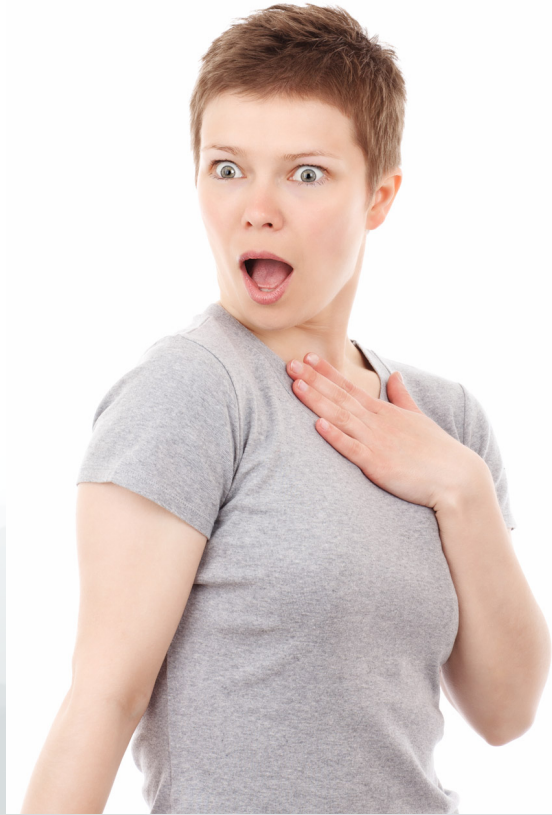


# Discrepant Events

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What does this have to do with presenting about my science?

- Scientific mindset
- Motivation



**iexplora!**

# School vs. Public Communication of Science

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**School / Formal**

**Informal / Not School**



# School vs. Public Communication of Science

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## Captive Audiences

- Time commitment (fixed)
- External rewards important
- Must pay attention
- Will accept a formal, academic approach
- Will make an effort to pay attention, even if bored



# School vs. Public Communication of Science

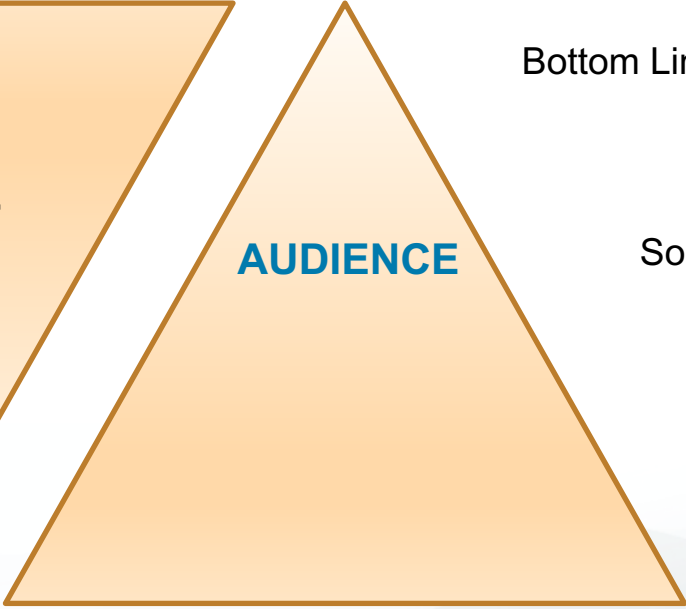
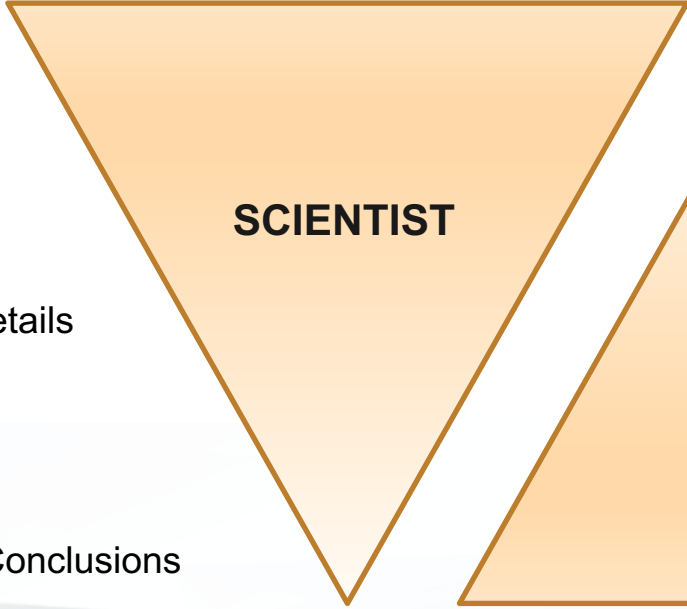
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## Non-captive Audiences

- Voluntary
- No time commitment
- External rewards not important
- Do not have to pay attention
- Expect an informal atmosphere and nonacademic approach
- Will switch attention if bored







Background

Bottom Line

**SCIENTIST**

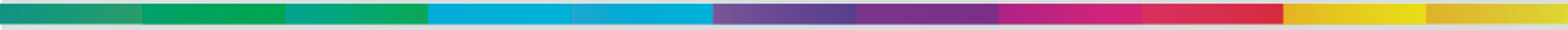
**AUDIENCE**

So what?

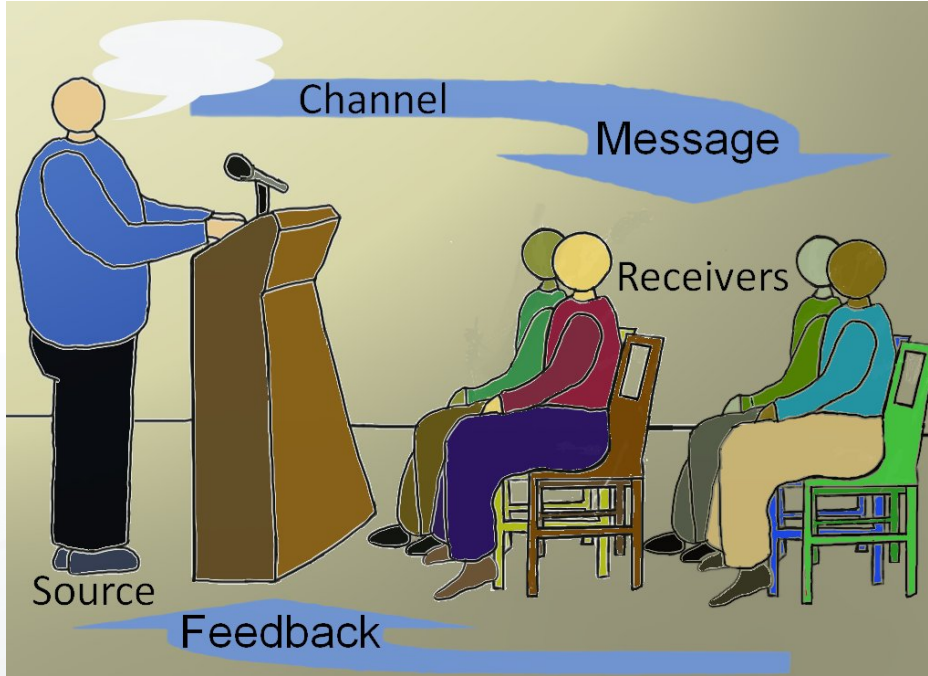
Supporting Details

Results/Conclusions

Some may be interested enough to learn the supporting details



# Successful Science of Communication



- Brain chemistry
- Engagement
- Strong emotional stamp
- Integration

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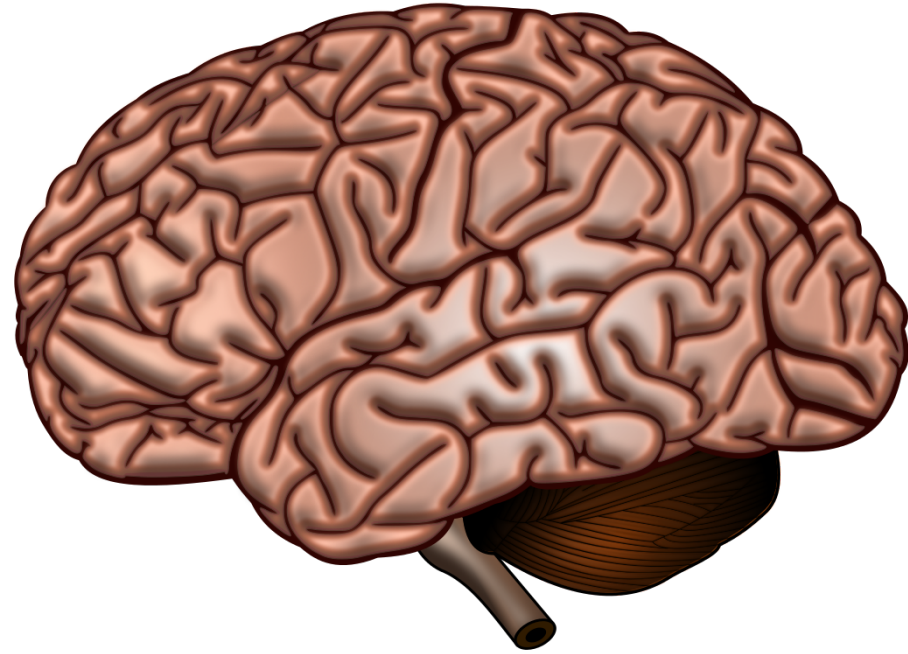
# Brain Chemistry

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Fun, enjoyable activities stimulate the brain to produce endorphins and dopamine.

Boring or excessively difficult information causes the brain to look for more gratifying experiences elsewhere.

- Ham, S. 2013



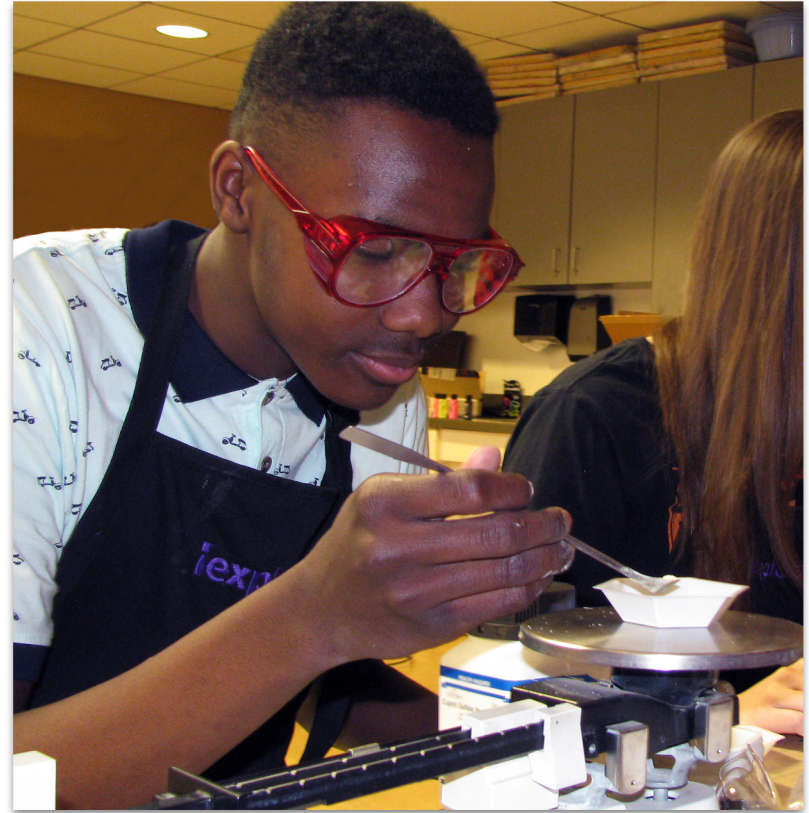
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# Engagement

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Learning is highly effective when learners are engaged in experiences that are relevant, compelling, and motivating.

- Falk, J. and L. Dierking, 2002

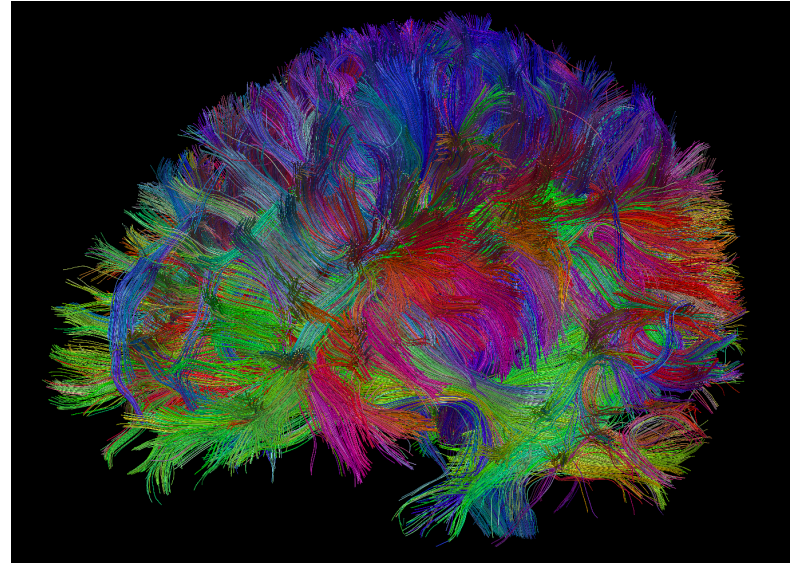


# Emotional Stamp

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The stronger the emotional value, the better the memory – and fun, playful, enjoyable experiences are strongly rewarded over less pleasant ones.

- Falk, J. and L. Dierking, 2002



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# Integration

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“Play” is an integrating mechanism, helping the learner make important connections among things they learn, know, feel, and understand.

- Lego Learning Institute, 2015



***Good communication  
captures your attention  
and successfully makes  
a point***





Together we can Engage, Educate, and Employ the Future STEAM Workforce.



Your help in planning and designing mini traveling SMART Grid exhibits

Engage the public!

- NM Science Fiesta
- Science Communication Fellows program
- Meet a Scientist (videos)
- Teen Science Café
- Mentors Matter events
- Classroom Connections