

# Addressing different audiences with your research

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# What is the purpose of giving a scientific presentation?

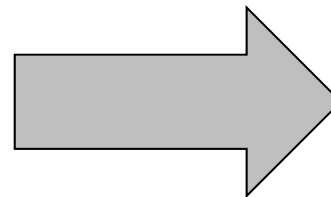
- Provide interesting information to the audience
  - What can they learn from what you do?
- Explain the relevance of your work
  - Why is it important what you do?
- Demonstrate the scientific quality of your work
  - Research answering an open question
  - Find evidence based on objective investigation
  - Drawing conclusions based on the evidence



## WHY?



# Explaining Science



What is the motivation of the work?  
What is the research question?

Conclusions:  
What have we learned  
w.r.t the research question?

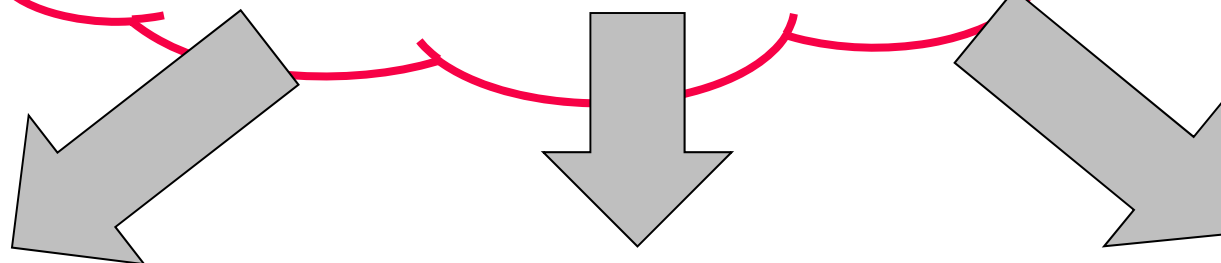


Science:  
Literature, Materials, Methods, Results, Discussion

# Know your Audience

## Who is your Audience?

- What is interesting for them? → inform about things that are relevant to their world
- What is their knowledge? → explain in a way that they can understand!



What is the motivation of the work?



Science:  
Literature, Materials, Methods,  
Results, Discussion



What can they learn from the work?

## Example Audience: 10yo school kids



WHY?

- Find a relation to their world: where does your field of work show up in their world?  
→ motivation for your work
- Very little about science, think about what they can understand with their knowledge and what not
- Tell things about your work that might be interesting for them (even if it is not so relevant for the science)



## Example Audience: non-technical Industry representatives

WHY?

- How does your work address relevant issues and topics in their field of business



- Describe science not too technical but from the 'what information does it give us' perspective



- Try to work out conclusions that provide some learning for them. Focus on findings that might be relevant for their business / work

## Example Audience: Scientists

WHY?

- Clearly identify what open question (that is not answered by literature) is addressed
- Take time to explain methods, results and conclusions well.
- Make sure your conclusions are backed by your research results. Discuss your findings with respect to what you found in the literature.

