

# Finding YOU and your AUDIENCE



BIMODAL Workshop - Day 1, Session 1  
August 2024



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1 minute: Why is it important for you to communicate science to others?

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Once you find your core values, use those to underlie the emotional resonance of your science communication approach, message, and delivery strategy.

# Your core values

Your core values are what drives you. These root beliefs influence how you interact with everyone else, and how you perceive the world.

Shared humanity = shared core values

Spend 2-3 minutes looking over the list of core values. Write down 5-8 that you like.

Need inspiration? Reflect on your responses and find values that align with your answers.

Acceptance	Courage	Genius	Optimism	Smart
Accomplishment	Courtesy	Giving	Order	Solitude
Accountability	Creation	Goodness	Organization	Spirit
Accuracy	Creativity	Grace	Originality	Spirituality
Achievement	Credibility	Gratitude	Passion	Spontaneous
Adaptability	Curiosity	Greatness	Patience	Stability
Alertness	Decisive	Growth	Peace	Status
Altruism	Decisiveness	Happiness	Performance	Stewardship
Ambition	Dedication	Hard work	Persistence	Strength
Amusement	Dependability	Harmony	Playfulness	Structure
Assertiveness	Determination	Health	Poise	Success
Attentive	Development	Honesty	Potential	Support
Awareness	Devotion	Honor	Power	Surprise
Balance	Dignity	Hope	Present	Sustainability
Beauty	Discipline	Humility	Productivity	Talent
Boldness	Discovery	Imagination	Professionalism	Teamwork
Bravery	Drive	Improvement	Prosperity	Temperance
Brilliance	Effectiveness	Independence	Purpose	Thankful
Calm	Efficiency	Individuality	Quality	Thorough
Candor	Empathy	Innovation	Realistic	Thoughtful
Capable	Empower	Inquisitive	Reason	Timeliness
Careful	Endurance	Insightful	Recognition	Tolerance
Certainty	Energy	Inspiring	Recreation	Toughness
Challenge	Enjoyment	Integrity	Reflective	Traditional
Charity	Enthusiasm	Intelligence	Respect	Tranquility
Cleanliness	Equality	Intensity	Responsibility	Transparency
Clear	Ethical	Intuitive	Restraint	Trust
Clever	Excellence	Irreverent	Results-oriented	Trustworthy
Comfort	Experience	Joy	Reverence	Truth
Commitment	Exploration	Justice	Rigor	Understanding
Common sense	Expressive	Kindness	Risk	Uniqueness
Communication	Fairness	Knowledge	Satisfaction	Unity
Community	Family	Lawful	Security	Valor
Compassion	Famous	Leadership	Self-reliance	Victory
Competence	Fearless	Learning	Selfless	Vigor
Concentration	Feelings	Liberty	Sensitivity	Vision
Confidence	Ferocious	Logic	Serenity	Vitality
Connection	Fidelity	Love	Service	Wealth
Consciousness	Focus	Loyalty	Sharing	Welcoming
Consistency	Foresight	Mastery	Significance	Winning
Contentment	Fortitude	Maturity	Silence	Wisdom
Contribution	Freedom	Meaning	Simplicity	Wonder
Control	Friendship	Moderation	Sincerity	
Conviction	Fun	Motivation	Skill	
Cooperation	Generosity	Openness	Skillfulness	



# Your core values

Turn to the person next to you and share your top 2-3 out loud. Reflect on how it feels, do they sound right to you?



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# Your brand!

## Brand outline

1. Your purpose - why you want to connect with people about science!
2. Your core values that define your persona
3. Your color scheme -> (we will cover this later for websites & social media!)

# Your science communication strategy

HOW to deliver science communication is just as important as who YOU are.

1. Purpose + brand (done!)
2. Impact - what is the impact that is aligned with your values?
3. Audience - who do you need to reach to have the desired impact?
4. Methods - what is the best way to engage with your desired audience?
5. Context - what are the factors that promote or constrain your success?

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# Defining your audience

Group brainstorm: who are the audiences that you want to reach?

LinkedIn - friends not in major/program, other professionals in the field

Social Media - Instagram, TikTok, Twitter/Bluesky, YouTube, Facebook (especially groups)

Organizations outside of Northeastern - GWISE, BIMS, BWEEMS, SWMS, POSEA, ISPE, 500 Queer Sci -> we can find more

Industry

# Audience types

- **Public** : everyone (including scientists!)
- **Non-scientist** : anyone who is not a scientist
- **Non-specialist** : any scientist who is not in your field of study
- **Specialist** : a scientist who is in your field of study

Audience groups can include multiple of the above types. Know your audience!

Family, friends, co-workers, social media followers, town/city residents, organization members etc. can have non-scientists, non-specialists, and/or specialists within them!

# Socially & culturally aware science communication

- Know your audience: what are their identities and values?
- Understand their background knowledge of science (eg. non-specialist vs non-scientist)
- Who does your audience trust? Are you welcome in this space?
- What are your feelings and biases? How do your identities intersect with your audience identities?
- What do you have in common? What do you not?
- What is the potential to cause harm in this space?
- Consider language (eg. 'citizen science' can be exclusionary)

Anything to add?