

#científiques

Organitzen /
Organised by



Fundació
Catalana per a
la Recerca i la
Innovació

Hi col·labora /
With the collaboration of



Generalitat
de Catalunya

El Govern de
Tothom!!!

workshop to prepare the talk

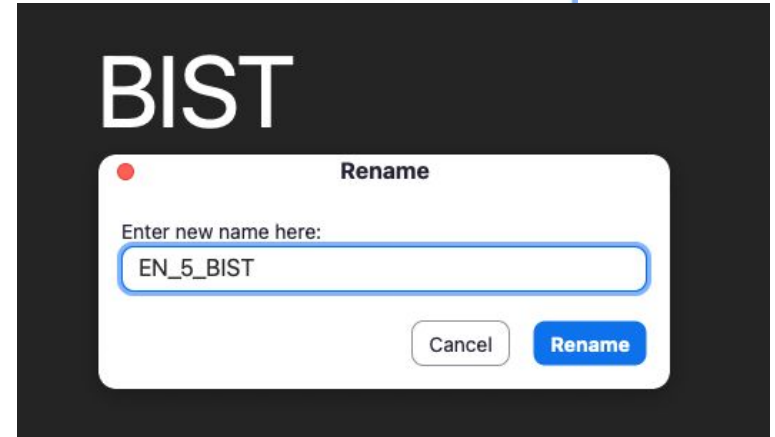
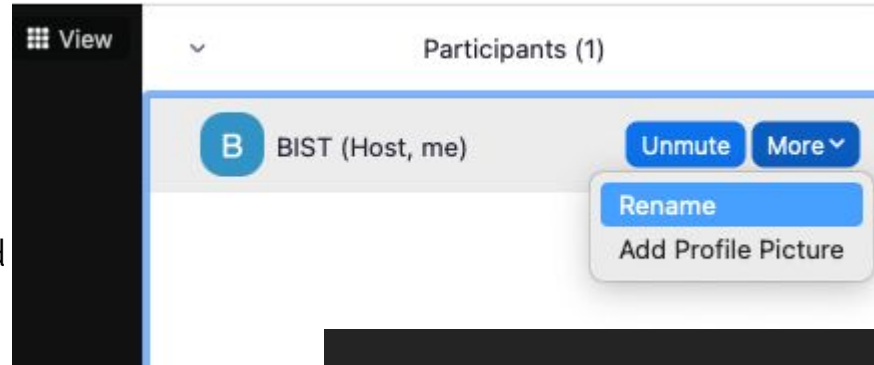
January 2025

#científiques

Group work sessions

Change your ZOOM name to:

- Language
- Number of times I have participated in #cientíques
- First name



Objectives for the February 11 session

- Meet a scientist
- Discover your research
- Break stereotypes
- Sparkle curiosity



Materials 2025

Support materials for Scientists



PowerPoint Template

This template model will help you prepare your presentation for your talk.



Data protection

It is likely that photos and/or videos will be taken of you at the venue where you will give your talk. Authorize the use of your image by filling out this document and uploading it in .PDF format to the registration form.



How to prepare your talk? .PPT of the 2024 training session

How to prepare your talk? Video of the 2022 training session

Main messages

- You don't have to be special to do science
- Everyone can use scientific reasoning
- Science never ceases to amaze us



We also want to...

- Show the diversity of the Catalan research ecosystem
- Visualize the research environment of the researchers



Recommendations: timing

1 hour in total

- Welcome + icebreaker questions
- 15-20 min personal presentation
- 20-25 min research/work presentation
- Last minutes: student's questions



EXPLAINING OUR RESEARCH

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First of all...

Communication 101

- *Core message* → Your research / work
- *Target audience* → Teenagers

What to explain?

What will they find more interesting?

You and your research

- What?
- Where?
- Who? With whom?
- When?
- How?
- Why?

What to explain?

What will they find more interesting?

You and your research

- What?
- Where?
- **Who? With whom?**
- When?
- How?
- **Why?**

What to explain?

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- How?
- **Why?**



What if I don't research?
Explain your work!

Objective: To make visible
all types of professions
related to science.

What to explain?

What will they find more interesting?

You and your research

- What?
- Where?
- **Who? With whom?**
- When?
- How?
- **Why?**

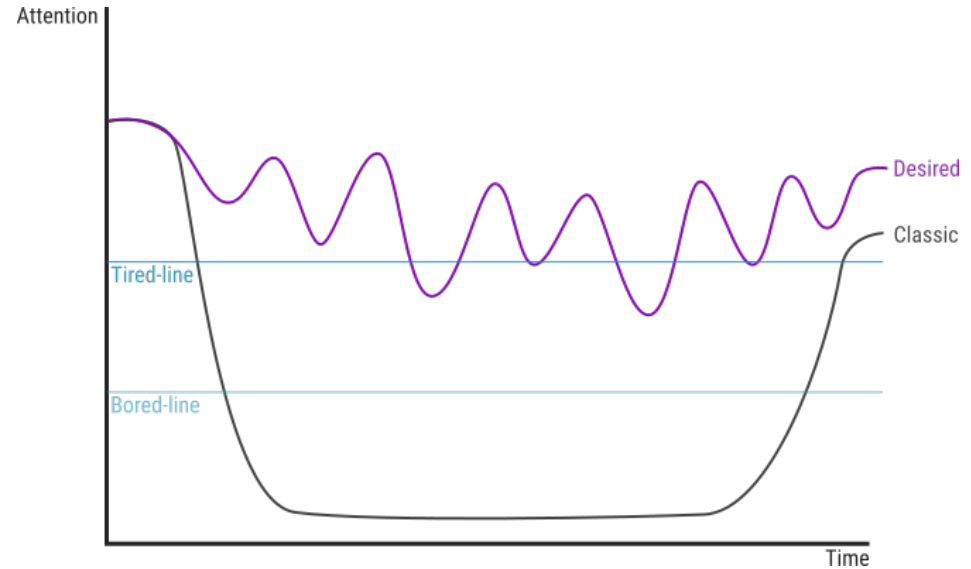
Hidden messages

What we say without noticing...

- **Science and scientist's social perception**
- **Gender roles**
- Language education
- Visual education
- ...

Tools: Attention curve

- Presentation divided in recognizable parts with summaries at the end
- Surprise, comedy (You don't need a joke)
- Voice modulation



From [How to Give Successful Oral Presentations.](#)

Scientificleaders.com

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What to explain?

«Tools»



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Tools: Scissors

Reduce to the essence

- What is really the main message?
- What do they need in order to understand it?

Put yourself in your audience's shoes



Rainbows - Walter Lewin

Microwaves
explained in
9.9999 seconds

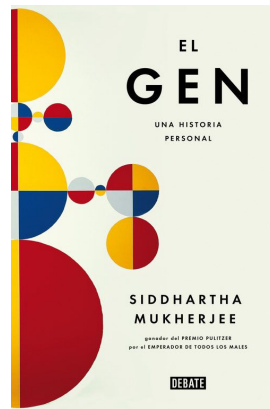
Tools: Stories and emotions

Is there a personal story about how we ended up in this research?

Is it possible to make an emotional bond with our audience?

Tell a story, don't list facts

Can you structure the talk as a story?



Tools: What they know

Previous knowledge

- Theoretical (Curricula)
- Real

They are not a *tabula rasa*



[Enseñando ciencia con ciencia - FECYT - Lilly](#)

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Tools: Participation

- Ask questions
- Ask for opinion
- Small quiz
- Small experiment
- Online tools (quizizz, kahoot)

How to manage it (talk to the teacher):

- Raise your hands
- Give the floor



Tools: Language

Adapt your language

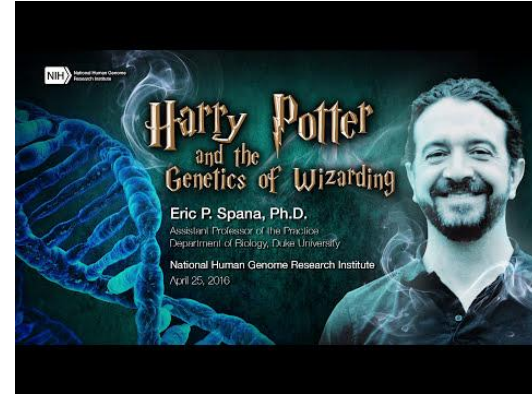
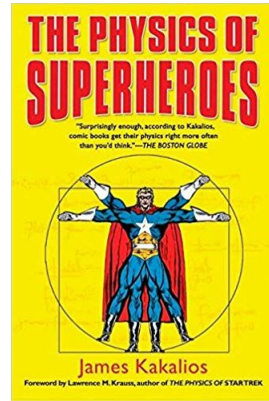
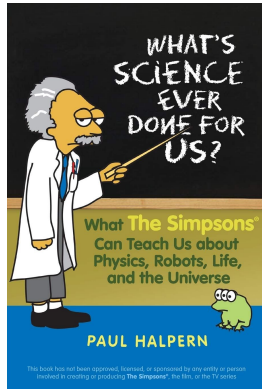
- Don't underestimate them
- Don't overestimate them
- Use less tables and graphs (or none at all)
- Mind the slang! Reduce the «sciency-words»



Tools: Relations

Can I relate my research with...

- Their everyday reality?
- Some well-known applications?
- Pop references? Mind the trends!
- Art / Beauty

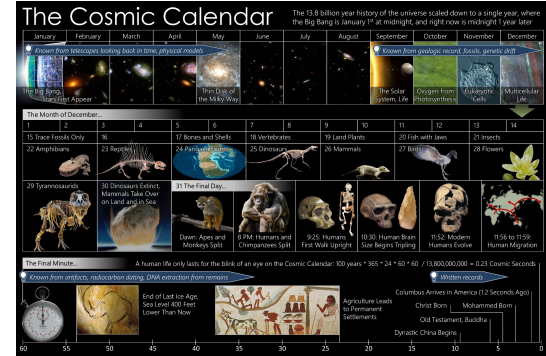


Comparisons and metaphors

Analyze them well before using them

Robust comparisons

Don't stretch them



Tools: Surprise

- Comedy
- Voice modulation / enthusiasm
- Body language
- Participation
- Resources in your presentation



GROUP WORKSHOPS

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Tell me about your research

Make a **4-5-minute** summary of what you will explain on the 11th at the educational centre.

- What is your research about (in a couple of sentences)
- What will you explain to the students: how will you introduce the research topic, etc
- Science communication tools ([see tools](#)) you will use
- Possible dynamics for interacting with students
- A (very short!!) look at the presentation you will be using



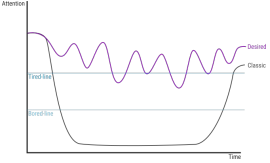
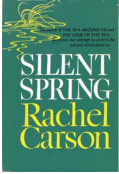
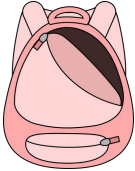
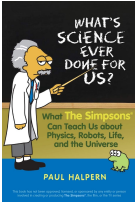
What do the others do?

- Write down what you found more interesting about the presentation.
 - What is the main message/s?
 - Has she used any of the tools to communicate science?
- Come up with ideas to suggest to your colleague

[Enllaç](#)



Tools

Attention curve	Stories	Previous knowledge	Participation	Language
				
Relationships	Similes and metaphors	Interdisciplinarity	Beauty	Surprise / Humor
				

Group work sessions

- What? (main message)
- Who? With whom?
- Why am I doing this research? Can I tell a story?
- How do I do research?
- What else do I do besides science?
- How can I break gender stereotypes with my talk?
- And the scientific stereotypes?
- Can I relate my research to its immediate reality?
- And with pop culture?
- And with other areas of knowledge? Art?
- Can I use a metaphor?
- How can I surprise them?
- Is there beauty in my search?