

# Mind the Gap: Communicating Science to a Diverse Audience

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# A Dozen Principles

**Why dumbing down isn't:**

*What do you know about how your car works?*

**Working with scientists:**

*Tell me what you'd tell a smart 14-year-old*

**Know your audience:**

*Just because someone has a PhD doesn't mean she knows the same things another PhD does*

**Rules about numbers and acronyms:**

*Why is this here?*

**Resist the jargonization of science**

*Language counts*

**People read (or watch) up to a point:**

*What happens when you create a magazine for postdocs*

**Why is this important? What does it mean to me?**

***Avoid the inside baseball/Beltway problem***

**Stuck?**

***Make it about people***

**Use analogies and metaphors**

***You know, like a “brave new world” of science***

**Choose your battles**

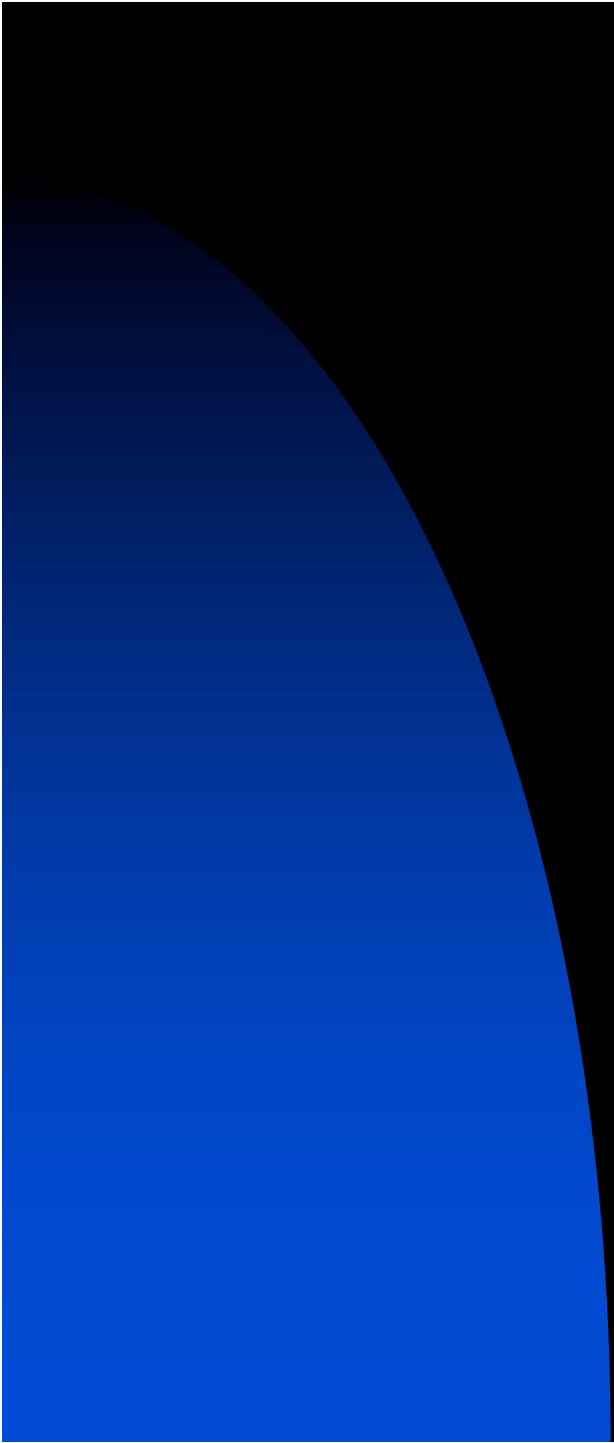
*When in doubt, leave it out*

**Read (watch) it out loud**

*If you read it and see it, so will they*

**And finally, remember the Web!**

*A word about the web and that awful acronym, SEO*



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