**Task 2: Simulated Presentation**

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D601: Data Storytelling for Varied Audiences Task 2

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1. **Analyze the expectations for technical communications in both technical and nontechnical audiences and explain the differences in their expectations**

The expectations for technical communication differ significantly between technical and nontechnical audiences. Technical audiences like data analysts or researchers usually expect detailed explanations of methodologies and calculations. For example, they want to know how metrics like the average length of stay or average total hospital charges are calculated. Technical audiences are also more interested in statistical relationships, such as the impact of complication risk on total hospital charges and length of stay shown in the scatter plot on the dashboard. Their focus is on conducting in-depth analyses of data relationships.

Nontechnical audiences like the top executives, on the other hand, usually expect straightforward insights without technical language. It is important to replace technical language with “simple, every language whenever possible” (Codex, 2024, par. 4). They are more interested in what the data means for decision-making rather than how it was analyzed. Nontechnical audiences also rely on clear, visually engaging charts that are easy to interpret at a glance. For example, the pie chart on the dashboard effectively simplifies the distribution of hospital services, such as blood work and CT scans. They prefer visualizations that do not require technical interpretation.

To summarize, here are the key differences in expectations between technical and nontechnical audiences. Technical audiences prefer detailed analysis and methodologies, whereas nontechnical audiences prefer high-level summaries. Technical audiences prefer technical terms, whereas nontechnical audiences prefer simplified language with no jargon. Technical audiences prefer complex visualizations, whereas nontechnical audiences prefer simple and clear charts. Technical audiences focus on deep analysis of data relationships, whereas nontechnical audiences focus on practical insights and actionable decisions.

1. **Panopto Presentation**

**Panopto Link**: <https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=daf5fba1-d836-4e70-bc6b-b25d004c8e23>

**References**

Codex, A. C. (2024, January 17). *Bridging the communication gap between technical and non-technical stakeholders*. Reintech media. https://reintech.io/blog/bridging-communication-gap-technical-non-technical-stakeholders#google\_vignette