

Communicating with non-scientific audiences

11h15-12h30 CET, December 7th 2017

Capacity Development Workshop CGIAR Gender workshop

KIT Royal Tropical Institute, Amsterdam

What challenges have
you faced in
communicating
gender research to a
non-scientific
audience?

Web writing and storytelling Do's and Don'ts

7 reminders

11h15-12h30 CET, December 7th 2017

Capacity Development Workshop CGIAR Gender workshop

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7 ideas to keep in mind

1. Audiences and asks
2. Facts and framing (lenses!)
3. Pictures and people
4. Stories and sens(itiviti)es
5. Titles and 'ta-da's'
6. Writing and webcrafting
7. Learning and (getting) lean

1. Audiences and Asks

17



created web pages,
led with friends
and neighbours and



What do you want
them to do?



2. Facts and Framing

17



What do you need to tell people?

What will convince them?

Why > How > What

Cite & quote



3. Pictures and People



Georgina Smith / CIAT

EVENT: Meeting
the **Sustainable
Development Goals**
with **Science**
How innovation in agriculture is
affecting global change

Wednesday 15th June, 2016
16:00 - 17:15
Room D5, Tour & Taxis
EU Development Days

*Four stories from the field illustrating how
science and innovation in agriculture can*

Hosted by:



4. Stories and Senses

Finding a story angle



MONEY

- How much already?
- How much now?
- How much later?
- By and for whom?



POLITICS / BREAKTHROUGHS

- Which rules and regulations are good/bad/lacking?
- What is the science behind it? And the implications of the science?
- Who is responsible?
- Who is fighting/collaborating and why?



PEOPLE

- *Agape* (selfless, unconditional, spiritual love)
- *Eros* (passionate, sensual, illogical love)
- *Philia* (loyal love for friends, family and community)
- *Storge* (natural affection or 'dealing')

Controversy sells, but can also have reputational impacts.

5. Titles and Ta-da's

What an Average Blog Reader Sees

HEADLINE!!!!!!!!!!!!

AHH, LOOK AT ME!!!!!!

AUTHOR NAME

FIRST PARAGRAPH

SOME EXPERT

SOME OTHER EXPERT

OMG, THAT IS SCANDALOUS!

PRETTY PICTURE

OOOHH, I CAN CLICK ON THIS

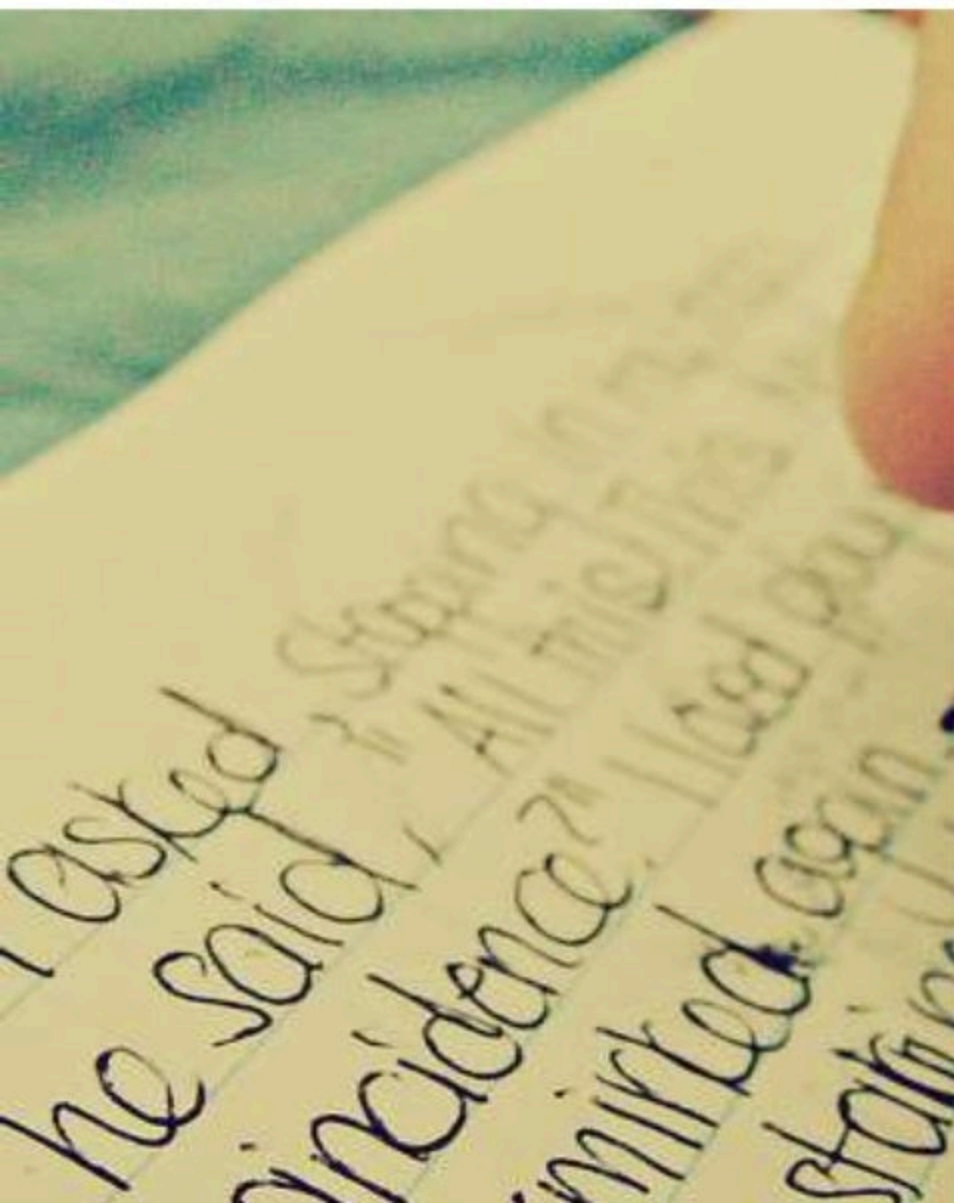
SOME STATISTIC

Examples of titles

Examples (adapted from the Economist's 'World Ocean Summit')

- Why hasn't the ocean become a higher priority?
- Saving the world's seventh largest economy
- An ocean of opportunity: 300% returns from investments in marine protection
- A drop in the ocean: efforts to stop marine pollution, warming and acidification must increase
- NOT: World Ocean Summit was held in Portugal
- NOT: Is it too late already?

6. Writing and Web crafting



Short & active!

Cut the fluff!

Bullet points!

They can leave any time!

Inverted Pyramid Writing



7. Learning and (getting) Lean



make everything
as simple as possible,
but not simpler.

ALBERT EINSTEIN

DO's

- Active tense
- Verbs, nouns
- Catchy titles
- Facts
- Giving credit where due
- Present results
- Bullet points
- Sensible use of capitals

DON'TS

- Passive tense
- Adjectives, adverbs
- Boring titles
- Fluff
- Taking all the credit
- Present the context etc.
- Long paragraphs
- Capital letters, acronyms

Additional reading



<https://wle.cgiar.org/sites/default/files/documents/How-to-Write-a-Great-Blog-Post-PDF.pdf>

<https://www.theguardian.com/science/2014/apr/17/science-blog-welcome-trust-writing-prize>

<https://www.slideshare.net/Future-Earth/how-to-write-a-science-blogpost-people-want-to-read>

<http://www.mindthesciencegap.org/style-guide/good-practice-guide-for-writing-science-blog-posts/>

Picture credits (mostly FlickrR)

1. Humberto Chalate
2. Valis Iscari0t
3. PropagandaTimes
4. TedTalks
5. Peter Alfred Hess
6. Georgina Smith
7. Neil Palmer
8. Modern Marketing Today
9. Jamie Davies
10. Michael Hoevel
11. Authority Self Publishing
12. Michael Hoevel
13. Nilufer Gadgieva
14. Winthrop University
15. Anne Davis 773
16. Artist Upgrade

Writing practice (1)



Pick one article (go to <https://goo.gl/Q15GnB> [mind capital letters])

- (your own article)
- [Gender analysis in grain maize value chain in Northern and Central Benin](#) (Authors: Adetonah, S.; Coulibaly, O.; Satoguina, H.; Sangare, A.; Dossavi-yovo, N.H.)
- [Gender analysis of land use for urban agriculture and sustainability of livelihoods in Freetown, Sierra Leone](#) (Authors: Idowu, O.; Cofie, Olufunke O.; Adeoti, A.)
- [Gender and natural resource governance indicators: a need to assess and address 'sensitive and taboo' topics](#) (Authors: Colfer, C.J.P.; Achdiawan, R.; Adnan, H.; Erni Yuliani, L.; Balang; LepMil)
- [Gender aspects of irrigation management: The Chhattis Mauja Irrigation System in Nepal](#) (Authors: Zwarteveen, M. Z.; Neupane, N.)

Writing practice (2)

Set up:

- Form a group of 2-3
- Individually write a short blog post (400 words) based on the abstract and paper and review it collectively

Your brief:

- Develop a catchy title
- Write in inverted pyramid style
- Make it web-fit
- Review each other's piece and make comments for improvements
- Ask for additional support (Ewen / Yngve)

(30 minutes in total):

Good luck!

Alternative assignment



- Form buzz groups of 4-5
- Think about what makes a great blog post for our platform or a project website
- Share examples of posts you really liked
- Tease out some good practices / principles from the gender science community

Thank you



Photo: Neil Palmer/IWMI