

# Speaking up for your research: How to communicate your findings to a broad audience

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# Introduction

Science Communication: the practice of informing, educating, and raising awareness about scientific discoveries and issues in an accessible and understandable manner





# Introduction

Growing interest:

- Lewis et al. (2023), Why we need a Public Understanding of Social Science
- Rogelberg et al. (2022) and commentaries on bringing I-O psychology to the public





# Introduction

We need to do it well:

- Public trust in psychology
- Informed decision-making
- Misinformation





**Practice, Practice, Practice**



# Rubric

- Clarity
- Conciseness
- Engagement
- Structure





# Rubric

- Clarity
  - Simple language
  - Clear audience takeaways





# Rubric

- Conciseness
  - Summarize main point early
  - Less than 90 seconds
  - Caveats are brief (if applicable)







# Rubric

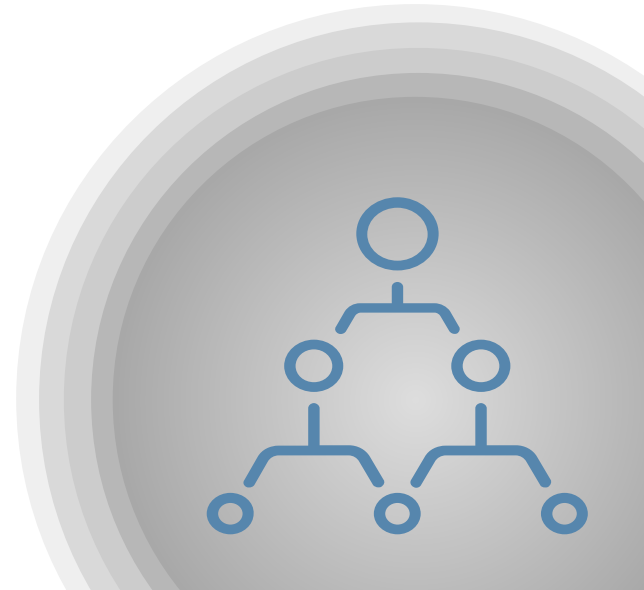
- Engagement
  - Connect topic to audience
  - Humor, stories, enthusiasm
  - Varied tone, delivery, body language
  - Caveats at the end (if applicable)
  - Respond to audience feedback (if applicable)





# Rubric

- Structure
  - Scaffold in complexity
  - Provide background
  - Effective transitions



# Our Experts



Keaton Fletcher  
*Colorado State University*  
*Healthy Work Pod*



Patricia Grabarek  
*Intuitive*  
*Workr Beeing*



Lisa Kath  
*San Diego State University*  
*@iopsychmemes*



Steven Rogelberg  
*UNC Charlotte*



Kerri Nelson  
*SHRM*



Katina Sawyer  
*University of Arizona*  
*Workr Beeing*



Chris Wiese  
*Georgia Institute of Tech*



Paul Yost  
*Seattle Pacific University*



**Happy presenting!**

