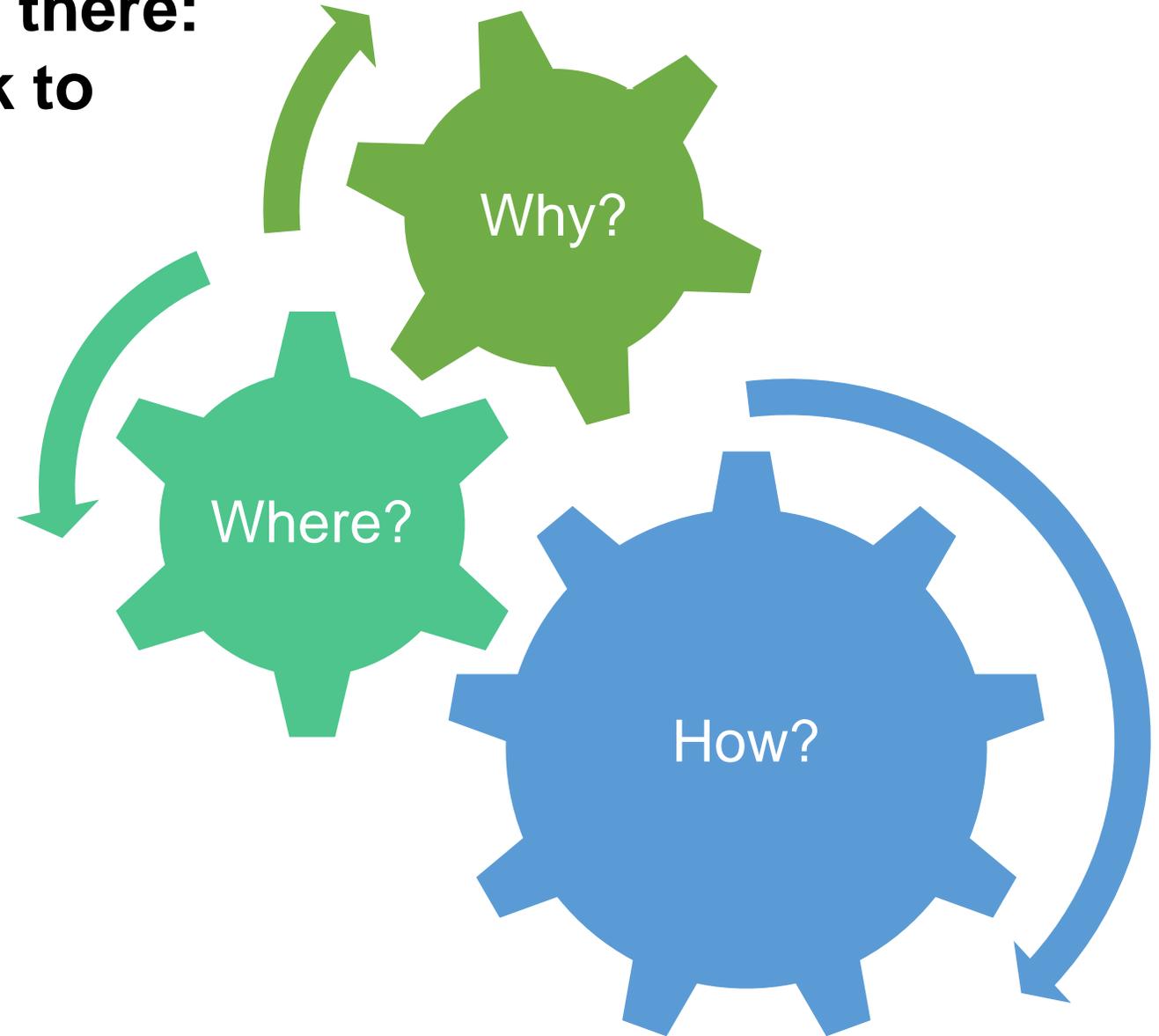


Getting your research out there: communicating your work to non-specialist audiences

Professor David Nash
School of Applied Sciences



Festival of Postgraduate Research
June 2022



University of Brighton

Personal benefits of communicating your research to non-specialist audiences

Personal skills development

- Being able to communicate complex topics in a clear, engaging and sensitive manner is a key transferable skill.

Knowledge exchange

- It helps others understand what you do, protects your results from misinterpretation and stops the spread of misinformation.

Career development

- It can help you obtain funding, get your research published and advance your career (both in academia and beyond).



Structure of presentation

Why

- communicate your research to non-specialist audiences?

Top tips

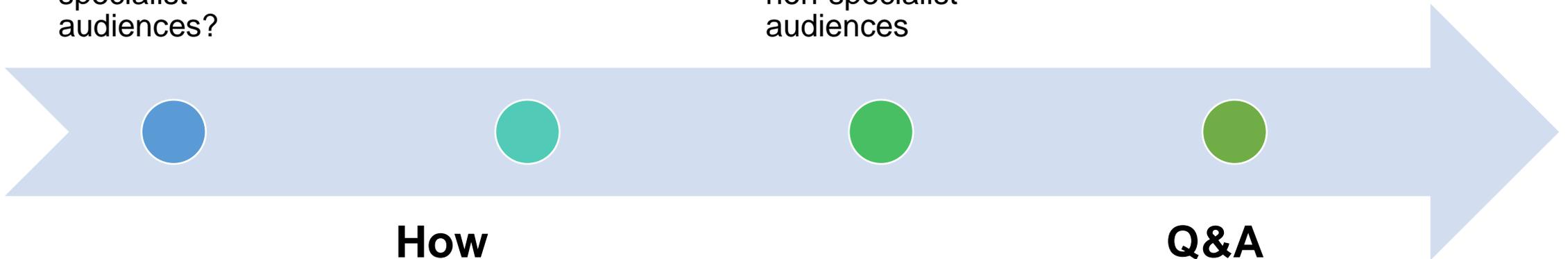
- for communicating your research to non-specialist audiences

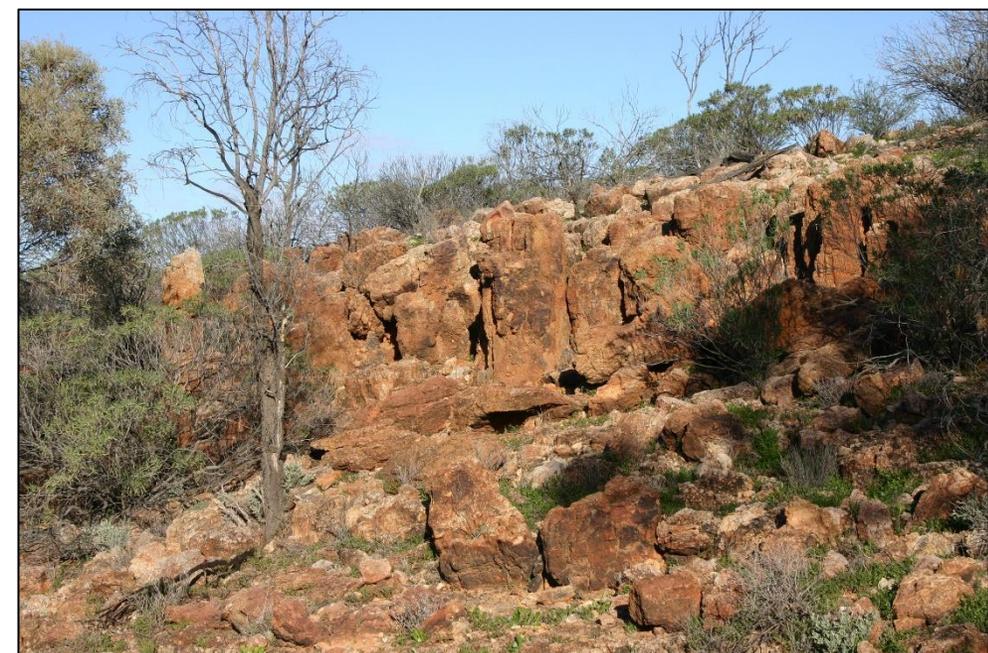
How

- to communicate your research to non-specialist audiences

Q&A

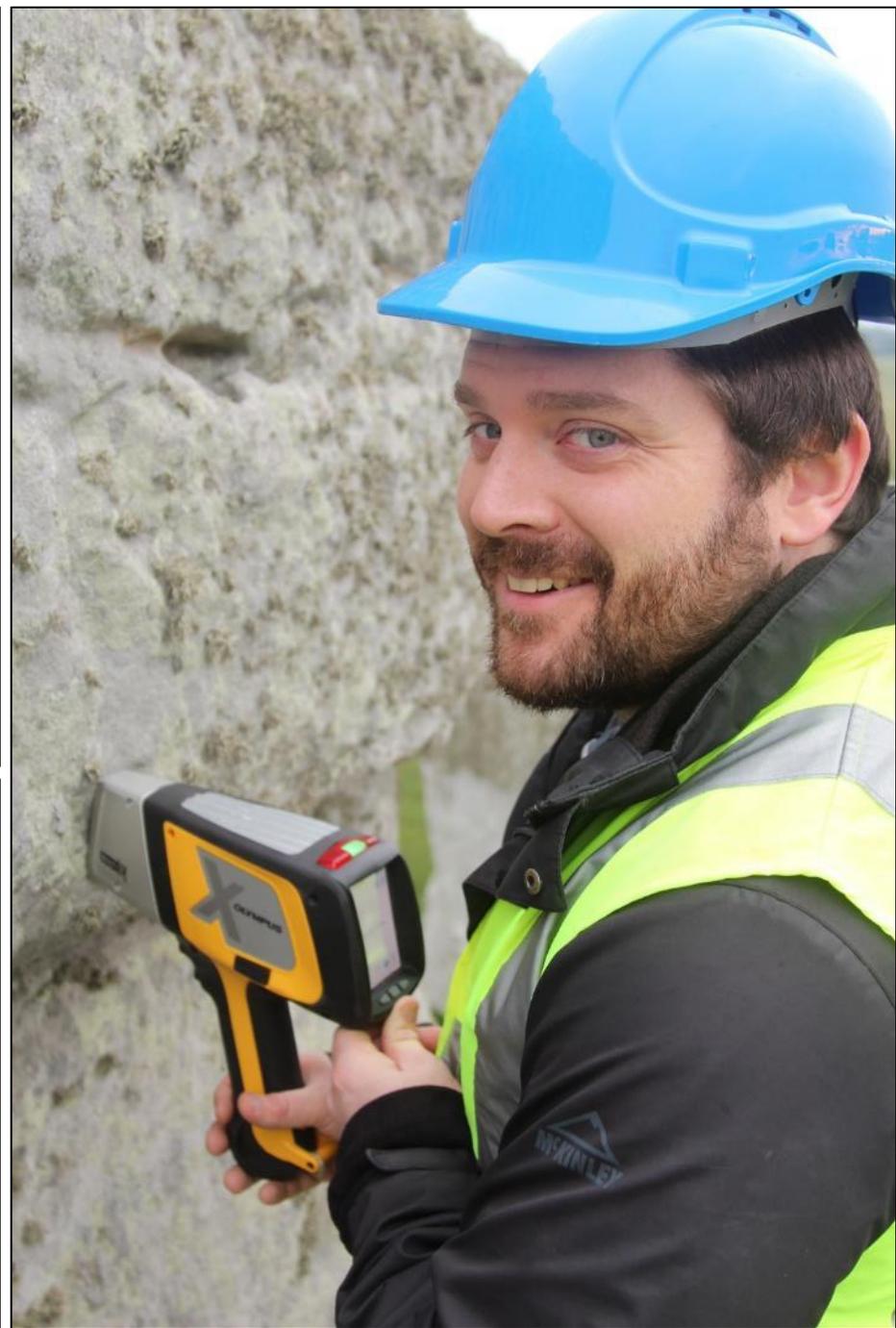
- session





Credits: David Nash





Credit: Juliet Brain / English Heritage



Credit: Sam Frost / English Heritage



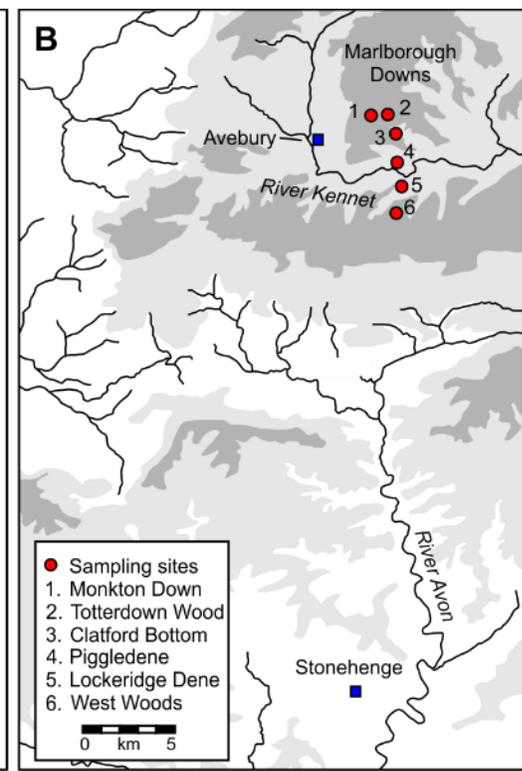
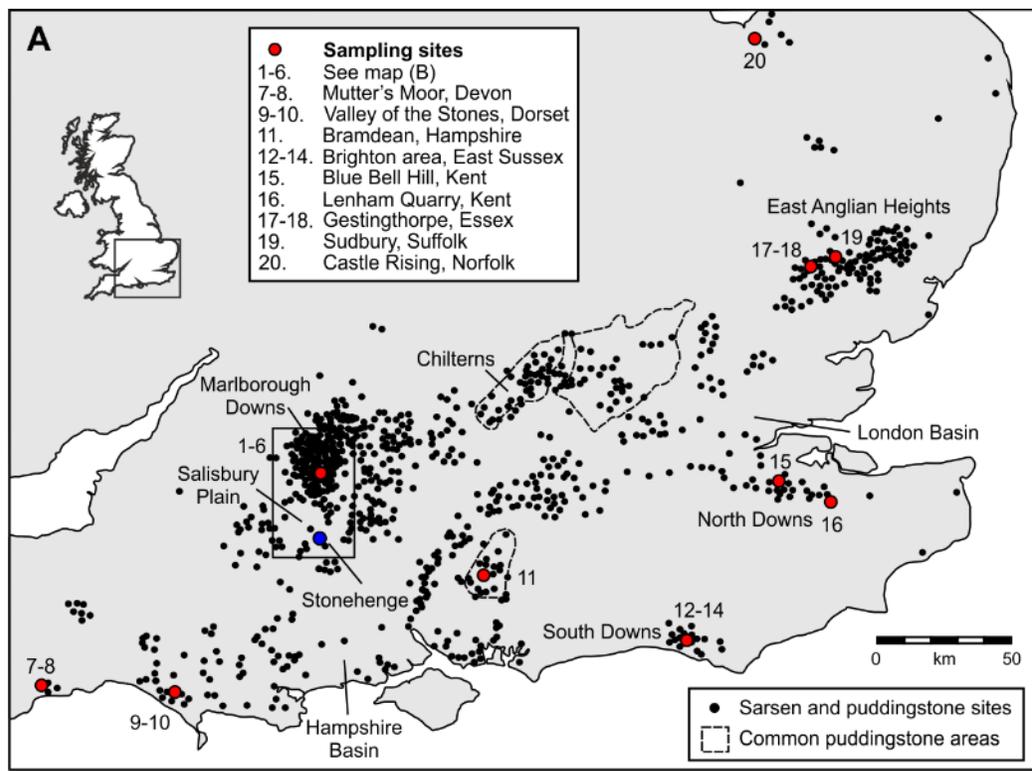
Credit: Juliet Brain / English Heritage



Credit: Juliet Brain / English Heritage



Credit: Sam Frost / English Heritage

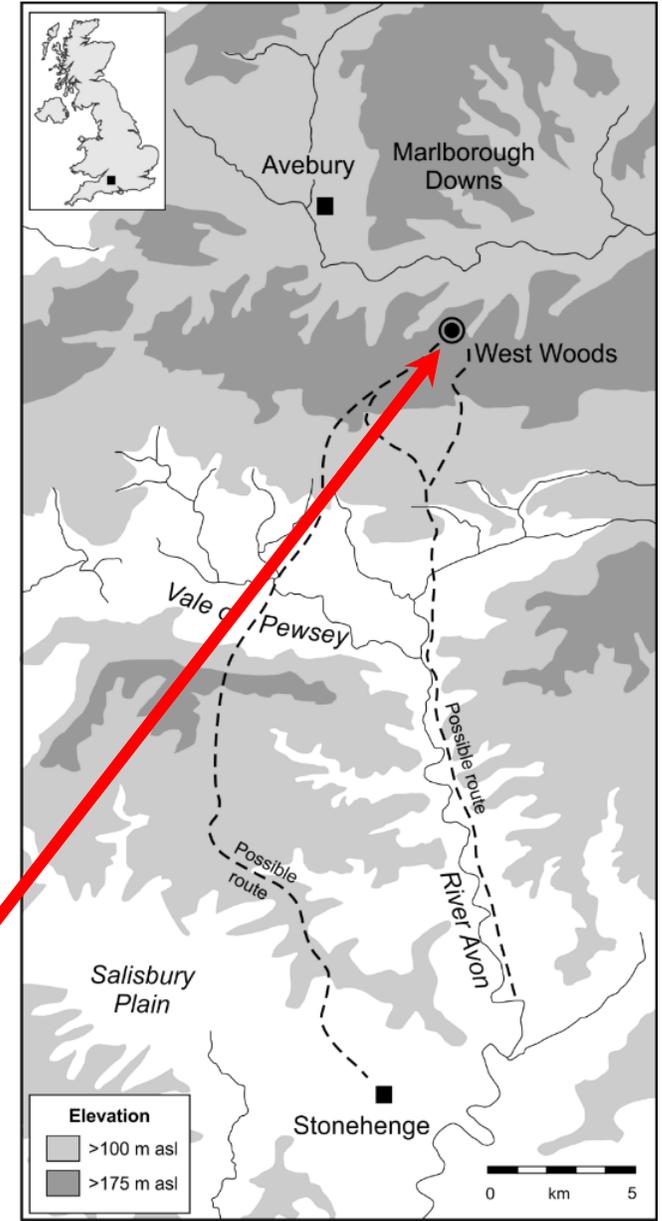
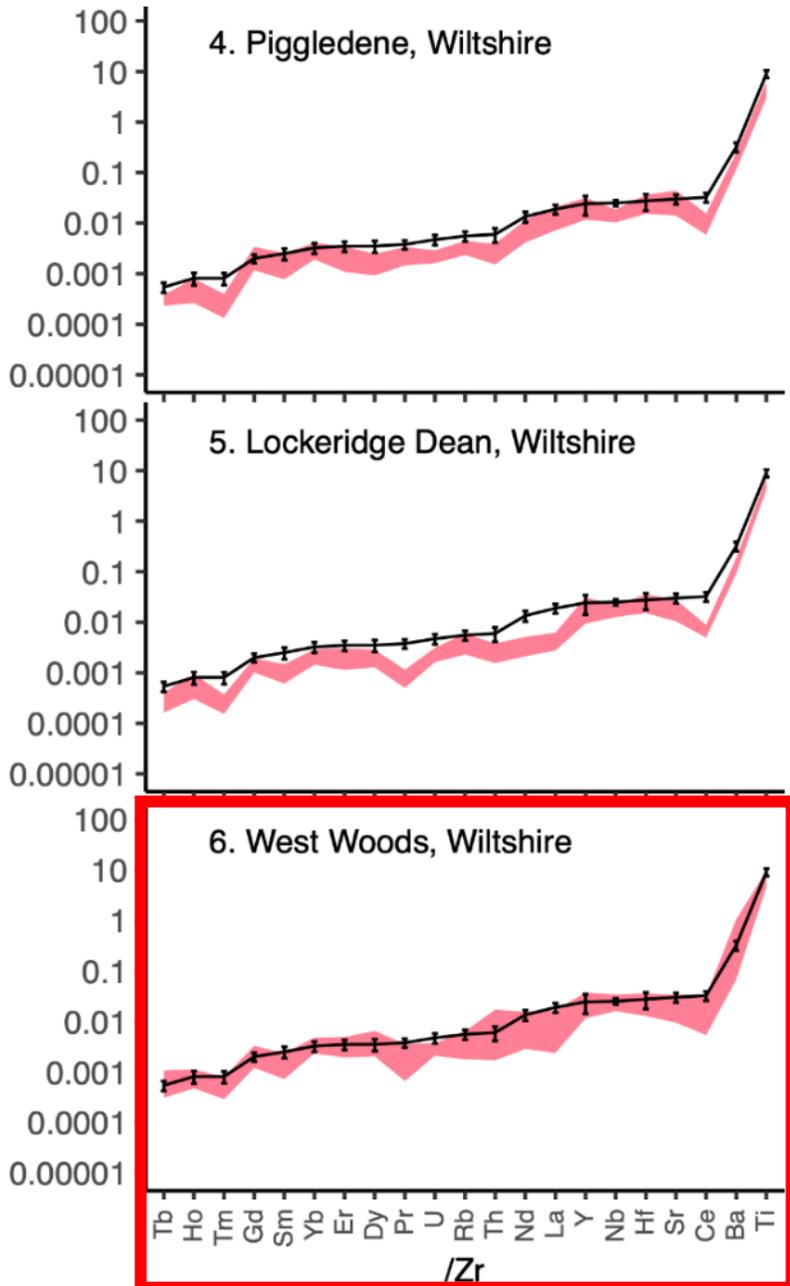
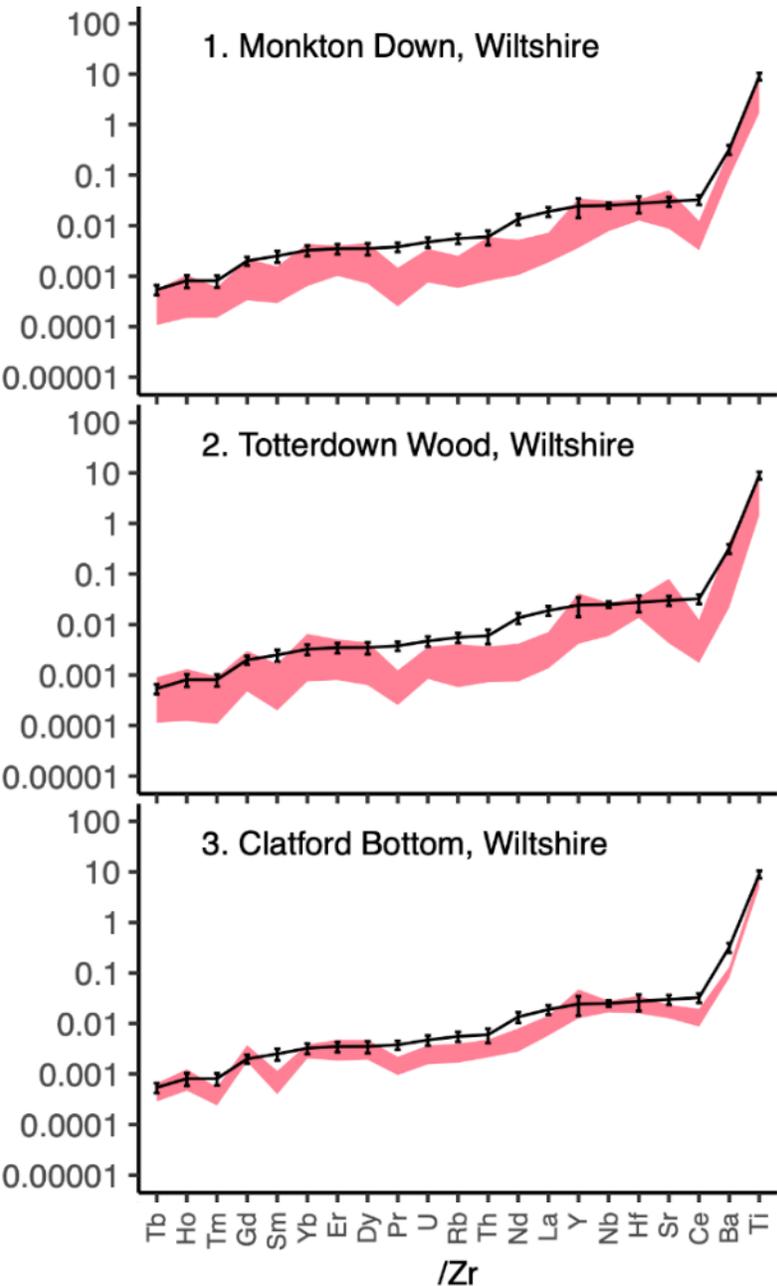


Sampling sarsen localities across southern Britain

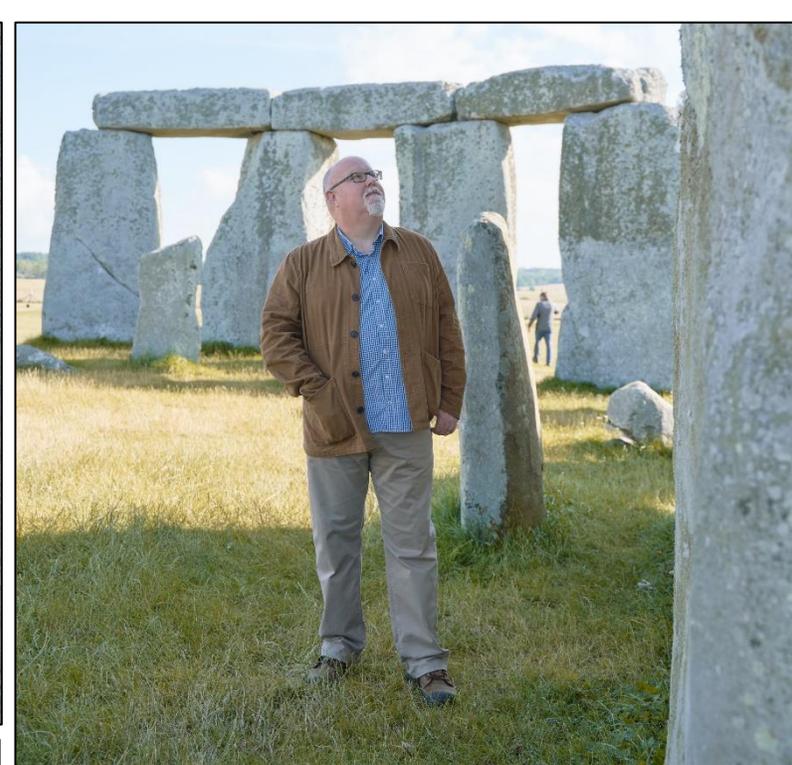


Credits: David Nash





Credit: Nash, D.J. et al. (2020) Origins of the sarsen megaliths at Stonehenge. *Science Advances* 6: eabc0133



Credits: Gareth Iwan Jones / English Heritage

THE TIMES Today's sections ▾ Past six days Explore ▾

Origin of Stonehenge's biggest slabs revealed

The New York Times

Whence Came Stonehenge's Stones? Now We Know

Last year archaeologists pinpointed the origin of many of the ancient monument's massive stones. A new study identifies the source of the rest.

NEWSLETTERS
Sign up to read our regular email newsletters

NewScientist

News Podcasts Video Technology Space Physics Health More ▾ Shop Courses Events

We've finally figured out where Stonehenge's giant boulders came from

HUMANS 29 July 2020

BBC Davidjnash Home News Sport Weather iPlayer Sounds

NEWS

Home | Coronavirus | Brexit | UK | World | Business | Politics | Tech | Science | Health | Family & Education

England | Local News | Regions | Wiltshire

Stonehenge: Sarsen stones origin mystery solved

South China Morning Post

World / Europe

Mystery solved: scientists trace source of Stonehenge boulders

Subscribe Latest Issues **SCIENTIFIC AMERICAN.** Cart 0 Sign In | Newsletters

CORONAVIRUS THE SCIENCES MIND HEALTH TECH SUSTAINABILITY VIDEO PODCASTS OPINION PUBLICATIONS Q

EVOLUTION

One Mystery of Stonehenge's Origins Has Finally Been Solved

Detailed testing of the chemical signature of the Neolithic monument's most prominent large stones pinpointed where they came from



Scientists solve mystery of the origin of Stonehenge megaliths

MSN, 29 Jul 2020

By (Reuters) - Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the...



Study solves mystery origin of Stonehenge's iconic boulders

France24, 29 Jul 2020

Stonehenge, a Neolithic wonder in southern England, has vexed historians and archaeologists for centuries with its many...



Most of Stonehenge's large boulders share origin in west woods, Wiltshire | Scienmag: Latest Science and Health News

ScienMag, 29 Jul 2020

Origins of the sarsen megaliths at Stonehenge Most of the hulking sandstone boulders – called sarsens – that make up the United...



Scientists solve mystery of the origin of Britain's Stonehenge megaliths

The Straits Times, 29 Jul 2020

LONDON (REUTERS) - Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the...



Scientists solve mystery of the origin of Stonehenge megaliths

Jerusalem Post, 29 Jul 2020

Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the megaliths that make...



Stonehenge: how we revealed the original source of the biggest stones

Yahoo! News, 29 Jul 2020

View photos Stonehenge, an icon of European prehistory that attracts more than a million visitors a year, is rarely out of the...



Stonehenge: how we revealed the original source of the biggest stones

The Conversation, 29 Jul 2020

Stonehenge, an icon of European prehistory that attracts more than a million visitors a year, is rarely out of the news.



Whence Came Stonehenge's Stones? Now We Know

New York Times, 29 Jul 2020

Back in the 30s — the 1130s — the Welsh cleric Geoffrey of Monmouth created the impression that Stonehenge was built as a...



News story from Daily Mail on Wednesday 29 July 2020

Daily Mail, 29 Jul 2020



News story from The Independent on Wednesday 29 July 2020

The Independent, 29 Jul 2020



Origins of the Sarsen Megaliths: Chemical Composition Reveals Where Stonehenge's Large Boulders Actually Came From

Scitech Daily, 29 Jul 2020

Most of Stonehenge's large boulders share origin in west woods, Wiltshire. Most of the hulking sandstone boulders called sarsens...



Long-lost relic may reveal origins of Stonehenge

Science/AAAS, 29 Jul 2020

As Robert Phillips neared his 90th birthday, the former diamond cutter decided to return a priceless piece of history to the...



News story from Gizmodo on Wednesday 29 July 2020

Gizmodo, 29 Jul 2020



News story from The Telegraph (UK) on Wednesday 29 July 2020

The Telegraph (UK), 29 Jul 2020



Scientists solve mystery of the origin of Stonehenge megaliths

NASDAQ, 29 Jul 2020

By Will Dunham July 29 (Reuters) - Scientists have solved an enduring mystery about Stonehenge, determining the place of...



One Mystery of Stonehenge's Origins Has Finally Been Solved

Scientific American, 29 Jul 2020

For more than four centuries, archaeologists and geologists have sought to determine the geographical origins of the stones...



Mystery of Stonehenge's mighty stones solved by archaeologists

Yahoo! News, 29 Jul 2020

View photos Archaeologists have solved one of Stonehenge's greatest mysteries — the precise source of the world-famous...



Mystery of Stonehenge's giant pillars solved at last

Yahoo! News, 29 Jul 2020

The prehistoric builders of Stonehenge are renowned for hauling the megalithic bluestones 140 miles from the Preseli...



Mystery of Stonehenge's giant pillars solved at last

Yahoo! News, 29 Jul 2020

View photos The prehistoric builders of Stonehenge are renowned for hauling the megalithic bluestones 140 miles from the...



Most of Stonehenge's large boulders share origin in west woods, Wiltshire

EurekAlert!, 29 Jul 2020

Most of the hulking sandstone boulders - called sarsens - that make up the United Kingdom's famous Stonehenge monument appear...

Why communicate your work to non-specialist audiences?

To promote research developments and discoveries

- For publicity purposes
- To share findings with stakeholders or policy- and decision-makers
- To attract interest from potential partners and funders

To inform/educate

- To inform audiences about new research findings
- To empower the audience to contribute to ongoing public debates

To highlight important issues

- To draw attention to important yet little known, or poorly understood, issues
- To advocate for policy change

To inspire people with specific aspects of research

- To encourage new conversations about ideas and discoveries
- To encourage local community engagement
- To increase the footfall of people entering careers in the field



Ways to communicate your work to non-specialists

Written

- Pieces for public-facing websites & journals
- Articles for 'trade' magazines
- Policy briefs
- Reports
- Press releases
- Social media posts
- Blogs
- Traditional written media

Oral

- Public talks & lectures
- Media interviews
- Podcasts
- Stakeholder & knowledge exchange events

Visual

- Videos
- Infographics
- Social media posts
- Comics/cartoons
- Exhibitions



Top tips when communicating your research

What do you want to communicate? Try to identify the story within the research

1. Prepare a short overview

2. Know your audience

Who do you want to communicate to? How much will they already know?

Explain **why** you are doing the research and the impact it could have in the future

3. Show the relevance

4. Make the text accessible

Be **engaging**. Write in short sentences. Write in an active voice. Avoid jargon!

Use **similes and metaphors** to get across complex concepts

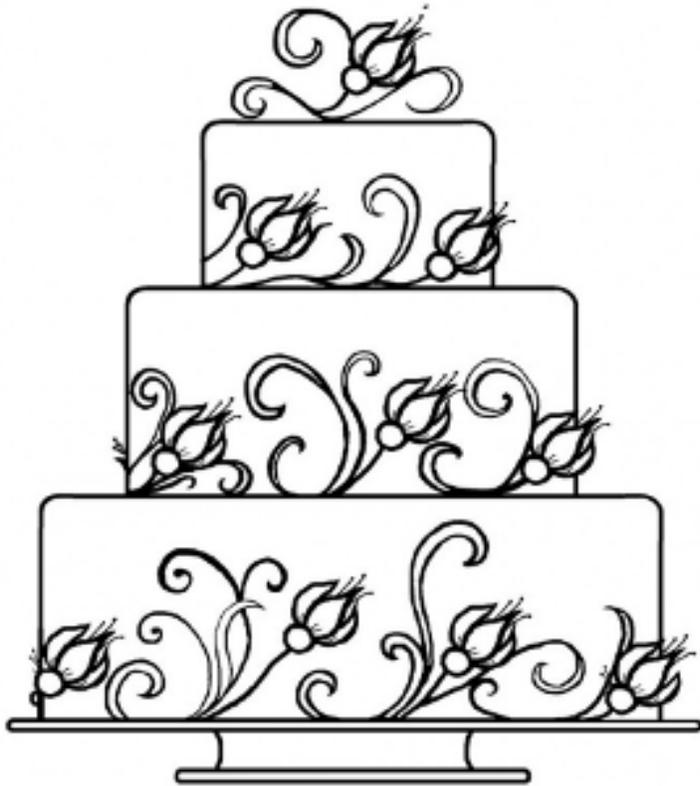
5. Use analogies

6. Think visually

Use **visual elements** to help explain the research (but avoid complex diagrams, graphs and tables)



Be proactive and think innovatively



TASTE – the ‘elevator pitch’, a tweet or an infographic

SNACK – a press release, briefing note or blog

FEAST – the academic paper or full report



Useful resources

Carter, I. & Paulus, K. (eds) **Research communication: Insights from practice.** Working paper of the Research Communication Strategy Group. GOV.UK website.

Kaye, N., Davies, R., Blows, J. & Quadir, R. (2020). **Research communication.** CLOSER Learning Hub, London, UK. <https://learning.closer.ac.uk/learning-modules/research-communications/>

Orritt, R. & Powell, P. (2020) **Getting the word out: how to talk to the public about your research.** *Breathe* 16: 200008.

Zdenek, C. (2022) **Get your research out there: 7 strategies for high-impact science communication.** Times Higher Education Campus. <https://www.timeshighereducation.com/campus/get-your-research-out-there-7-strategies-highimpact-science-communication>

