Communication and Connection in Science

Turning the Tide 2018

Christine O’Connell, PhD
Twitter: @CocoNell2
Christine.OConnell@stonybrook.edu
LinkedIn.com/in/christineoconnell-phd

Alan Alda Center for Communicating Science
Stony Brook University
Shift your **focus**:

It's not about you — they have to catch the ball
Are you LISTENING?
Communication = Empathy and Clarity

Jump-start Your Science
And Your Career
Learn Better Ways
To Communicate

FOR MORE INFORMATION
Alan Alda Center for Communicating Science
(631) 632-2130
AldaCenter@stonybrook.edu
www.AldaCenter.org
www.FlameChallenge.org
Elizabeth Bass, MPH
Director
(631) 632-1162
Elizabeth.Bass@stonybrook.edu
Valeri Lantz-Gefroh, MFA
Improvisation Coordinator
(631) 632-2133
Valeri.Lantz-Gefroh@stonybrook.edu
Christine O'Connell, PhD
Workshop Coordinator
(631) 632-2131
Christine.OConnell@stonybrook.edu

Photos by Sam Levitan, Richard Riccioppo

Communication is not something extra you add on to science; it is of the essence of science.”
— Alan Alda
Actor, Director, Writer and Founding Member of the Alda Center

The skills I learned in the graduate courses offered by the Alda Center help me every day. These skills definitely set me apart from other working scientists, starting from the moment I interviewed for my current tenure track professorship right up to today. I recommend these courses to everyone I can.”
— Bryan J. Field
Assistant Professor, Physics, Farmingdale State College

My experience with the Alda Center was instrumental in developing my presentation skills and improving my ability to communicate to a broad range of audiences. Quite simply, it transformed me from a lecturer into a better communicator. I am able to link individuals to the science in a non-threatening, approachable way.”
— Marianne McNamara
Assistant Professor, Biology, Suffolk County Community College

A PhD student in my department had a too informal way of speaking and always used an enormous amount of jargon. And then he attended courses in the Center for Communicating Science. When he gave his preliminary defense, I saw a fantastic transformation. Instead of all the jargon, I saw an exceptionally professional, clear, entertaining, informative, very well prepared presentation. That was a big surprise for me and for our whole department.”
— Artem R. Oganov
Professor, Geosciences and Physics and Astronomy, Stony Brook University

Adding improvisation to our TA staff meetings was great. Not only was it fun, it was also effective in revealing how ideas and strategies from their training were misconstrued and helpful to them in developing their skills.”
— Troy Wolfskill
Coordinator for Introductory Chemistry Lectures, Stony Brook University

A Unique Opportunity
As a science graduate student at Stony Brook University, you can take advantage of a unique opportunity: You can learn communication skills that will help you obtain grants, fellowships and jobs, teach undergraduates, defend your thesis, do community outreach, collaborate with scientists in other fields, engage with policymakers, connect with friends and family, and understand your own work in a deeper way.

Through credit-bearing courses and special workshops, the Alan Alda Center for Communicating Science serves doctoral and master's students in the sciences, health professions, technology, engineering and mathematics. Learn to communicate clearly and vividly about your work and why it matters!
Communicating Health: Why does it matter?

Finish the sentence
If I succeed then....
So what’s the problem?
Know your audience

Know your goal
Make it clear, appropriate, timely. Make it about them.
The Many Whos I am
Think
Feel
Do
The basics

The **big picture**, not technicalities
Why it matters: **So what?**
Avoid jargon, use **everyday language**
Make us **care**: build common ground
**Be vivid**: language, metaphor, example
Get personal: **I not We**
Make it stick: **emotion and story**