

Getting through to Granny

– a reflection on popularization
& presentation techniques

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history.”



Principles of popularization

§ how Granny might lead the way

1
Know your
subject well.

”But I’ll know my
song well before I
start singin’ ...”

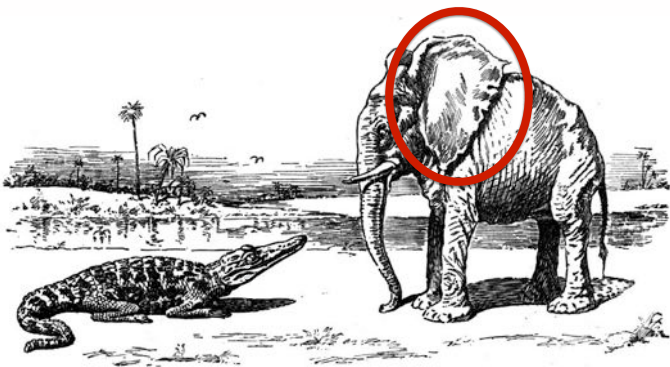
Bob Dylan: A Hard Rain's A-Gonna Fall

Exercise

Group size: 5 students

Prep. time: 3 minutes

Task: Explain a scientific principle in a simplified way.



2
Find the right level.

3
Find the right format.

- ▶ Title
 - ▶ (Abstract)
 - ▶ Introduction
 - ▶ Materials & Method
 - ▶ Results
 - ▶ Conclusions & Discussion
 - ▶ References
 - ▶ Acknowledgements
- # IMRAD

- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutatio*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Meet the audience where they're at. Take them to another place.
- ▶ Motivate them to make an intellectual effort.
- ▶ Give them an insight, extend their knowledge and/or inspire them to dig deeper on their own.
- ▶ Change the(ir) World!



Exercise

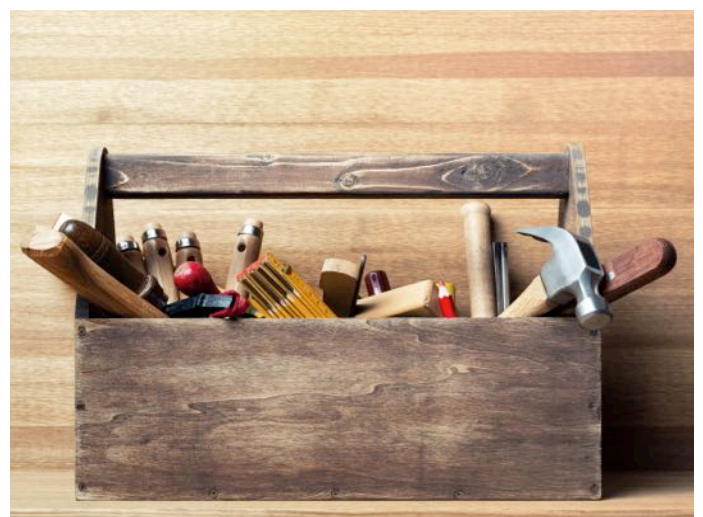
Group size: 5 students

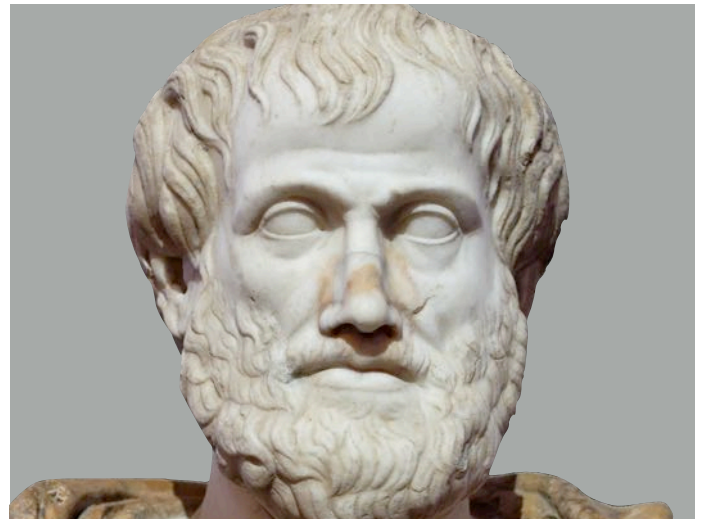
Prep. time: 3 minutes

Task: Suggest a format for a presentation of popular science.



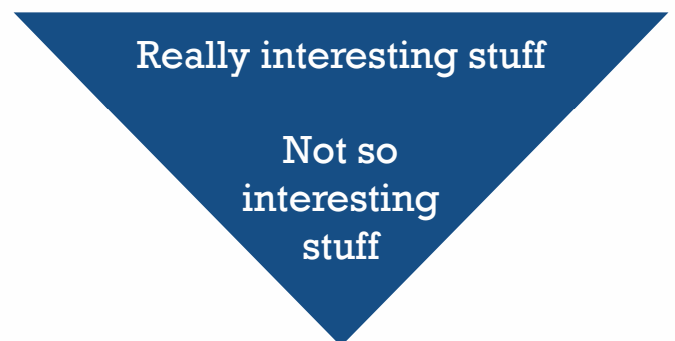
Explains the
4
communication
toolbox.





- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ Why?
- ▶ Where?
- ▶ How?

The inverted pyramid





“To explain something simply, you have to do quite a lot of work.”

BRIAN COX



5 USEFUL TOOLS

for popularization

- ▶ Metaphors.
- ▶ Visuals.
- ▶ Props.
- ▶ Demonstrations & experiments.
- ▶ The human factor & storytelling

Exercise

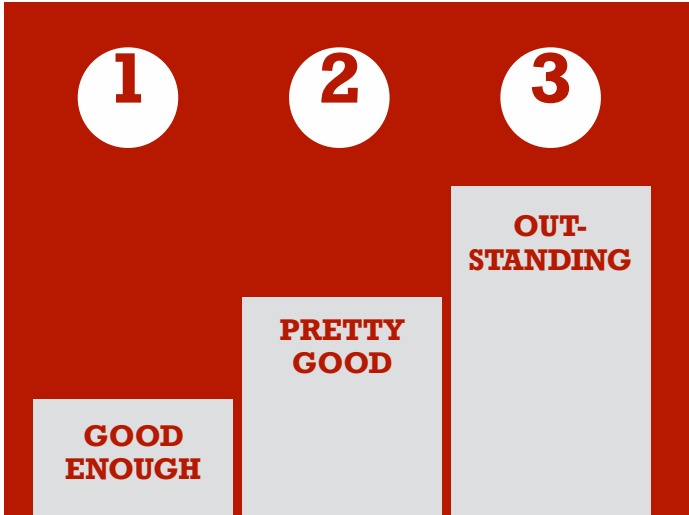
Group size: 3 students

Prep. time: 11 minutes

Task: Identify techniques and tools Dr Rosling uses to make his point.



The noble art of public speaking
& why nervousness is not the main issue



LEVEL
1
Good enough

Love your stuff
– and show it!



LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.

Task

1. Analyze the task.
2. Define your goal.
3. Pick your messages.

Content

4. Decide a strategy.
5. Compile your material.
6. Structure & simplify.

Delivery

8. Plan the delivery.
9. Try out and practice

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

INGMAR BERGMAN



- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?

LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.

Project your enthusiasm towards the listeners.

Use your eyes.

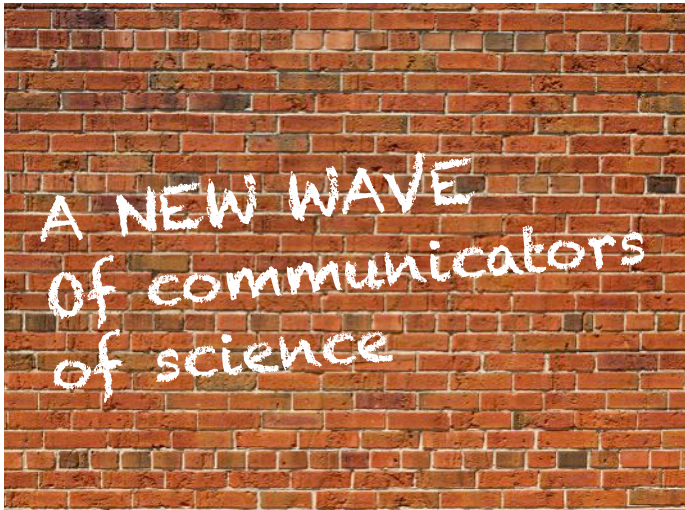
Ask things.

Change the pace & take breaks.

Be silent.

(Use the “B” key)

Use the space



1. Poor emotional engagement.
2. Strong, yet dysfunctional conventions.
3. Widespread DIY culture.

Scientists Officials
Students Politicians
PhD students Healthcare
Corporations NGOs
Entrepreneurs Influencers
Science teachers



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