



6/01/2011

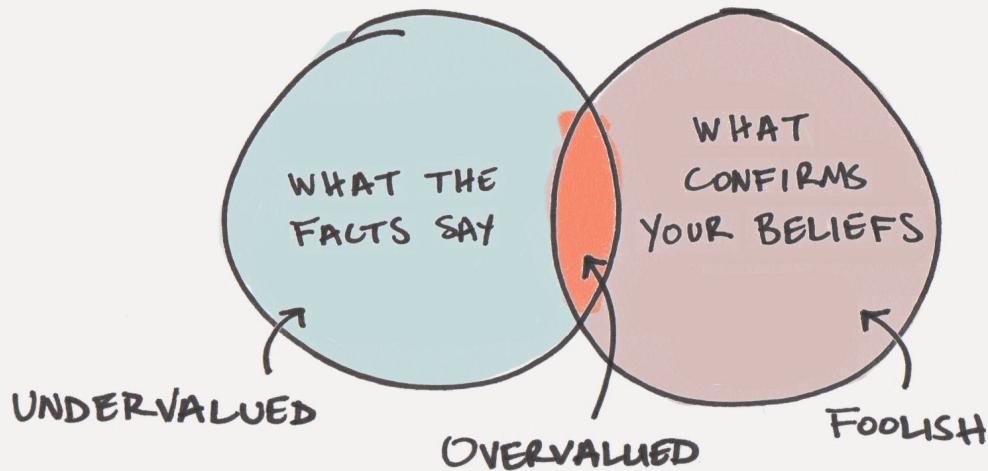


## 1. Intro to science communication

## 2. Basic storytelling tools

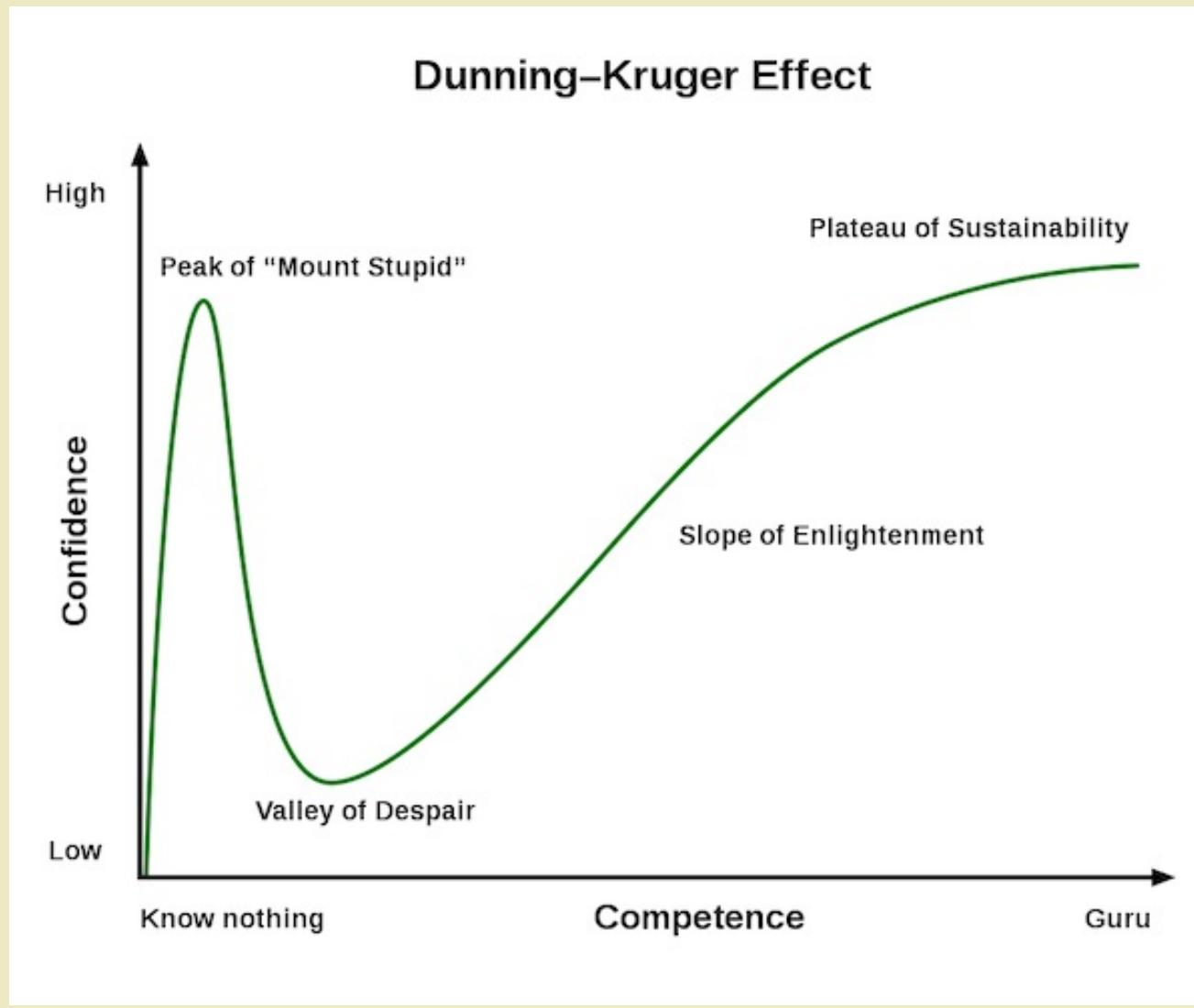
# Sesgos cognitivos en humanos

## THE CONFIRMATION BIAS



JamesClear.com

# Sesgos cognitivos en humanos



## Para bailar tango se necesitan dos

Cuando hay una falla en comunicacion, es la culpa del que escucha tanto como del que habla.

**Salmonella Isolates in the Introduced Asian House Gecko (*Hemidactylus frenatus*) with Emphasis on *Salmonella Weltevreden*, in Two Regions in Costa Rica.**

Jiménez RR<sup>1</sup>, Barquero-Calvo E<sup>2</sup>, Abarca JG<sup>3</sup>, Porras LP<sup>1</sup>.



Los gecos son usuales 'residentes' de las casas ticas.

# Para bailar tango se necesitan dos

Cuando hay una falla en comunicacion, es la culpa del que escucha tanto como del que habla.

**Salmonella Isolates in the Introduced Asian House Gecko (*Hemidactylus frenatus*) with Emphasis on *Salmonella Weltevreden*, in Two Regions in Costa Rica.**

Jiménez RR<sup>1</sup>, Barquero-Calvo E<sup>2</sup>, Abarca JG<sup>3</sup>, Porras LP<sup>1</sup>.



Los gecos son usuales 'residentes' de las casas ticas.

NOTICIAS | Nacional

## Los “geckos” son portadores de una peligrosa enfermedad

SON POTENCIALES PORTADORES DE LA BACTERÍA SALMONELLA

### ¡Cuidado con los gecos! Descubra por qué no son tan inofensivos como creemos

DICIEMBRE 2, 2014 9:40 AM | PABLO ROJAS



- ESTUDIO HECHO POR LA UNA INVESTIGÓ 115 ESPECIES EN DISTINTOS PUNTOS DEL PAÍS
- PRESENCIA DE SALMONELLA FUE BAJA, PERO INSISTEN EN CUIDADOS EN LOS HOGARES

## Yendo más allá de la publicación – volviendonos abogados de la ciencia

Tu investigación no termina cuando sale la publicación científica o el informe técnico.



---

SCIENCE

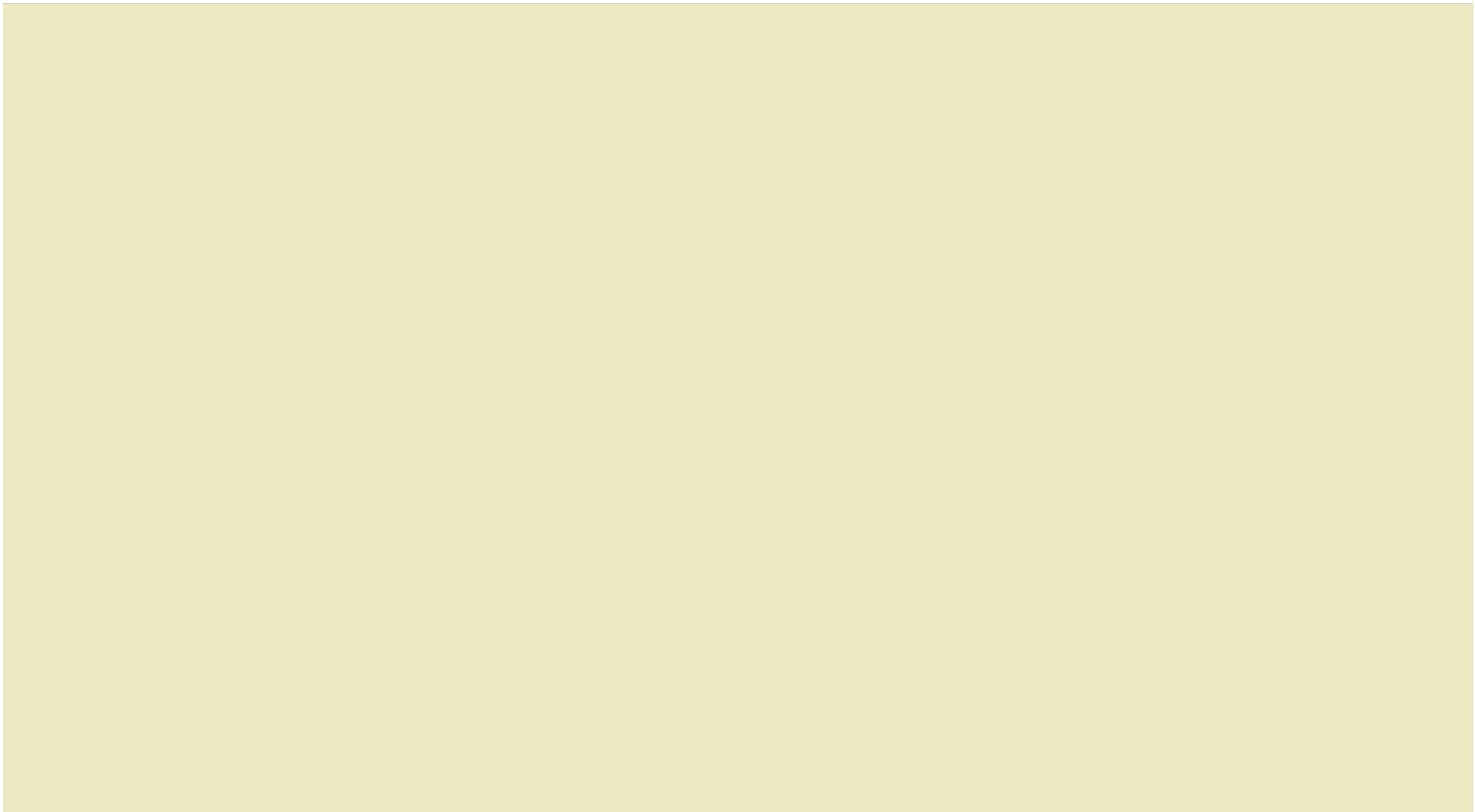
---

# *It's Not So Lonely at the Top: Ecosystems Thrive High in the Sky*

---

By CARL ZIMMER MAY 7, 2012

---



# *It's Not So Lonely at the Top: Ecosystems Thrive High in the Sky*

By CARL ZIMMER MAY 7, 2012



There may not be much time left to gather data. Global warming has been driving mountain-dwelling species to higher altitudes, and will drive them up even farther. But the frogs and other species that are found only on top of tepuis have already gone as high as they can go. “They’re just going to go extinct,” Ms. Salerno said.

The tepui frogs may have been able to scale cliffs that would make mountaineers blanch. But even they can’t climb into thin air.

## Primero, entiendan su audiencia

así como no le hablan igual a sus amigos/profes/abuelas, deben conocer a su audiencia para saber como hablarles!



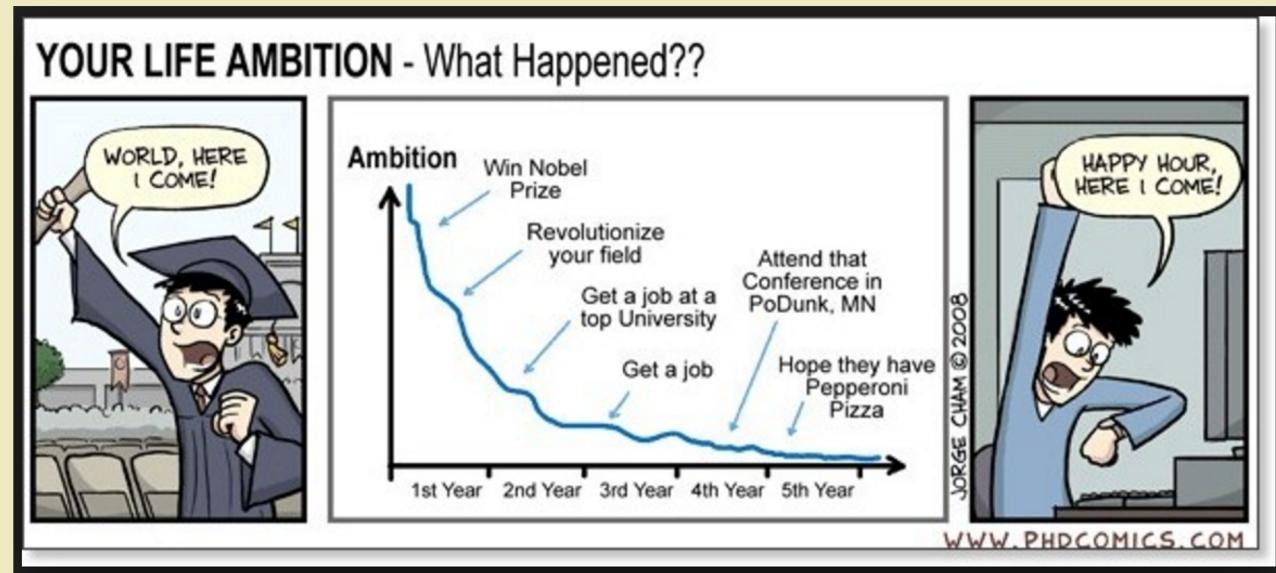
## **Segundo, no se trata de embrutecer conceptos!**

no usar jerga científica una vez que manejan la experticia es extremadamente difícil!



Tu opinión si importa cuando hablas con audiencias no científicas.

*"Ellos quieren respuestas. Tu integridad profesional no les importa."*

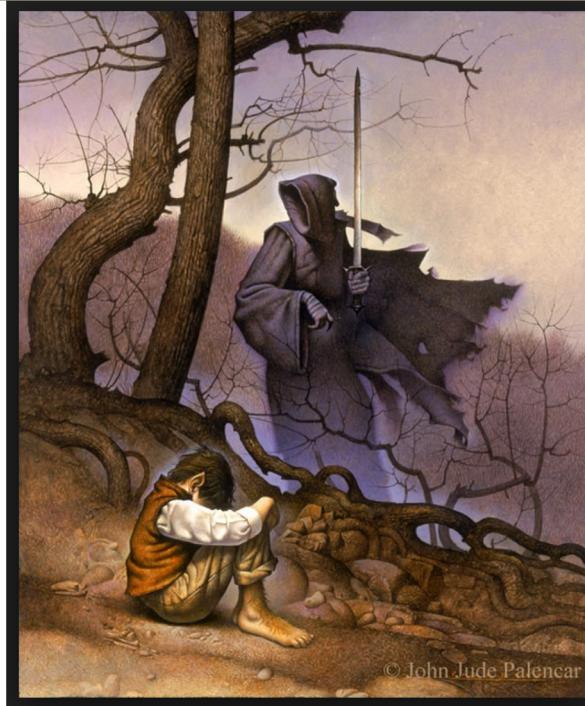




## 1. Intro to science communication

## 2. Basic storytelling tools

# Structure basics— what makes a good story good?



# Structure basics— what is needed in a story?

1.-Plot/argument/action

2.Reflection/character



# A topic is not the same as a story!



# **Components of an effective and memorable story:**

**1.-Place/scene**

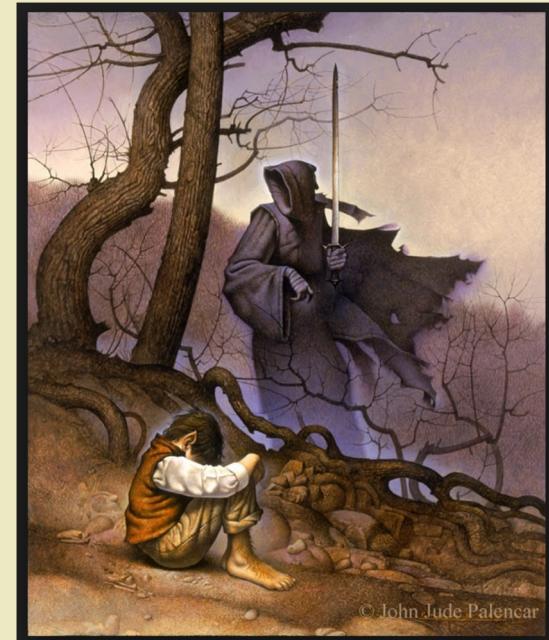
**2.-Character(s)**

**3.-Plot**

**4.-Conflict/tension/uncertainty**

**5.-Narrative/pace**

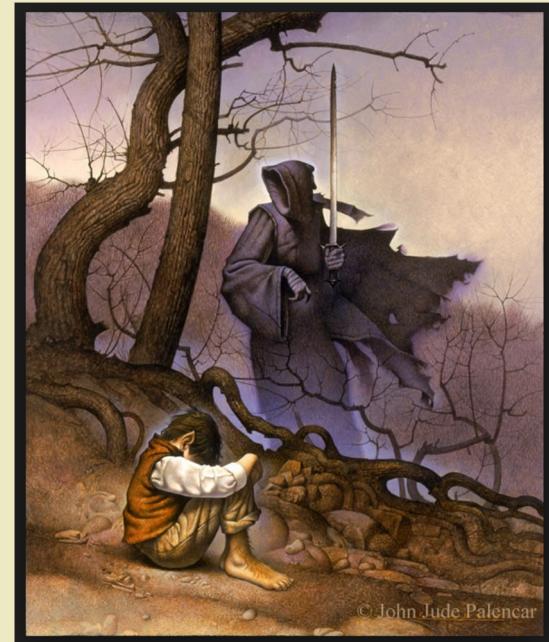
**6.-Climax/closing**



© John Jude Palencar

## **Components of an effective and memorable story:**

> which aspects of stories we love are a part of good scientific stories?

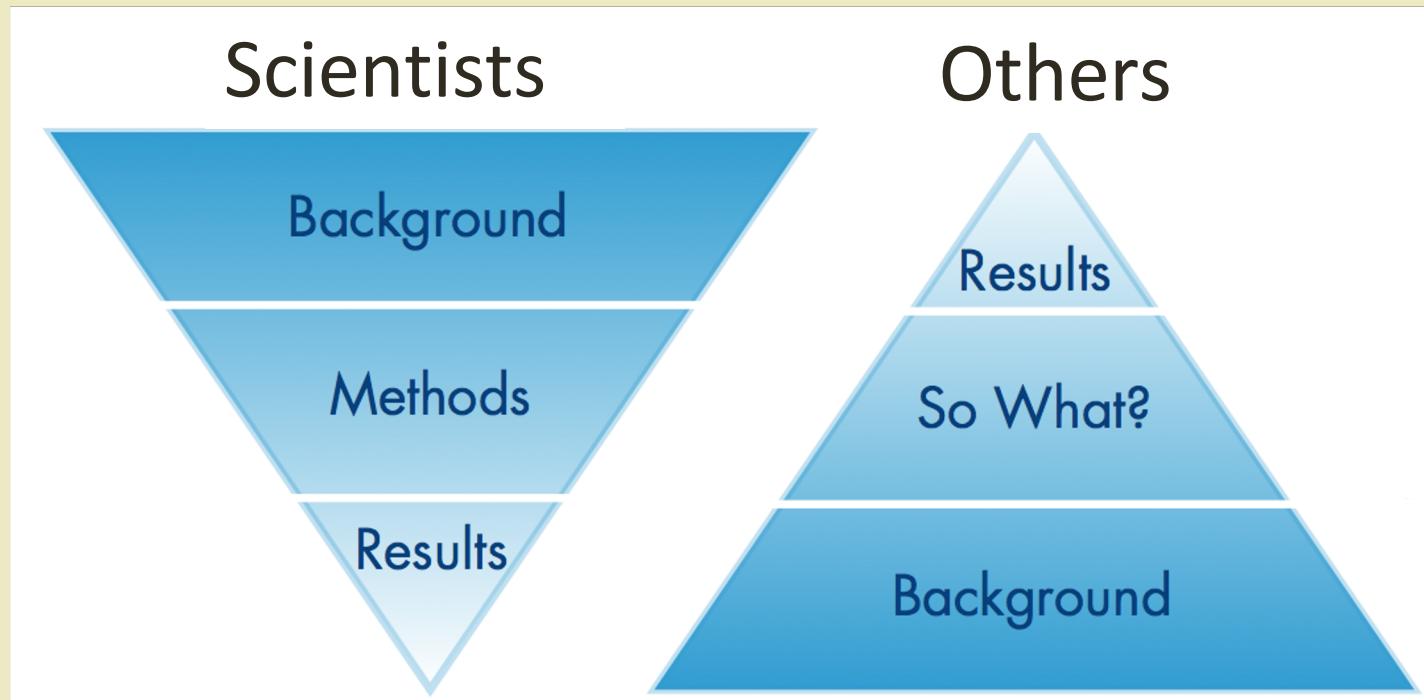


# Scientists

Background

Methods

Results



## Scientists:

Begin the story with:

Background (what has been done)

Important question

Why it matters

## Journalists:

Begin the story with:

Hooks

Anecdotes

Opinions

## Scientists:

### Begin the story with:

Background (what has been done)  
Important question  
Why it matters

## Journalists:

### Begin the story with:

Hooks  
Anecdotes  
Opinions

### Middle of the story:

Vital information  
Actual data and facts  
Results

### Middle of the story:

Less vital information  
Some data and facts  
Some background

## Scientists:

### Begin the story with:

Background (what has been done)  
Important question  
Why it matters

### Middle of the story:

Vital information  
Actual data and facts  
Results

### End of the story:

Interpretation of vital results  
Less vital information  
Final remarks  
Conclusion  
Call to action

## Journalists:

### Begin the story with:

Hooks  
Anecdotes  
Opinions

### Middle of the story:

Less vital information  
Some data and facts  
Some background

### End of the story:

Kicker  
Opinions  
Final remarks/data  
Conclusion  
Call to action

# The Message Box

An exercise to re-structure/rethink our science for different audiences



# The Message Box

Audience: \_\_\_\_\_

