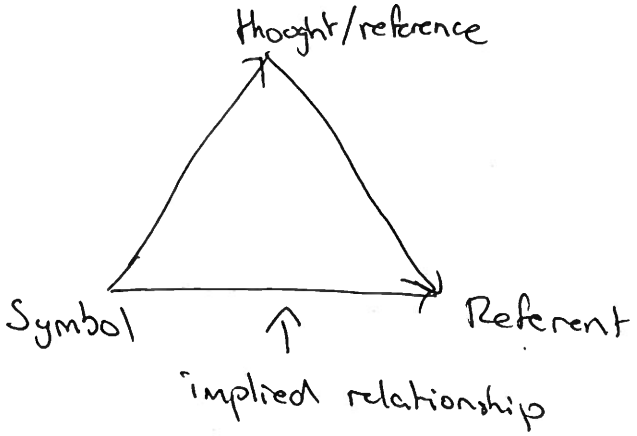
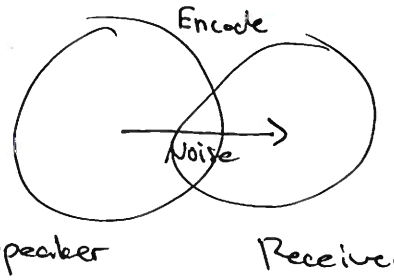
Communication Theory

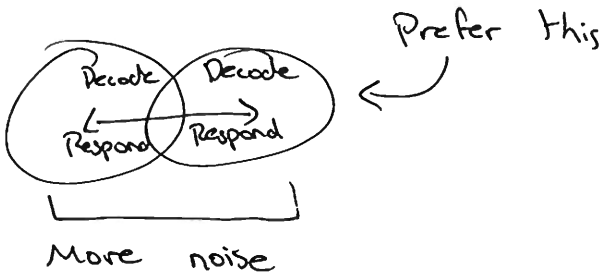


Two communication models:

Linear (1-way):



Transactional (2-way):



Communication competence:

1. Select the most appropriate behaviour
2. Perform the behaviour
3. Empathy for situation
4. Minimise cognitive complexity
   - ↳ Use different framework
5. Self-monitoring

Types of communication:

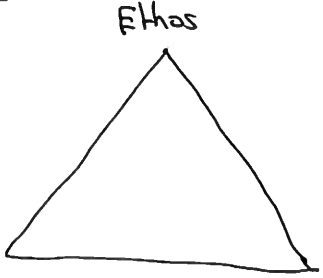
Mass	Public
Interpersonal	Small group
Intrapersonal	

People notice messages that are:

[Intense] ✓ Repetitious ✓ Contrastive ✓ Align with their motives

Repetitious

Rhetorical Triangle

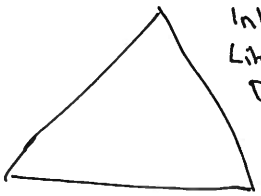


Writer/Speaker Purpose Message Audience Context

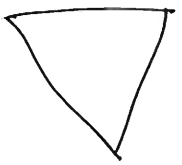
(Imagine these bouncing)

Structure

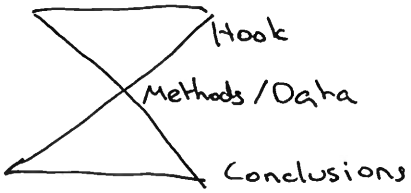
Report/Article



Journalism



Presentations



Who is your audience? What is your key message?

What story do you have?

Slide tips!

Embrace empty space

Mayer Principles

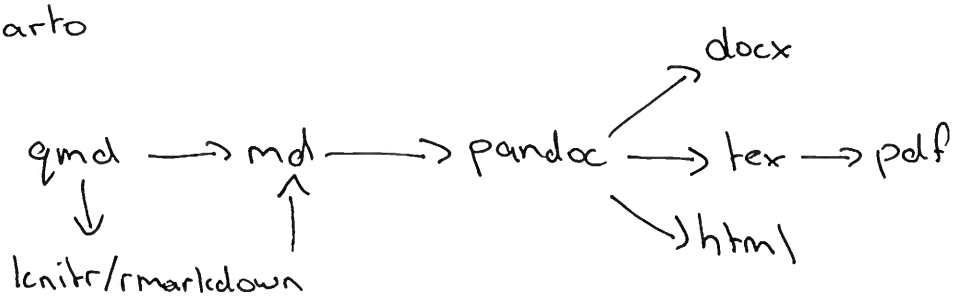
Multimedia principle
Contiguity principle
Coherence principle

VISUALISE
UNIFY
FOCUS

Colors Fonts Text slides Visualisations Image slides

Avoid decorating data
Show meaning of the data
Tell me conclusions

Quarto



docx or ppt is OK

Websites are a collection of webpages.

URLs have a special slug: index.html

cwd.numbat.space/index.html
hidden

Publish websites: GH Pages ✓✓
Quarto Pub ✓
Netlify ✓

Presenting statistical models

What to present?

Parameter estimates + uncertainty (+ p-value)

Summary statistic (AIC, R^2, BIC etc)

Model predictions

broom::tidy
::augment

Descriptive summary table (Table 1)
* Correlation tables
* Contingency tables / Crosstabs

Caption: Tell me the takeaway message
Standalone
Tell me what's in it.

Tables in R: kable, gt, table1, datatable, DT

Plot types:

Position on common scale
non-aligned scale
Length/direction
Area
Colour *

Preattentive processing

Gestalt principles:
Law of proximity
Law of similarity
Law of closure

Human-computer interaction

Expressiveness: a user can carry out an action
Effectiveness: How well an action can be done
Efficiency: cost/benefit

Goals of interactive graphics

Exploration and undirected search

Description (Characterise observations)

Explanation (Identify sources)

Confirmation

Presentation

Shiny / Roxygen

Ui

Server

Documentation

What
How
Why
Where
} each function or data.

@examples @description What/Why

@param @return How

@export

document()