









Tips & Tricks

for communicating your research




To capture and maintain interest, try to:

-  Incorporate one or multiple of the following **characteristics** into your activity: hands-on activity, social interaction, emotions of curiosity, enjoyment, fear, surprise, novelty.
-  **Maintain interest** via open-endedness, curiosity, or a challenge.
-  Embed the science in a **real-world context**.
-  Highlight the **connection** between science and people.
-  Place scientific objects in a **sociocultural context**.
-  Use **narratives**.
-  Build on **prior knowledge** and **experiences** of the audience.
-  **Direct questions** at the audience to make them **knowledge makers** (don't make them only listen to you).
-  Provide the audience with opportunities to **reflect and discuss**.
-  Include **open-endedness**.

One of the main goals of ZZ and ERN is to **tackle** the **stereotypical image** of a scientist.

You can help by sharing more **personal details** about yourself.

For example, try to:

-  Share your **hobbies**, favorite **foods**, and **pet names**—don't make it all about your work.
-  Talk about your **friends**, **family**, and **colleagues**, and how they support you in your research—don't focus too much on yourself.
-  Share the **challenges** you face, your **failures**, and your **insecurities**—don't focus solely on your successes.

For more support on preparing for the ZZ and/or ERN, please contact **Gabriela Matouskova** (g.matouskova@rug.nl) Would you like more references from the science communication field? Contact **Dagmar Heeg** (d.m.heeg@rug.nl).

These tips and tricks are based on scientific research. Interested? Read more!

Interest: [1](#), [2](#), [3](#),
Stereotypes: [1](#), [2](#),

