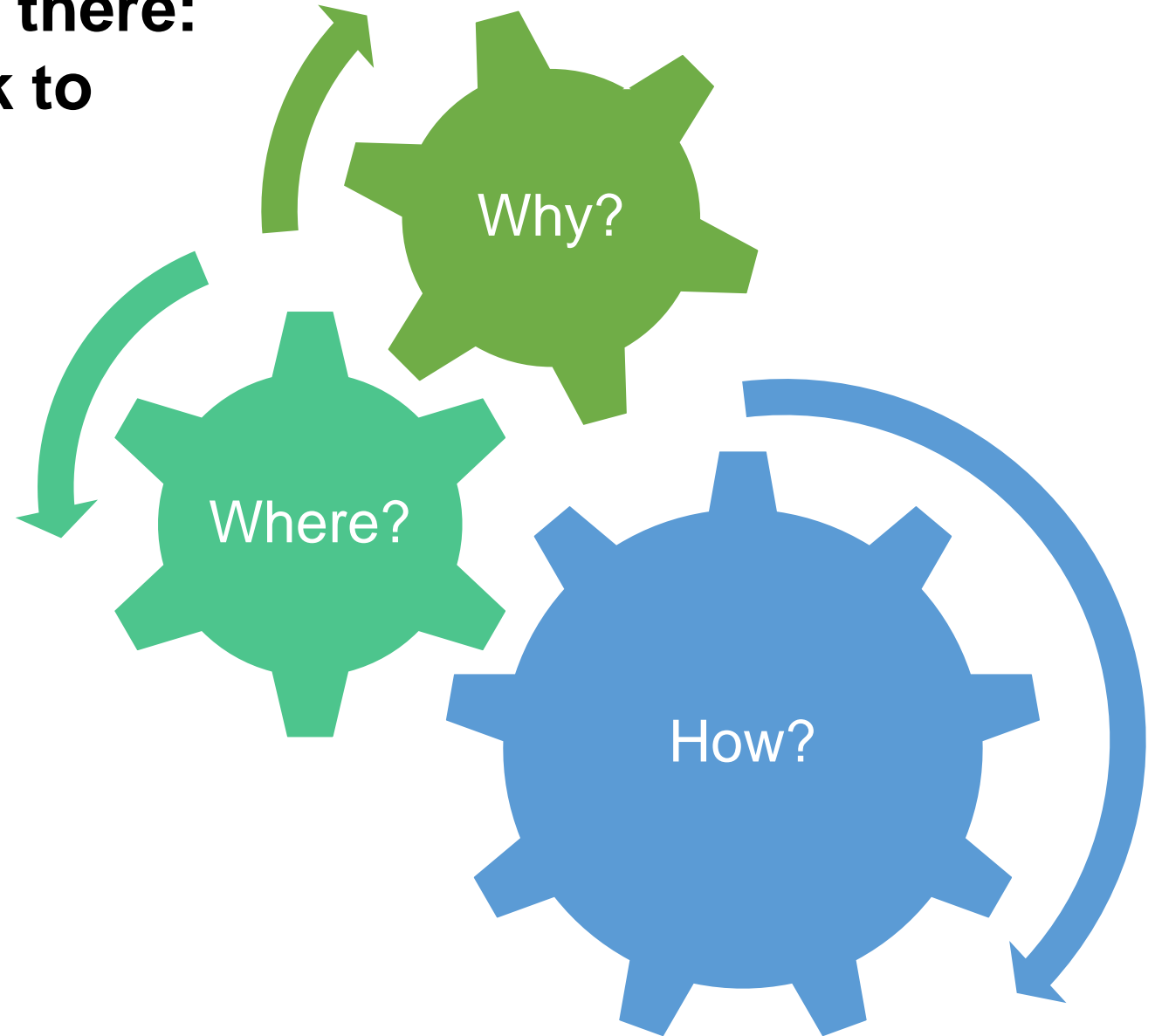


# Getting your research out there: communicating your work to non-specialist audiences

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University of Brighton

# Personal benefits of communicating your research to non-specialist audiences

## Personal skills development

- Being able to communicate complex topics in a clear, engaging and sensitive manner is a key transferable skill.

## Knowledge exchange

- It helps others understand what you do, protects your results from misinterpretation and stops the spread of misinformation.

## Career development

- It can help you obtain funding, get your research published and advance your career (both in academia and beyond).



# Structure of presentation

## Why

- communicate your research to non-specialist audiences?

## Top tips

- for communicating your research to non-specialist audiences

## How

- to communicate your research to non-specialist audiences

## Q&A

- session







Credits: David Nash











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Credit: Juliet Brain / English Heritage



Credit: Sam Frost / English Heritage



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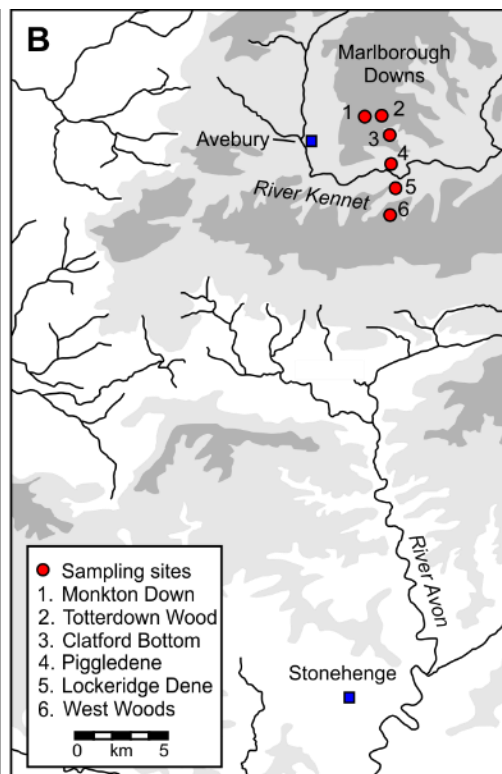
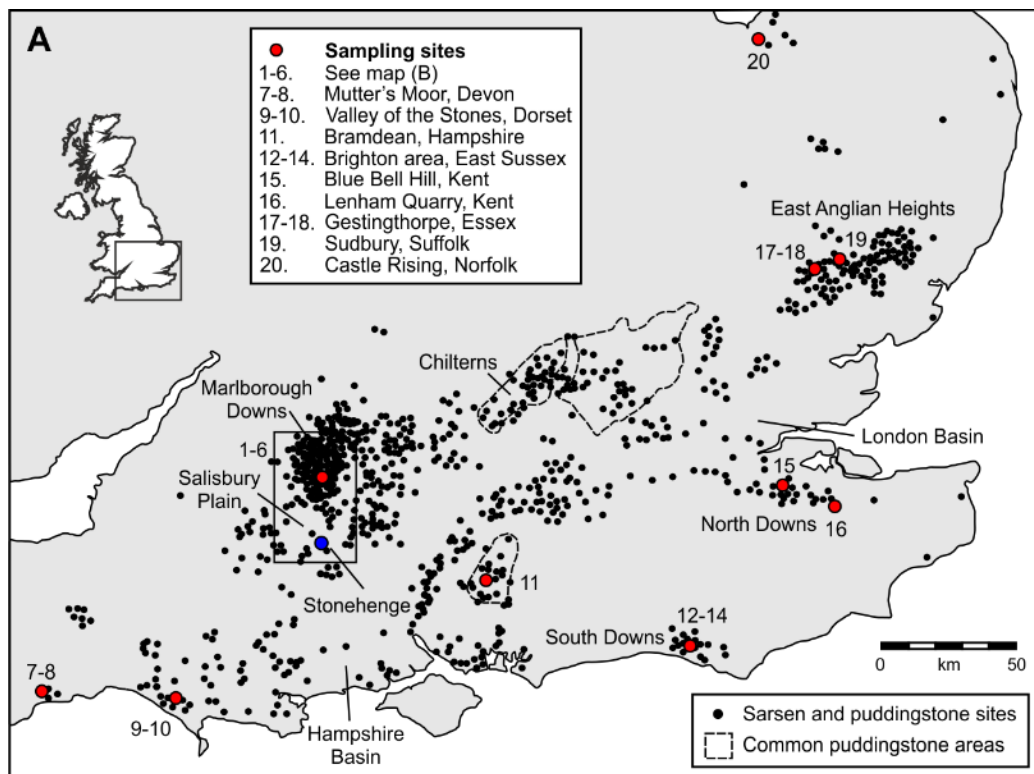


Credit: Juliet Brain / English Heritage



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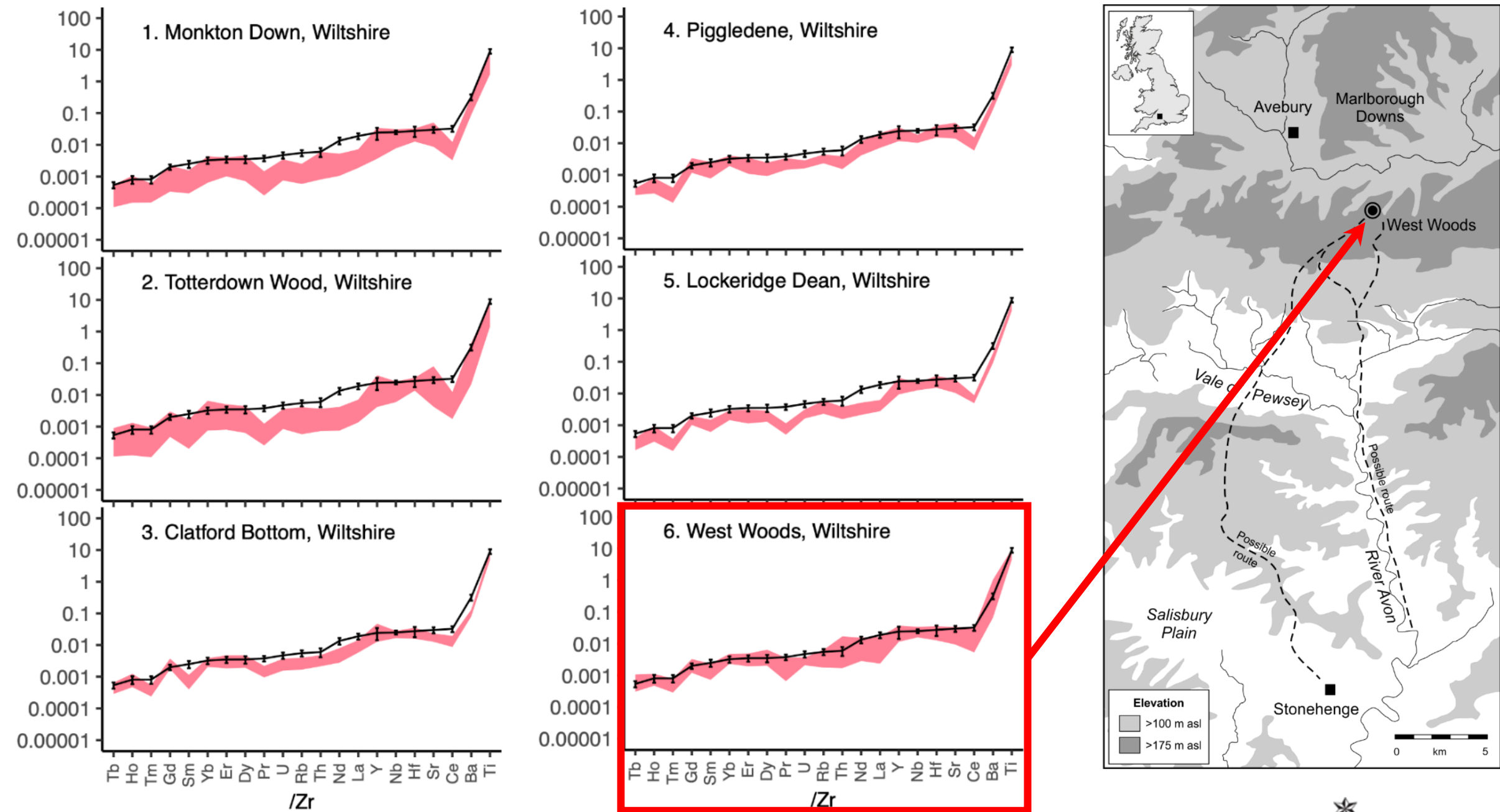




## Sampling sarsen localities across southern Britain








Credit: Nash, D.J. et al. (2020) Origins of the sarsen megaliths at Stonehenge. *Science Advances* 6: eabc0133





Credits: Gareth Iwan Jones / English Heritage



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# Origin of Stonehenge's biggest slabs revealed

The New York Times

## Whence Came Stonehenge's Stones? Now We Know

Last year archaeologists pinpointed the origin of many of the ancient monument's massive stones. A new study identifies the source of the rest.

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# We've finally figured out where Stonehenge's giant boulders came from









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## Stonehenge: Sarsen stones origin mystery solved



South China Morning Post

World / Europe

## Mystery solved: scientists trace source of Stonehenge boulders

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EVOLUTION

# One Mystery of Stonehenge's Origins Has Finally Been Solved

Detailed testing of the chemical signature of the Neolithic monument's most prominent large stones pinpointed where they came from



	<b>Scientists solve mystery of the origin of Stonehenge megaliths</b> MSN, 29 Jul 2020 By (Reuters) - Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the...		<b>Study solves mystery origin of Stonehenge's iconic boulders</b> France24, 29 Jul 2020 Stonehenge, a Neolithic wonder in southern England, has vexed historians and archaeologists for centuries with its many...
	<b>Most of Stonehenge's large boulders share origin in west woods, Wiltshire   Scienmag: Latest Science and Health News</b> ScienMag, 29 Jul 2020 Origins of the sarsen megaliths at Stonehenge Most of the hulking sandstone boulders – called sarsens – that make up the United...		<b>Scientists solve mystery of the origin of Britain's Stonehenge megaliths</b> The Straits Times, 29 Jul 2020 LONDON (REUTERS) - Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the...
	<b>Scientists solve mystery of the origin of Stonehenge megaliths</b> Jerusalem Post, 29 Jul 2020 Scientists have solved an enduring mystery about Stonehenge, determining the place of origin of many of the megaliths that make...		<b>Stonehenge: how we revealed the original source of the biggest stones</b> Yahoo! News, 29 Jul 2020 View photos Stonehenge, an icon of European prehistory that attracts more than a million visitors a year, is rarely out of the...
	<b>Stonehenge: how we revealed the original source of the biggest stones</b> The Conversation, 29 Jul 2020 Stonehenge, an icon of European prehistory that attracts more than a million visitors a year, is rarely out of the news.		<b>Whence Came Stonehenge’s Stones? Now We Know</b> New York Times, 29 Jul 2020 Back in the 30s — the 1130s — the Welsh cleric Geoffrey of Monmouth created the impression that Stonehenge was built as a...
	<b>News story from Daily Mail on Wednesday 29 July 2020</b> Daily Mail, 29 Jul 2020		<b>News story from The Independent on Wednesday 29 July 2020</b> The Independent, 29 Jul 2020
	<b>Origins of the Sarsen Megaliths: Chemical Composition Reveals Where Stonehenge’s Large Boulders Actually Came From</b> Scitech Daily, 29 Jul 2020 Most of Stonehenges large boulders share origin in west woods, Wiltshire. Most of the hulking sandstone boulders called sarsens...		<b>Long-lost relic may reveal origins of Stonehenge</b> Science/AAAS, 29 Jul 2020 As Robert Phillips neared his 90th birthday, the former diamond cutter decided to return a priceless piece of history to the...
	<b>News story from Gizmodo on Wednesday 29 July 2020</b> Gizmodo, 29 Jul 2020		<b>News story from The Telegraph (UK) on Wednesday 29 July 2020</b> The Telegraph (UK), 29 Jul 2020
	<b>Scientists solve mystery of the origin of Stonehenge megaliths</b> NASDAQ, 29 Jul 2020 B y Will Dunham July 29 (Reuters) - Scientists have solved an enduring mystery about Stonehenge, determining the place of...		<b>One Mystery of Stonehenge’s Origins Has Finally Been Solved</b> Scientific American, 29 Jul 2020 For more than four centuries, archaeologists and geologists have sought to determine the geographical origins of the stones...
	<b>Mystery of Stonehenge’s mighty stones solved by archaeologists</b> Yahoo! News, 29 Jul 2020 View photos Archaeologists have solved one of Stonehenge's greatest mysteries — the precise source of the world-famous...		<b>Mystery of Stonehenge's giant pillars solved at last</b> Yahoo! News, 29 Jul 2020 The prehistoric builders of Stonehenge are renowned for hauling the megalithic bluestones 140 miles from the Preseli...
	<b>Mystery of Stonehenge's giant pillars solved at last</b> Yahoo! News, 29 Jul 2020 View photos The prehistoric builders of Stonehenge are renowned for hauling the megalithic bluestones 140 miles from the...		<b>Most of Stonehenge's large boulders share origin in west woods, Wiltshire</b> EurekAlert!, 29 Jul 2020 Most of the hulking sandstone boulders - called sarsens - that make up the United Kingdom's famous Stonehenge monument appear...



# Why communicate your work to non-specialist audiences?

To promote research developments and discoveries

- For publicity purposes
- To share findings with stakeholders or policy- and decision-makers
- To attract interest from potential partners and funders

To inform/educate

- To inform audiences about new research findings
- To empower the audience to contribute to ongoing public debates

To highlight important issues

- To draw attention to important yet little known, or poorly understood, issues
- To advocate for policy change

To inspire people with specific aspects of research

- To encourage new conversations about ideas and discoveries
- To encourage local community engagement
- To increase the footfall of people entering careers in the field





# Ways to communicate your work to non-specialists

## Written

- Pieces for public-facing websites & journals
- Articles for 'trade' magazines
- Policy briefs
- Reports
- Press releases
- Social media posts
- Blogs
- Traditional written media

## Oral

- Public talks & lectures
- Media interviews
- Podcasts
- Stakeholder & knowledge exchange events

## Visual

- Videos
- Infographics
- Social media posts
- Comics/cartoons
- Exhibitions





# Top tips when communicating your research

**What** do you want to communicate? Try to identify the story within the research

1. Prepare a short overview

2. Know your audience

**Who** do you want to communicate to? How much will they already know?

Explain **why** you are doing the research and the impact it could have in the future

3. Show the relevance

4. Make the text accessible

Be **engaging**. Write in short sentences. Write in an active voice. Avoid jargon!

Use **similes and metaphors** to get across complex concepts

5. Use analogies

6. Think visually

Use **visual elements** to help explain the research (but avoid complex diagrams, graphs and tables)



# Be proactive and think innovatively



**TASTE** – the ‘elevator pitch’, a tweet or an infographic

**SNACK** – a press release, briefing note or blog

**FEAST** – the academic paper or full report





## Useful resources

Carter, I. & Paulus, K. (eds) **Research communication: Insights from practice.** Working paper of the Research Communication Strategy Group. GOV.UK website.

Kaye, N., Davies, R., Blows, J. & Quadir, R. (2020). **Research communication.** CLOSER Learning Hub, London, UK. <https://learning.closer.ac.uk/learning-modules/research-communications/>

Orritt, R. & Powell, P. (2020) **Getting the word out: how to talk to the public about your research.** *Breathe* 16: 200008.

Zdenek, C. (2022) **Get your research out there: 7 strategies for high-impact science communication.** Times Higher Education Campus. <https://www.timeshighereducation.com/campus/get-your-research-out-there-7-strategies-highimpact-science-communication>

