



SHARING YOUR RESEARCH AS A STORY

HOW DID YOU BECOME INTERESTED IN YOUR RESEARCH TOPIC?

WHAT'S ODD, SURPRISING, OR INTERESTING IN YOUR RESEARCH?

WHAT PIECE OF INFORMATION RELATED TO YOUR RESEARCH DO THINK EVERYONE NEEDS TO KNOW?

NOTHING IN _____ MAKES SENSE, EXCEPT
IN LIGHT OF _____ .

_____ [WHAT YOU'RE STUDYING] CAN BE
_____, _____, AND _____ .
[FILL IN THE BLANKS WITH INTERESTING ADJECTIVES]

ABT FORMAT: AND, BUT, THEREFORE

_____ [SOMETHING AUDIENCE ALREADY KNOWS] AND
_____ [ALREADY KNOWN], BUT _____
[SOMETHING NOT KNOWN]; THEREFORE, _____ .

TIPS

- MAKE YOUR AUDIENCE FEEL SMART
- DO NOT USE JARGON, ESPECIALLY IN YOUR TITLE
- USE SIMPLE VISUALS THAT APPEAL TO EMOTIONS
- CONNECT TO YOUR PASSION!
- INSTEAD OF TELLING OR EXPLAINING, TRY TO GET YOUR AUDIENCE TO **THINK** (TO FEEL CHALLENGED OR ALARMED ABOUT THE ISSUE), TO **FEEL** INSPIRED, AND TO **DO** SOMETHING TO EFFECT CHANGE!





SCIENCE IS A STORY

THIS IS A STORY ABOUT... (HOPE, TRIUMPH, RESILIENCE, REALIZATION, COMMITMENT, PARTNERSHIP, LOSS, PERSPECTIVE, CHANGE, ETC.)

MY AUDIENCE IS...

MY GOAL IS...

MY AUDIENCE WOULD CARE BECAUSE...

