
a neuroscientist at Aarhus University. I research how our brain,
the most complex object in the universe, does what appears to
us the simplest and most natural of things: human language.

Hot off the press: Our new EEG
paper is out in *NeuroImage*!

The image shows a browser window with the URL 'nikola.me/jill.com'. The website has a dark background with a photo of Nikola Vukovic, a man with a beard wearing a plaid shirt, standing in a laboratory with an MRI machine. A white notification box in the bottom right corner contains a yellow smiley face emoji and the text 'Hot off the press: Our new EEG paper is out in NeuroImage!'.


Prof. Jim Wild | Space Science

www.jwild.co.uk

Prof. Jim Wild
Space Scientist

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Why is Mars so unlike Earth?

The satellite not alone has almost nothing to compare with our own home and is the most different in the world. Or is it?

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Paul Crowther (@Paul_Crowther)
 Letter from [@TheGreenGroup](#) chair
 to [@HM Treasury](#) to help Hammond's new
 commitment to NetZero 2050 or an alternative
 vision, wrapped in science, to deliver on
 2.4% GDP target & distribution on selection of
 industrial strategy challenges
[@TheGreenGroup](#)
 10 Nov 2017


Jim Wild (@jim_wild)
 What is there not to like about this?
 14 Nov 2017

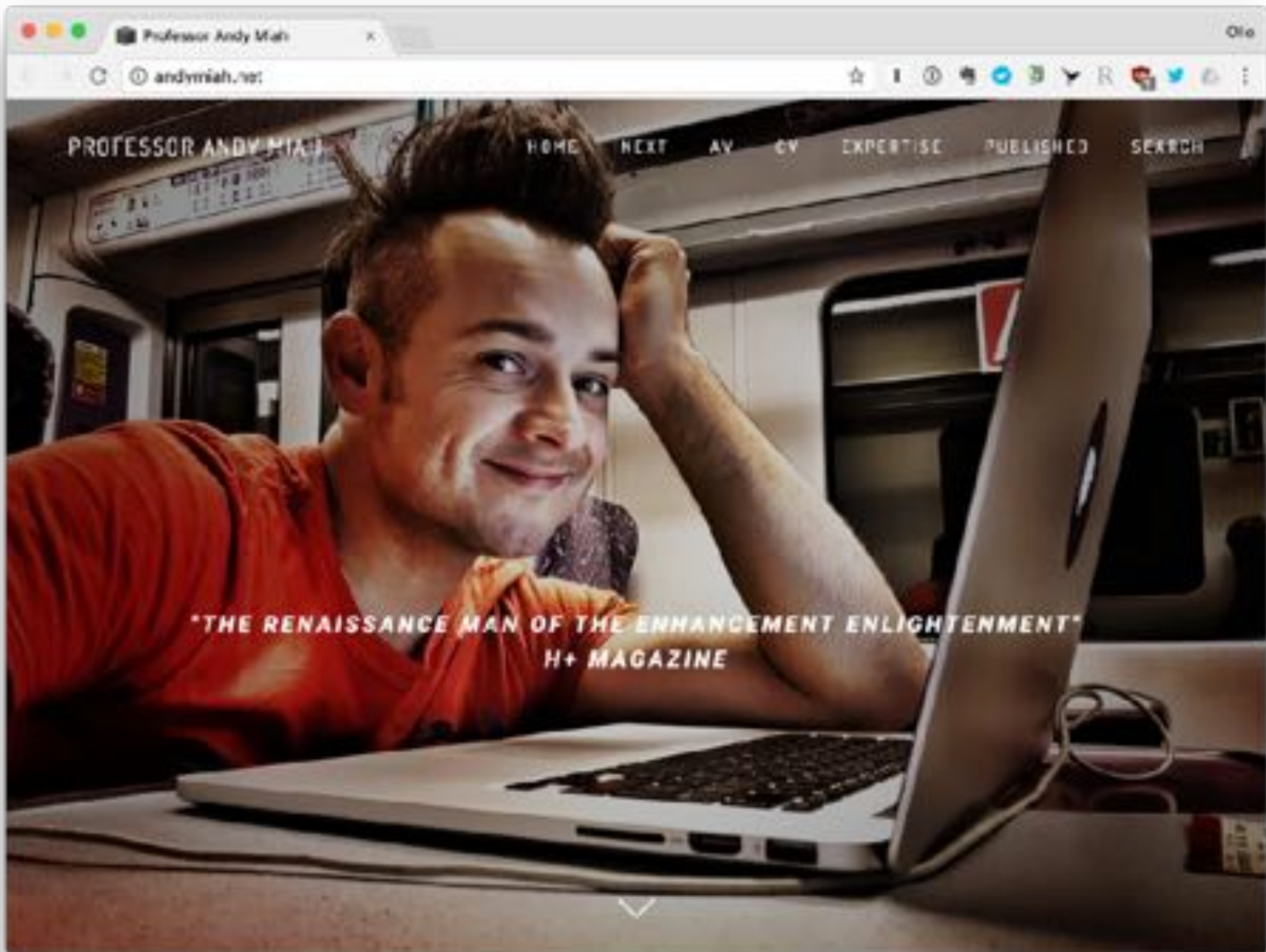
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— ENDS —

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Prof Jim Wild
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STEPHEN HAWKING

The Official Website



Stephen Hawking is the former Lucasian Professor of Mathematics at the University of Cambridge and author of *A Brief History of Time* which was an international bestseller. Now the Dennis Stanton Avery and Sally Tsui Wong-Avery Director of Research at the Department of Applied Mathematics and Theoretical Physics and Founder of the Centre for Theoretical Cosmology at Cambridge, his other books for the general reader include *A Brief History of Time*, the essay collection *Black Holes and Baby Universes* and *The Universe in a Nutshell*.

In 1963, Hawking contracted motor neurone disease and was given two years to live. Yet he went on to Cambridge to become a brilliant researcher and Professorial Fellow at Gonville and Caius

College. From 1979 to 2009 he held the post of Lucasian Professor at Cambridge, the chair held by Isaac Newton in 1663. Professor Hawking has over a dozen honorary degrees and was awarded the CBE in 1982. He is a fellow of the Royal Society and a member of the US National Academy of Science. Stephen Hawking is regarded as one of the most brilliant theoretical physicists since Einstein.

Like Beera Sivasubrah and 3.8M others like this.

Recent books

George and the Blue Moon



In my latest book for children, "George and the Blue Moon", George and Annie, set out to solve a mystery set on one of the cosmic waterworlds of space. Is there life under the icy

Browser tabs: [Created] personal website x About

Address bar: p.migdal.pl/about/


About

Piotr Migdał, PhD - freelancing in data analysis, machine learning and interactive visualization (a "data scientist", to put it fashionably).

I am available for consulting and contract work, worldwide/remotely. Generally, I am not looking for a full-time job.

PhD from ICFO - Institut de Ciències Fotòniques, Castelldefels (Barcelona) with thesis [Symmetries and self-similarity of many-body wavefunctions under supervision of Maciej Lewenstein and Javi Rodriguez-Laguna](#). Originally from [Białsko-Błota](#) (southern Poland). Alumnus of the University of Warsaw (Phys + Maths), [KFRD](#) and [RSI-2005](#).

Dedicated to education of gifted school children and organization of bottom-up activities. In free time enjoys photography, hiking and coding. Dreams about revolutionizing how science and education are being done. Loves good e-mails.



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[ctared](#)
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Piotr Migdał - a data science freelancer, with PhD in quantum physics, based in Warsaw, Poland. Believing in [side projects](#), active in [gifted education](#), developing the [Quantum Game](#) and working as a data science instructor at [deepseries.ai](#).

Python (- c of R) for data analysis and machine learning, JavaScript for data visualization. Currently focusing on [deep learning](#).



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