

Building Your Audience: Crafting A Voice to Communicate Statistics to the General Public

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Quick Hits

- Note that many examples of speakers and creators in this presentation are based on my own media diet
 - content, creators and platforms are diverse.
- If you are inspired to create one or many platforms, please drop me a link in the form below!

<https://forms.gle/kkv4Vc33aBJiUrb7>

- Slides:

<https://colemanrharris.me/CSP21.pdf>

About Me



About Me

- Statistician and data scientist
 - BS, Mathematics, University of Alabama (Roll Tide)
 - PhD Candidate, Department of Biostatistics, Vanderbilt University
- Freelance writer and content creator
- Science policy wonk



About Me

- Passion for distilling complex ideas
 - Science
 - Medicine
 - Tech
- Over 30 published articles
- Experience in content creation, technical writing, and freelance writing
- Social media experience



Does your app need a prediction model or an inference model?

By [Coleman Harris](#)

Can income be linked to genetics?

Science / By Coleman Harris, B.S.

Embracing Variety — Conveying Different Messages with Your Choice of Data Visualization

Re-visualizing the COVID-19 Impact Study



Coleman Harris

Dec 18, 2020 · 9 min read



So, why is communication valuable?

- As an asset
 - Perception as an expert and building a personal brand
- As a skill
 - Improvements to academic, collaborative, interdisciplinary communication
- As a passion
 - Communicating interesting topics with your expertise

Finding Your Audience



Identify your voice

- We are all experts in something
- Think about your unique expertise
 - What are the skills that are unique to your profession and your experience?
- What are the ways this expertise can be applied?



Who are you trying to reach?

- The most important part of conveying a message is understanding who you are conveying that message to
- Examples:
 - Other researchers: data visualization
 - Other industries: manufacturing quality
 - Other demographics: social media channels
- Explaining theoretical physics in 5 levels of difficulty (WIRED)
 - a child, a teen, a college student, a grad student, and an expert

Who are you trying to reach?

- Who am I trying to reach?
 - A biostatistician and quantitative researcher
 - Interested in applying those skills in science, medicine, policy, and tech
 - I want to explain complex topics in a way that different audiences can understand them
- What are you interested in?
 - What is your expertise?
 - Where do you want to apply that?
 - How do you want to create that content?

Examples

- Eliot McKinley
 - PhD, Biomedical Engineering
 - Research Instructor, VUMC
 - Twitter: 5.1k followers
 - [@etmckinley](#)
 - Topic of interest: Soccer data visualization and analysis at [American Soccer Analysis](#) and [Massive Report](#)
- Andrew Gelman
 - PhD, Statistics
 - Professor of Statistics, Columbia
 - Twitter: 38k followers
 - [@StatModeling](#)
 - Topic of interest: [Statistical Modeling, Causal Inference, and Social Science](#)

Crafting Your Voice

1. Identify your audience of interest.

Building Your Audience



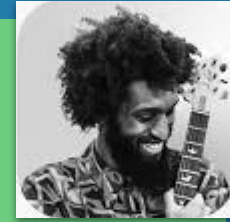
Platforms, platforms, platforms

- Personal website: <https://colemanrharris.me>
- Personal blog
 - Wordpress
 - Hugo
 - Medium
- Twitter



Platforms, platforms, platforms

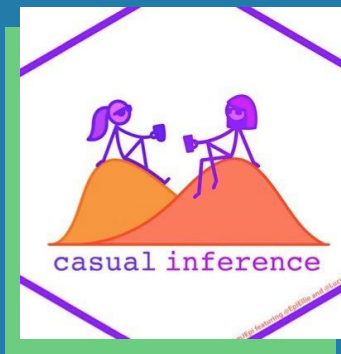
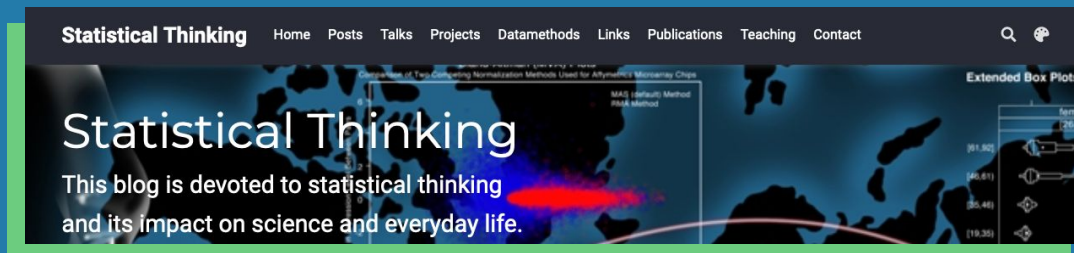
- LinkedIn
- Facebook
- Instagram
- TikTok
- Clubhouse
- Twitch
- Youtube
- Podcasting
- Newsletters
- Journalistic writing



Examples



@chelseaparlettpeleeriti on TikTok



What are you communicating?

- Digital content is anything you create that goes out into a digital space
- Intentionally broad
 - As simple as emails, tweets, blurbs on your personal website
- Can be as specific and unique as possible
 - Detailed blog posts, hosted discussions, curated videos
- What do you want to create?

Crafting Your Voice

1. Identify your audience of interest.
2. Find a platform. (Or multiple)
3. Start communicating.

Communicate Your Ideas



Keep communicating quality ideas

- Ultimate goal: craft a voice to communicate statistics to the general public
- How this looks depends on your audience and your space
- Takes time and experience to establish yourself
- Another dimension to your expertise, another tool in the toolbox



Diversify your streams

- Create different content
 - Videos, podcasts, journalistic writing
- Start experimenting with different audiences
- Examples:
 - Andrew Gelman on Twitter ([@StatModeling](https://twitter.com/StatModeling))
 - Chelsea Parlett-Pelleriti
 - Clubhouse

How do you tie this back into your career?

- Access to new audiences, new fields, new ideas
- Improved communication skills as a statistician and quantitative expert
- Helping others to better communicate and convey messages
- A general networking opportunity, e.g. building and promoting a personal brand

Crafting Your Voice

1. Identify your audience of interest.
2. Find a platform. (Or multiple)
3. Start communicate.
4. Keep communicating quality ideas.
5. Diversify the ways that you communicate.
6. Interweave these skills into your career.

Questions?

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- Twitter:

[@colemanrharris](https://twitter.com/colemanrharris)

