

Alan Alda's 10 Commandments of Science Communication (adapted from Leah Cannon's Science Blog):

1. Empathy is the key to communication.
2. Jargon is gibberish. You have to speak the same language as your audience. Even scientists don't always speak the same language. You can't collaborate if you can't understand each other.
3. The public is on a blind date with science – make them fall in love with science! Alan Alda has a theory that love has three stages: attraction, infatuation, and commitment. You have to communicate well to attract people to your science and then make them commit. You want them to commit. You want them to love the work as much as you do.
4. Learn to speak confidently in front of an audience. You have two minutes to make a first impression, and 80 percent of that impression is based on body language, tone of voice, and speed of speech, not on the actual words or message.
5. Don't suffer from the Curse of Knowledge. The Curse of Knowledge is when you know something so well, you can't remember not understanding it, so you can't explain it properly
6. Use emotion to communicate science. We all remember things better if they have an emotional association--so excite the audience's emotion!
7. The audience wants a compelling story. They want to hear the obstacles and blind alleys behind the research results, not just the results.
8. If you work on communication, you can get better, no matter how good you are to begin with.
9. Science is one of the greatest achievements of human kind. Knowledge of science is one of the most beautiful things humans have to offer one another.
10. The ability to communicate is what makes us human and what allows technology to advance.

Check out all the resources available on Virginia Tech's Center for Communicating Science [website](#)! The [Resources page](#) is particularly helpful.