

Minute Science Communication



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First Step

- Step outside of scientist bubble
- Avoid preaching to the choir
- Be ready leave everything you are used to!



Neil
Armstrong
footprint on
Moon, July
20th 1969

Advanced SciCom

- Short is difficult
- Choose words wisely
- Think what will make it memorable

It's About Connecting!

- **On human level** (same fears, hopes, scientists are human)
- Be genuine
- Be honest
- Anecdotes



It's about Connecting!

- With everyday life

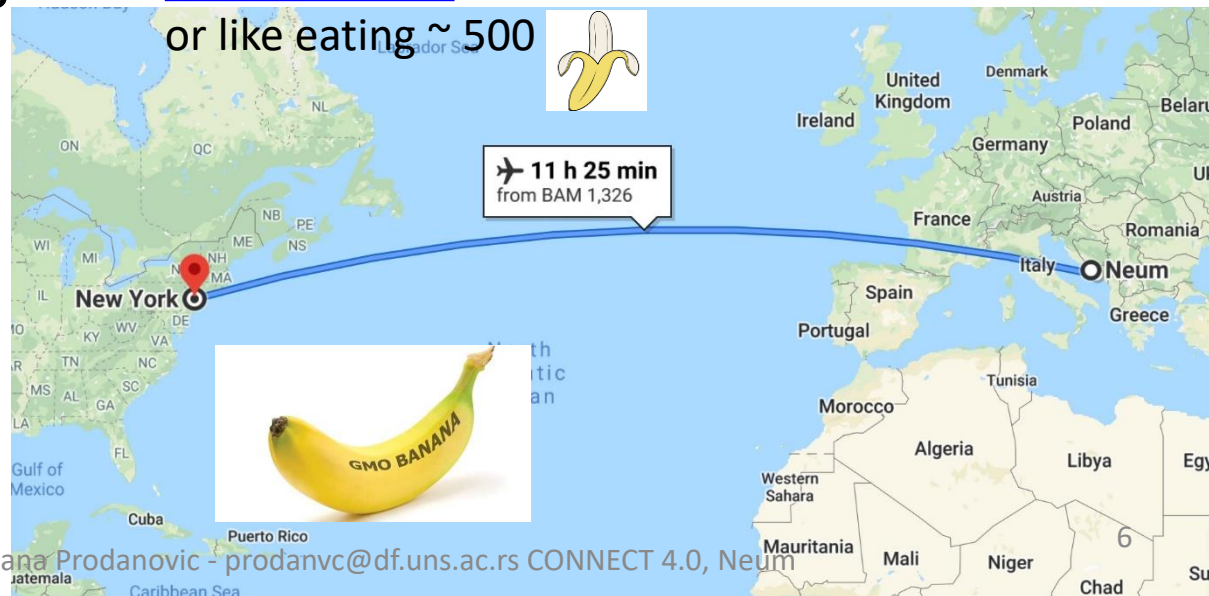


It's about Connecting!

- On familiar level
- Important for “scary” topics
- Connect to non-threatening things



Radiation dose ~ 0.05 mSv
or like eating ~ 500



Cosmic rays=cosmic rain

August 23rd 2020



Minute Science

Make a Plan

- You can talk about anything to anyone
- **But in different ways!**
- Before deciding how, decide:
 - Your audience
 - What you want to achieve
 - Your platform

Chose Your Audience

- Colleagues, general public, students, kids, media, politicians, teachers...
 - Younger, e.g. gen Z - [more informal](#), online, shorter, challenge format, fun
 - [Older, e.g. gen X](#) – more formal, online, a bit longer
 - [Gen. public](#) – middle style
 - [Random visitor](#) – beginner level, everyday language, short, fun
 - [Science fan](#) – more advanced level, introduce more formal term
 - [Parents](#) and educators looking for activities for kids

Chose Your Goal

- Educate others, educate yourself, bring attention to your work, raise awareness, get a grant, change laws and regulations, get a good grade, graduate, win competition...
 - Educate others – pick topics that people are interested in, long and short format
 - Raise awareness – make it personal in a wider context
 - Educate yourself – pick something you want to learn and make a very short format
 - Win competition – consider other factors like nervousness, tying too hard etc.

Chose Your Platform

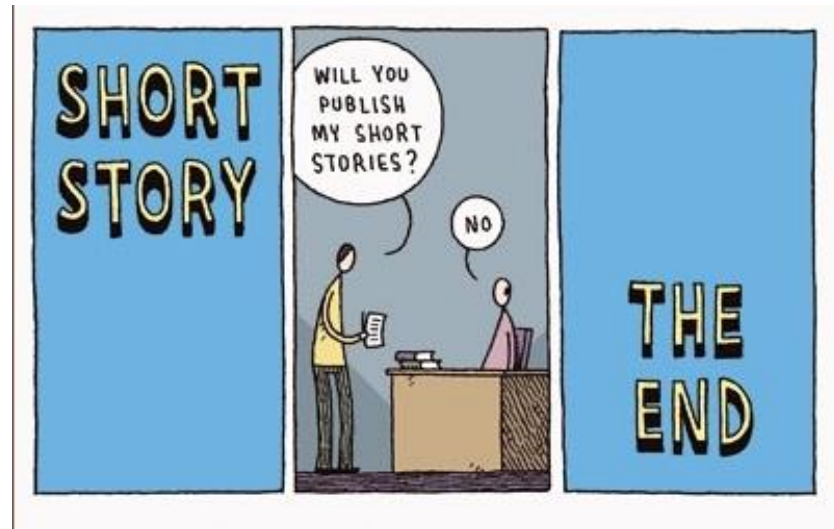
- Live, online, YouTube, TikTok, Instagram, TV etc.
 - Live short presentation (e.g. [TEDx talk](#)) – more educated, older audience, tell a story
 - Live short presentation competition (e.g. FameLab, Science Slam) – science fans, jury, no slides, words, props(?)
 - YouTube – regular, common theme, playlists, can earn profits

Script

- Shorter = Harder
- Define topic in 1-2 sentences
- Too much info – filter main message
- Your idea “in 3 words”
- **Key words** – it’s what sticks!
- Write around it

Structure: Intro – Body - Conclusion

- Have structure
- Not a David Lynch movie!
- Very difficult but very important for short presentation
- Helps avoid unnecessary info
- Intro 35% – main 50% - conclusion 15%



Start Strong!

- Recall: How many seconds you watch new YouTube video?
- Something to grab attention
 - Joke
 - Anecdote
 - Mystery
- But put your topic in a wider context

Not too much info!



- Short format != talk fast
- It is new info – talk slow
- Choose words wisely



Visual



E.g. for [TED-type](#) short talks, use just images and one-two words

But Watch out for Distractions!

- Your idea is the most important part
- Don't overdo with effects and looks - it takes away attention
- Eventually looks doesn't matter
- It must be clear! It doesn't have to be pretty!

Practice, practice, practice!

- Try few times
 - get confidence
 - correct errors
 - runs smooth
- Don't overdo!
- Not by heart!
 - Doesn't sound natural, believable



Eye contact

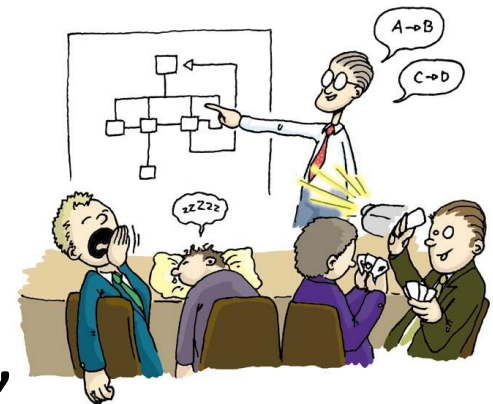
- Look at the audience/camera
- “Eye contact”
- Helps build trust
- Makes you look
 - more natural
 - more approachable
 - more convincing



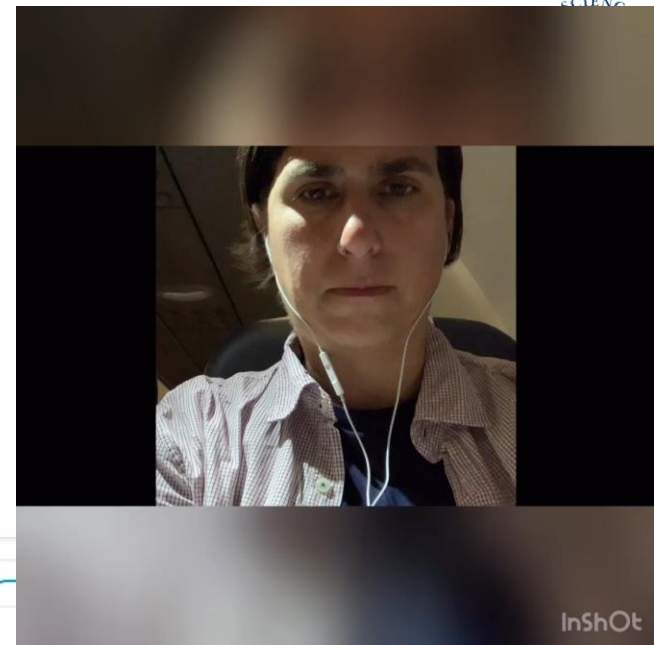
And one more thing...

Make it engaging

- Short attention span = Short format
- Change your intonation and be dynamic
 - within your limits
- If video, use editing
- If live, use pauses, change in pitch, pace etc.



<https://www.youtube.com/watch?v=FPmSNG2TVTY>



Your video
Pressure, planes, phyphox and poppi...

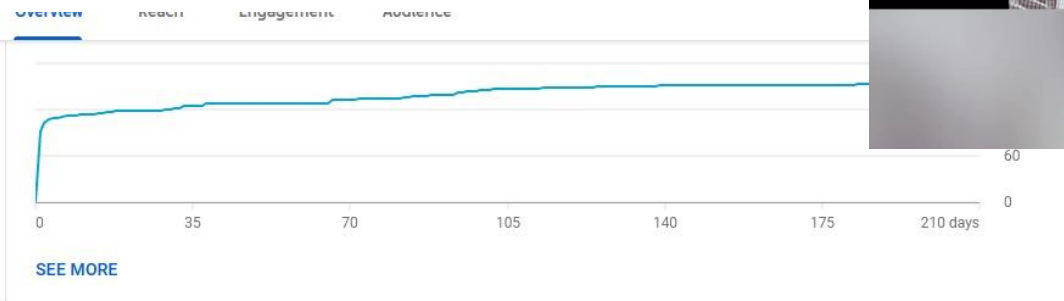
 Details

 **Analytics**

 Editor

 Comments

 Subtitles



Interest in your content

How long people watched your video

Audience retention

Since published

1:34 (48.6%)

Average view duration

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CONNECT 4.0, Neum

DAAD 22


Editing

- Many simple available tools
 - Native to platform for which you are recording – TikTok, Instagram
 - Other like iMovie, Clips, InShot
- Chose depending on what you want to do
 - Free ones – limited options for tools
 - Payed ones
- Use online available animations – Copy rights!
- Make your animations - Mirza

Example: Promo video

Example: Another Promo video

<https://www.facebook.com/watch/?v=676561799376779&extid=XnCMri09Zoce3WIE>



Noć istraživača Novi Sad...
Vidimo se za mesec dana!

1:05 · Uploaded on 08/28/2018 · Owned · Appears Once · View Permalink · Copy Video ID

Total Video Performance

🕒 Minutes Viewed	445	>
🎬 1-Minute Video Views	--	>
🎬 10-Second Video Views	474	>
🎬 3-Second Video Views	1,393	>
📺 Average Video Watch Time	0:06	>
📊 Audience Retention		>
👤 Audience and Engagement		>

Time's up!

- Going over time is annoying
- It can ruin the best presentation
- Respect your audience and their time



It matters!

- Communicate science!
- It can be done in few minutes!
- You learn, you have fun, you bring awareness
- Simple guide rules
 - **Have a clear idea about goal and audience**
 - **Make a plan, every word counts!**
 - **It's less but will stick longer**
- Its OK to make even a science fun and interesting!
Just try it! 😊

Thank you!

Questions?