Research Communication
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What is research communication?
‘The ability to explain one's research in a clear and understandable way, so that the public is well-informed’

Désirée Goubert, MindMint
Tips for research communication

• write for non-expert audience
• clear concise language
• use combination of short and long sentences
  – short sentences for summaries
    • 15-20 words
  – long sentences for details
    • no more than three items of info
Research communication tips

- one idea per paragraph
- minimise jargon and acronyms
  - acronyms – describe in full first reference
- 80% active voice
  - We will develop an experiment ✓
  - An experiment will be developed ❌
Research communication tips

• layout
  – clear headings
  – white space
  – bullet lists
  – diagrams, figures, tables
• consistency
Plain English

Resources

• Access to Understanding - access2understanding.org
• Make it Clear - invo.org.uk/makeitclear
• Plain English Foundation - plainenglishfoundation.com/free-writing-tools