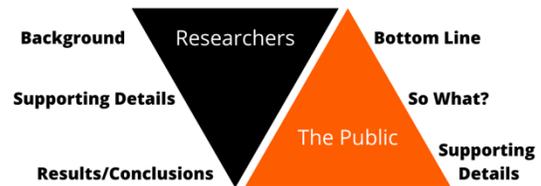


Science Communication Academy: Tailoring Your Communication Activity Sheet

Objective: Tailoring your communication to various audiences.

Purpose & Audience of Science Communication: When tailoring your communication, you must first consider the goal of your communication for the intended audience. Do you want the audience to buy something? Engage in an action? Vote for a policy? After deciding your goal, you must consider who you want to do these things and your intended audience. Other researchers? A specialist audience? Consumers in general?

Researchers vs. the Public: These two potential audiences have different backgrounds, education levels, and subgroups. Researchers often care about the background and supporting details of your research more than the results and conclusions, and the public is the opposite. They care more about how this information directly impacts them than the supporting details. Retraining your brain to communicate with the public involves many considerations. First, the public is not one big group. It's many small groups (political beliefs, religion, rural/urban, race/ethnicity, and what media sources and channels they consume). Second, they're different than a university audience. About 1/3 have at least a bachelor's degree, and about 1/10 have a graduate or professional degree.



Adapted from Nancy Baron's *Ivory Tower*

With these different audiences in mind, what are three ways this affects communication about research when we target the public?

- 1)
- 2)
- 3)

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Our final audience is communication professionals. The majority are going to have college degrees, but their training is unlikely to include conducting research, though some may have specialized in science communication.

How might communication professionals' preferences differ from researchers and the public?

**Science Communication Academy:
Tailoring Your Communication Activity Sheet**

Tailoring Your Message: Why do different audiences care about your research?

<u>RESEARCHERS</u>	<u>GENERAL PUBLIC</u>	<u>COMMUNICATORS</u>

Who are your key stakeholders? You have broad categories, but you might get more specific in terms of researchers, the public, and communicators, and you might have some that don't quite fit those groups. Discuss what you know about them, how you will get information to them, and what you want each group to do with your information.

<u>RESEARCHERS</u>	<u>GENERAL PUBLIC</u>	<u>COMMUNICATORS</u>

OTHER STAKEHOLDERS