

# Communicating science

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**Why?**



**Where?**

# Outreach events

## University outreach



The screenshot shows the Lunds Universitet website. The header includes the university's logo and name. A navigation bar lists 'START', 'STUDERA', 'FORSKNING', and 'SAMVERKAN & INNOVATION'. Below this, a breadcrumb trail reads 'Start > Samverkan & Innovation > Populärvetenskapliga arrangemang > Framtidsveckan'. The main content area features a pink header for 'SAMVERKAN & INNOVATION' and a yellow box with the text 'Framtidsveckan NMT dagarna Biblioteks föreläsningar'. A sidebar on the left lists 'Innovation – så arbetar vi', 'Populärvetenskapliga arrangemang', and 'Debatt i Lund'. At the bottom, another navigation bar lists 'START', 'STUDERA', 'FORSKNING', and 'SAMVERKAN & INNOVATION', with a breadcrumb trail 'Start > Forskning > Särskilda forskningssatsningar > Våra tematiska samverkansinitiativ'. The main content area features a pink header for 'FORSKNING' and a yellow box with the text 'AI Lund'. A sidebar on the left lists 'Sök forskning och forskare vid Lunds universitet', 'Starka forskningsmiljöer', and 'Särskilda forskningssatsningar'. The bottom section features a pink header for 'Våra tematiska samverkansinitiativ'.

LUNDS UNIVERSITET

START | STUDERA | FORSKNING | SAMVERKAN & INNOVATION

Start > Samverkan & Innovation > Populärvetenskapliga arrangemang > Framtidsveckan

**SAMVERKAN & INNOVATION**

Innovation – så arbetar vi

Populärvetenskapliga arrangemang

► Debatt i Lund

**Framtidsveckan  
NMT dagarna  
Biblioteks föreläsningar**

START | STUDERA | FORSKNING | SAMVERKAN & INNOVATION

Start > Forskning > Särskilda forskningssatsningar > Våra tematiska samverkansinitiativ

**FORSKNING**

AI Lund

Sök forskning och forskare vid Lunds universitet

Starka forskningsmiljöer

Särskilda forskningssatsningar

Våra tematiska samverkansinitiativ

## Popular science events



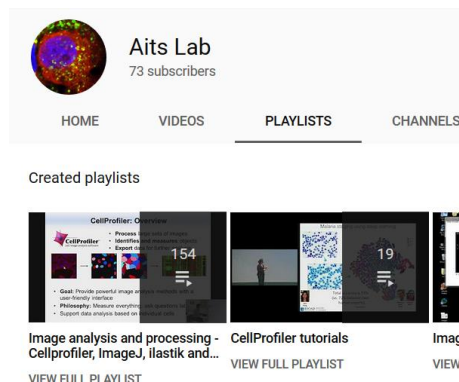
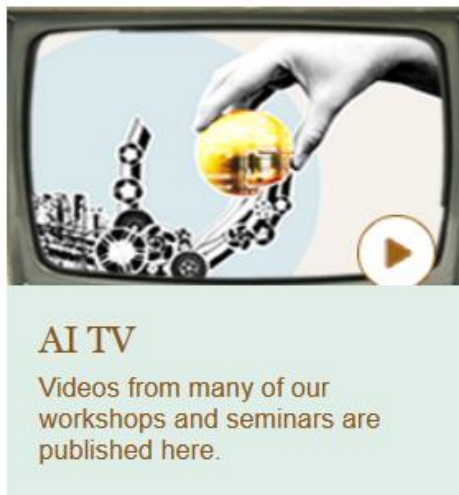
## Industry events



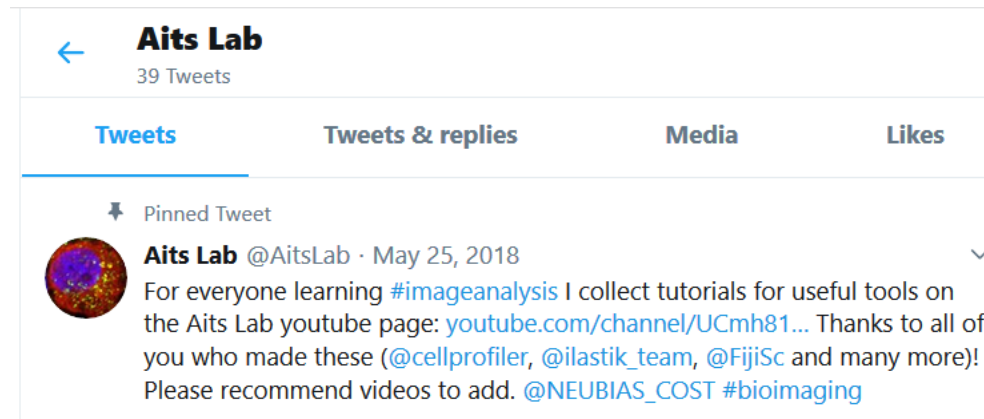


# Online

## Video



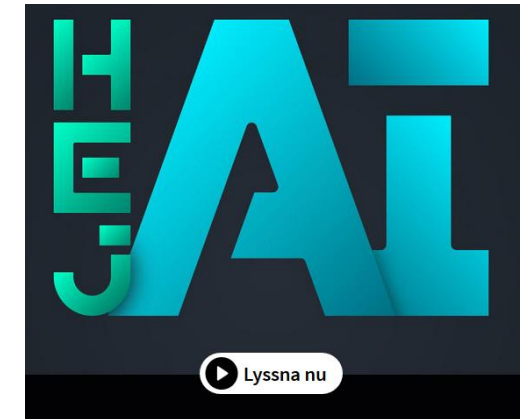
## Social media



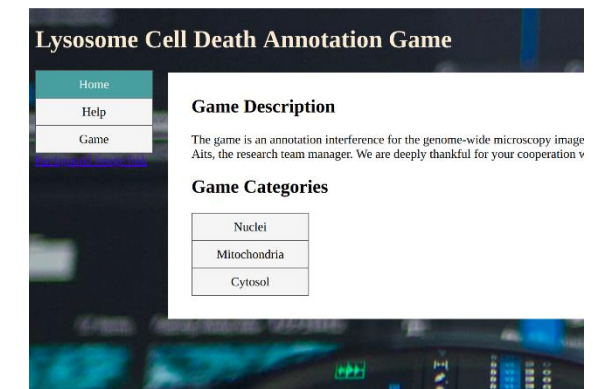
## Slideshare



## Podcast



## Online game



# Traditional media



**How?**



# Golden rules

## **Mind your audience**

- Choose right audience
- Know the audience
- Choose appropriate channel
- Choose relevant topic
- Use relatable examples
- Adapt language
- Connect
- Encourage questions

# Golden rules

1. **Mind your audience**
2. **Be clear**
3. **Be accessible**
4. Be entertaining
5. Be honest
6. Be respectful
7. Start small
8. Try different things
9. Dare to leave your comfort zone
10. Evaluate your performance
11. Be consistent
12. Be yourself

# More info

- Contact: [sonja.aits@med.lu.se](mailto:sonja.aits@med.lu.se)
- Check out lab and scientist online profiles
  - AitsLab profiles listed on <http://research.med.lu.se/sonja-aits>
- MOOCs/books about teaching, communication, rhetoric, visualization
- TedX talks on science communication
  - **Fergus McAuliffe:** <https://www.youtube.com/watch?v=cXJJvvjSB9c>
  - **Lucy Hawking:** <https://www.youtube.com/watch?v=E7K-qlQVpgE>
  - **Sheril Kirshenbaum:** <https://www.youtube.com/watch?v=rXqLHc5ZbbM>