

- What kind of feedback from the public do you think is the most informative to help you assess if you are on the right track?
- Do you fear being targeted by anti-science movements? If so, do you do anything to protect yourself?
- When it is ok to refuse to answer questions publicly (either because it is a controversial or politicized topic, or you're not sure you would explain it well or aren't confident in your understanding, etc.)
- How do you change your presentation style and the depth with which you describe the science based the size of the crowd and the medium by which you're communicating—whether it's a television interview, writing a book, a TED talk, or one-on-one.
- What level of expertise do you have to reach before the public will ascribe you authority on a given subject? That is, do you have to be a professor of neuroscience before people will "take your word" on things you say about the brain?
- When it comes to communicating with the public, you have a lot of experience in a number of mediums—live talks, videos, the written word. How is each medium different, and how are they similar?
- Now that I've joined an animal lab, what do I need to be careful about saying? I used to just chat away—to Uber drivers, small children, really anyone—about my human behavior work. Do you know of tricks to sanitize lay descriptions of invasive animal work?
- Aside from fear of public backlash, I'm also concerned about this as a barrier to effective communication: it's hard to keep people engaged once they're distracted by their objections to your style of work. So, when you realize you've freaked someone out, how can you recover from a faux pas? And if it's not possible to get perfectly back on track, how can you avoid making it worse?
- Do you (or how do you) actively adjust to an audience as you're gauging their understanding and interest over the course of a talk?
- What are your biggest struggles?
- When you have a really successful public communication endeavor, what do you attribute the success to?