

This is a boring opening slide!

How to Make Basic Science Come Alive

Dennis Meredith

E-mail: dennis@glyphus.com

www.ExplainingResearch.com

This is not a boring opening slide!



Dennis Meredith

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Visuals bring your talks to life!



Dennis Meredith

E-mail: dennis@glyphus.com

www.ExplainingResearch.com

Neural Basis of Alcohol-Related Behavioral Disinhibition



You compete with the world



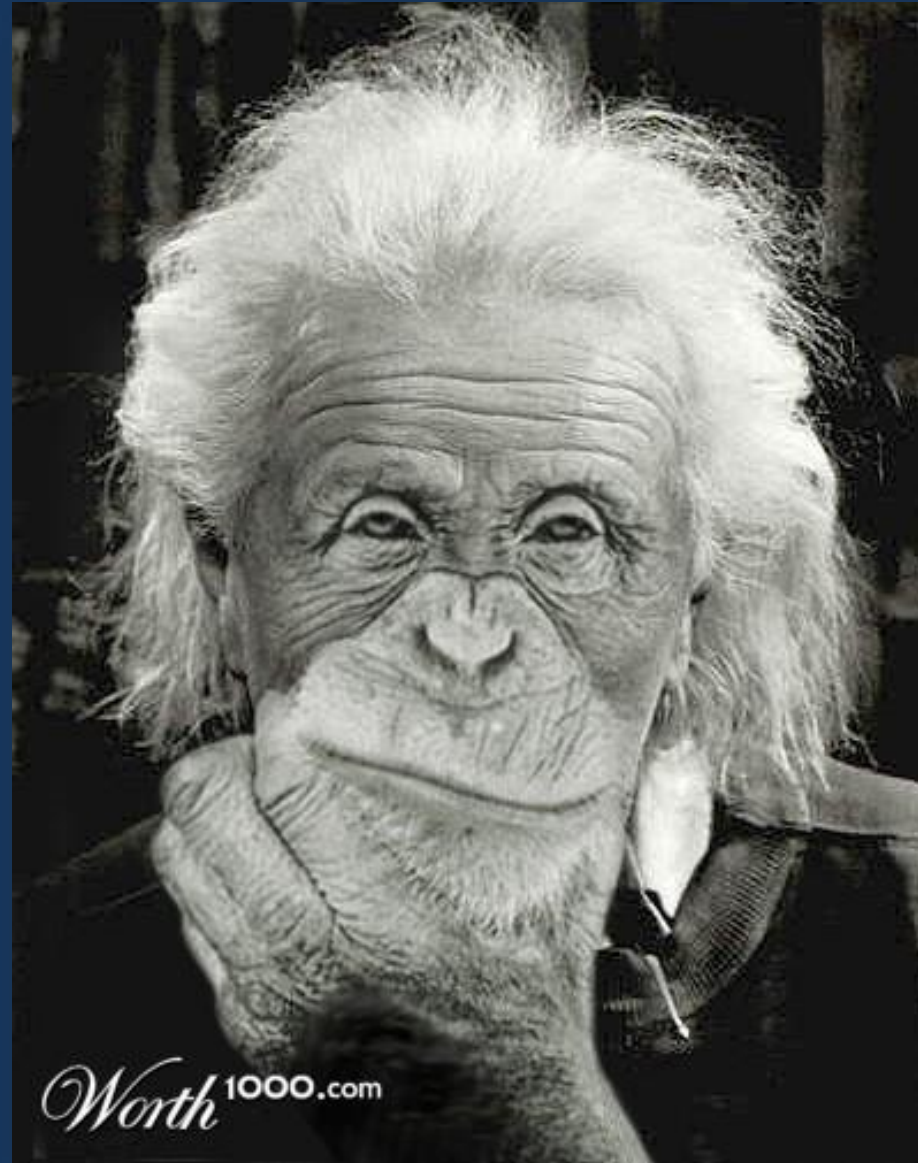
You compete with life

What have you thought about in the last 30 minutes that had nothing to do with this webinar?

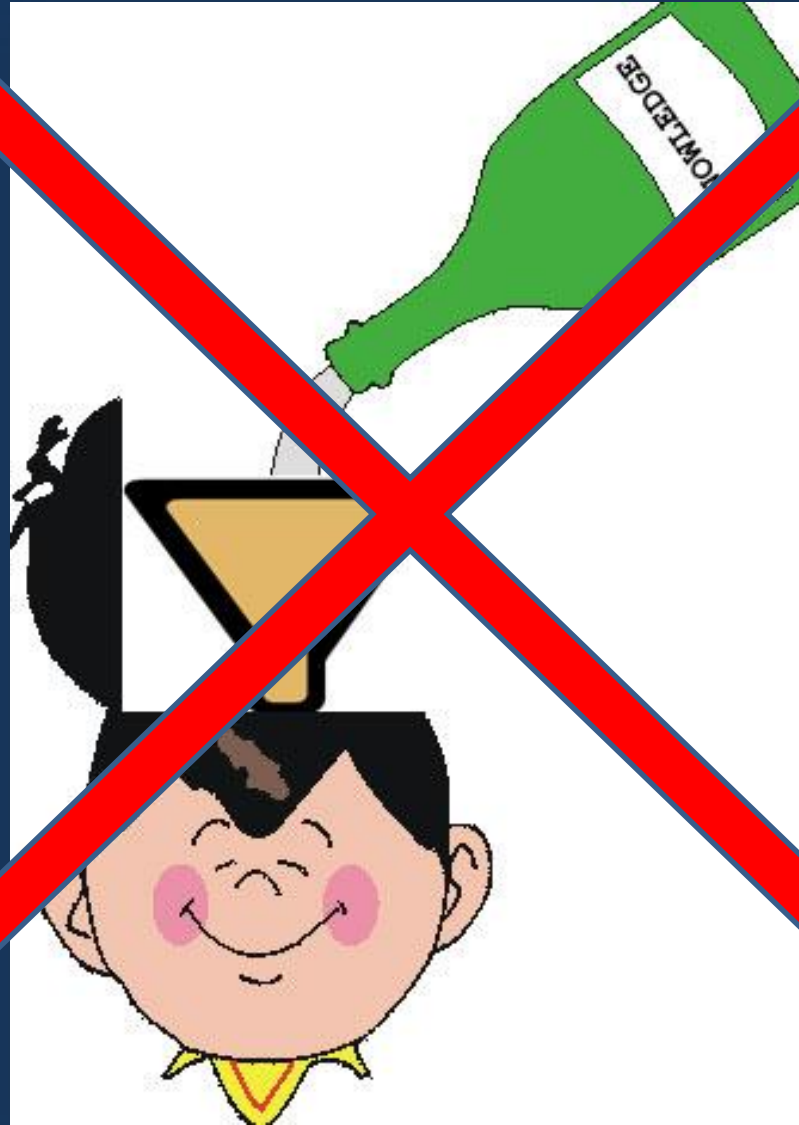
You compete with the media



Your audience is primates



Not a valid model



Keep slides simple!



Assume disinterest



Assume disinterest



Renounce

Introduction

Methods

Results

And

Discussion

Give your audiences a “piece of candy”



Grab your audience

So what/what's new:

- Significant problems?
- Worthwhile benefits?
- Needed solutions?

Grabber feature article ledes

- Tell a story about someone involved
- Tell a personal story
- Describe the subject vividly
- Describe an environment vividly
- Describe a discovery moment
- Describe a vignette
- Describe a treatment

Engage your audiences



Engage your audiences

zoom | Support

JOIN

HOST



Show Me



Polling for Zoom Meetings and Webinars

Zoom Poll



Zoom Poll

1. Where is Zoom headquarters located? (Single Choice) *

- San Francisco
- San Jose

2. What year was Zoom founded? (Single Choice) *

- 2011
- 2012
- 2013

Edit Poll   Launch

Engage your audiences

slido



Your go-to interaction app for hybrid meetings

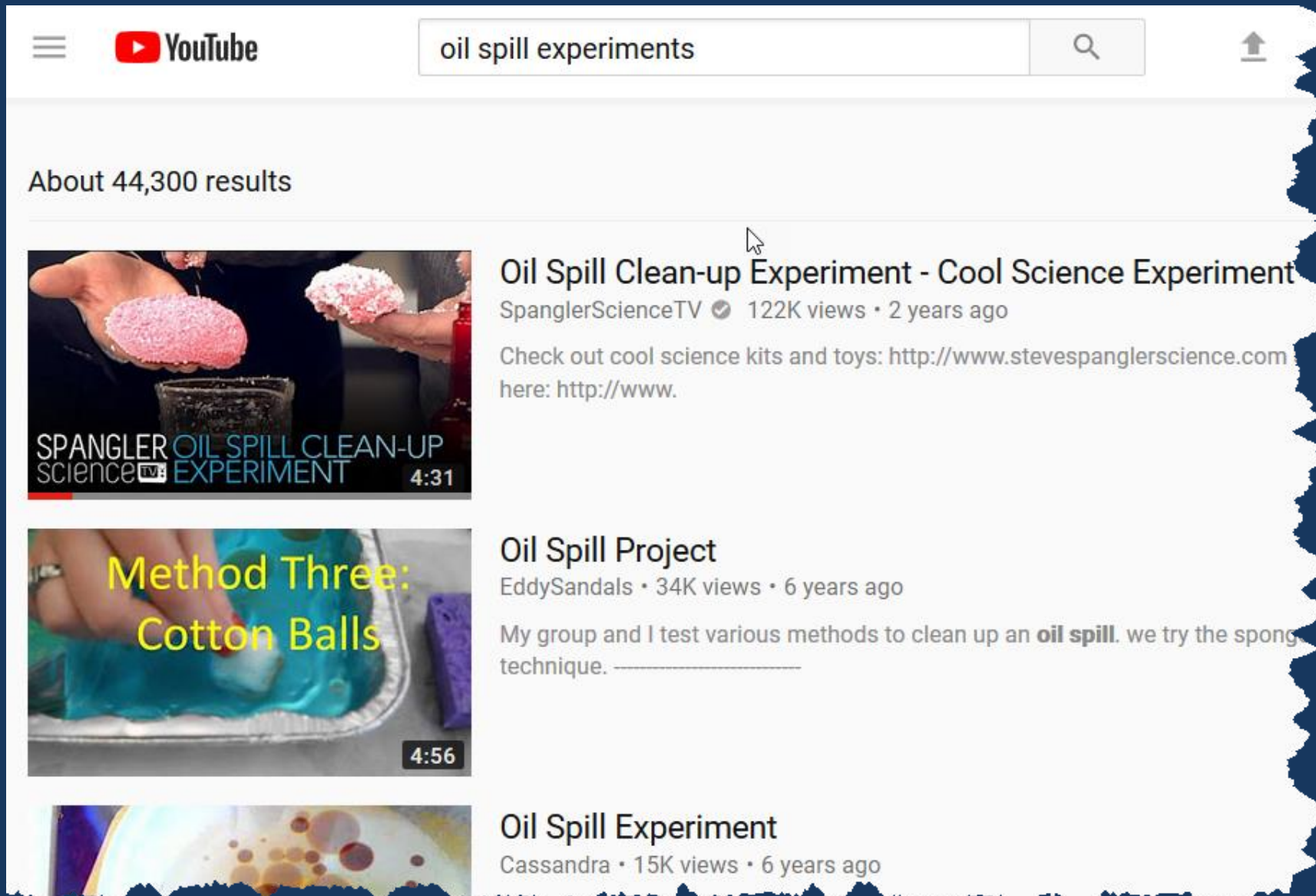
Engage your participants with live polls, Q&A, quizzes and word clouds — whether you meet in the office, online or in-between.

The screenshot displays the Slido interface during a meeting. On the left is a sidebar with the 'slido' logo and a menu icon. The main area features a poll titled 'What would you like to discuss today?'. The poll results are as follows:

Topic	Percentage
Project status	22%
New website	70%
Team offsite	8%

On the right side of the interface, there are four video thumbnails of participants: a woman, a man, a woman, and a man.

Engaging demos & pass-arounds



The image shows a screenshot of a YouTube search results page. At the top, the YouTube logo is on the left, and a search bar contains the text 'oil spill experiments'. To the right of the search bar is a magnifying glass icon and an upload icon. Below the search bar, it says 'About 44,300 results'. Three video results are visible. The first video is 'Oil Spill Clean-up Experiment - Cool Science Experiment' by SpanglerScienceTV, with 122K views and posted 2 years ago. The second video is 'Oil Spill Project' by EddySandals, with 34K views and posted 6 years ago. The third video is 'Oil Spill Experiment' by Cassandra, with 15K views and posted 6 years ago. Each video result includes a thumbnail image, the title, the channel name, view count, and upload date. The first video's thumbnail shows hands holding pink cotton balls over a glass. The second video's thumbnail shows a hand using a cotton ball to clean up a spill in a tray, with the text 'Method Three: Cotton Balls' overlaid. The third video's thumbnail shows a close-up of a spill on a surface.

YouTube

oil spill experiments

About 44,300 results

Oil Spill Clean-up Experiment - Cool Science Experiment
SpanglerScienceTV ✓ 122K views • 2 years ago
Check out cool science kits and toys: <http://www.stevespanglerscience.com>
here: <http://www>.

Oil Spill Project
EddySandals • 34K views • 6 years ago
My group and I test various methods to clean up an **oil spill**. we try the spong
technique. _____

Oil Spill Experiment
Cassandra • 15K views • 6 years ago

Use FANCY TEXT, ANIMATIONS

Fly in right

Appear

Fly in corner

Fly in
corner

SPIN COUNTER

Spin clockwise

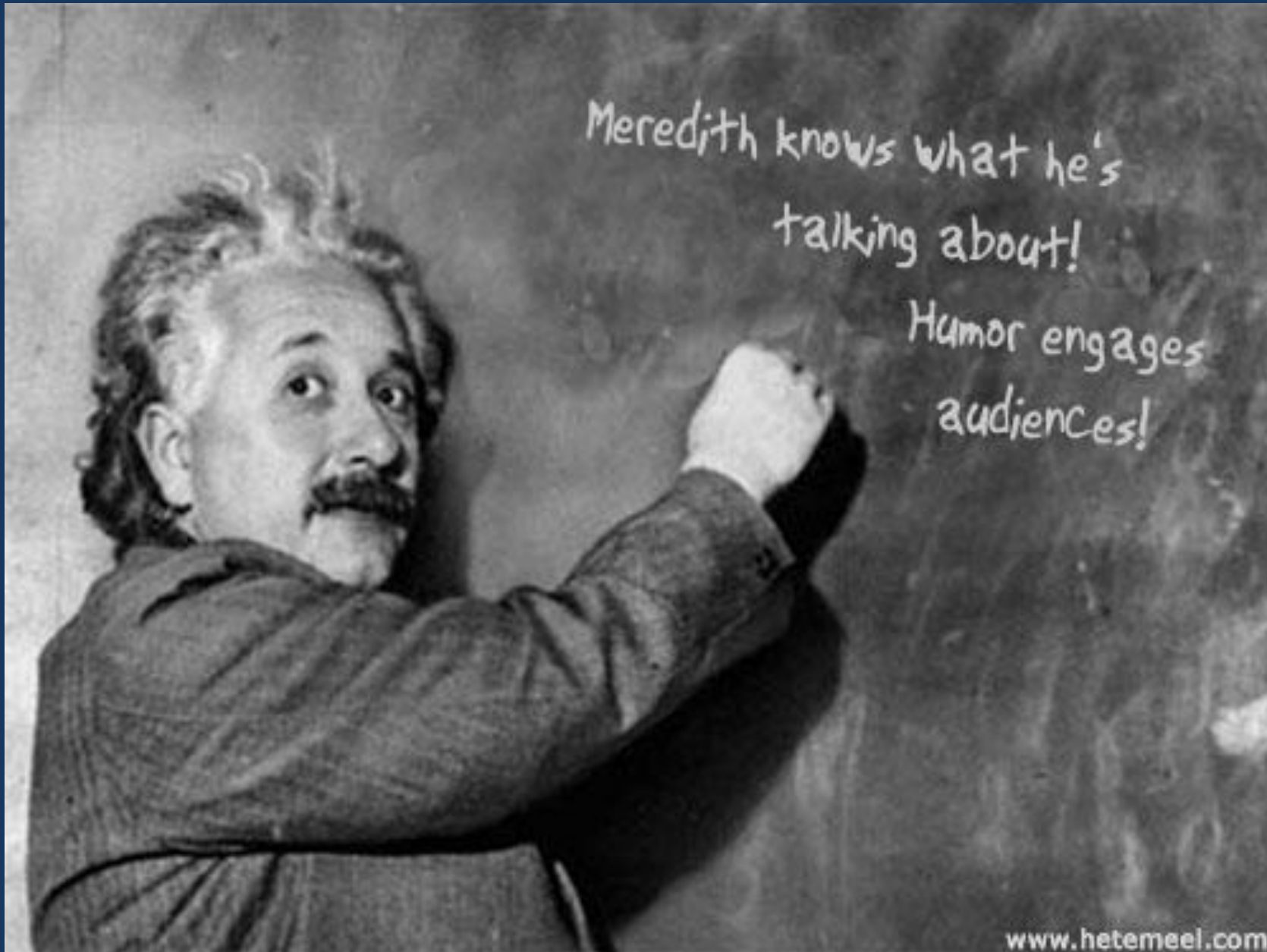
Crescent move

**Change
shade**

Fly in corner

Maybe use fancy transitions

Use humor



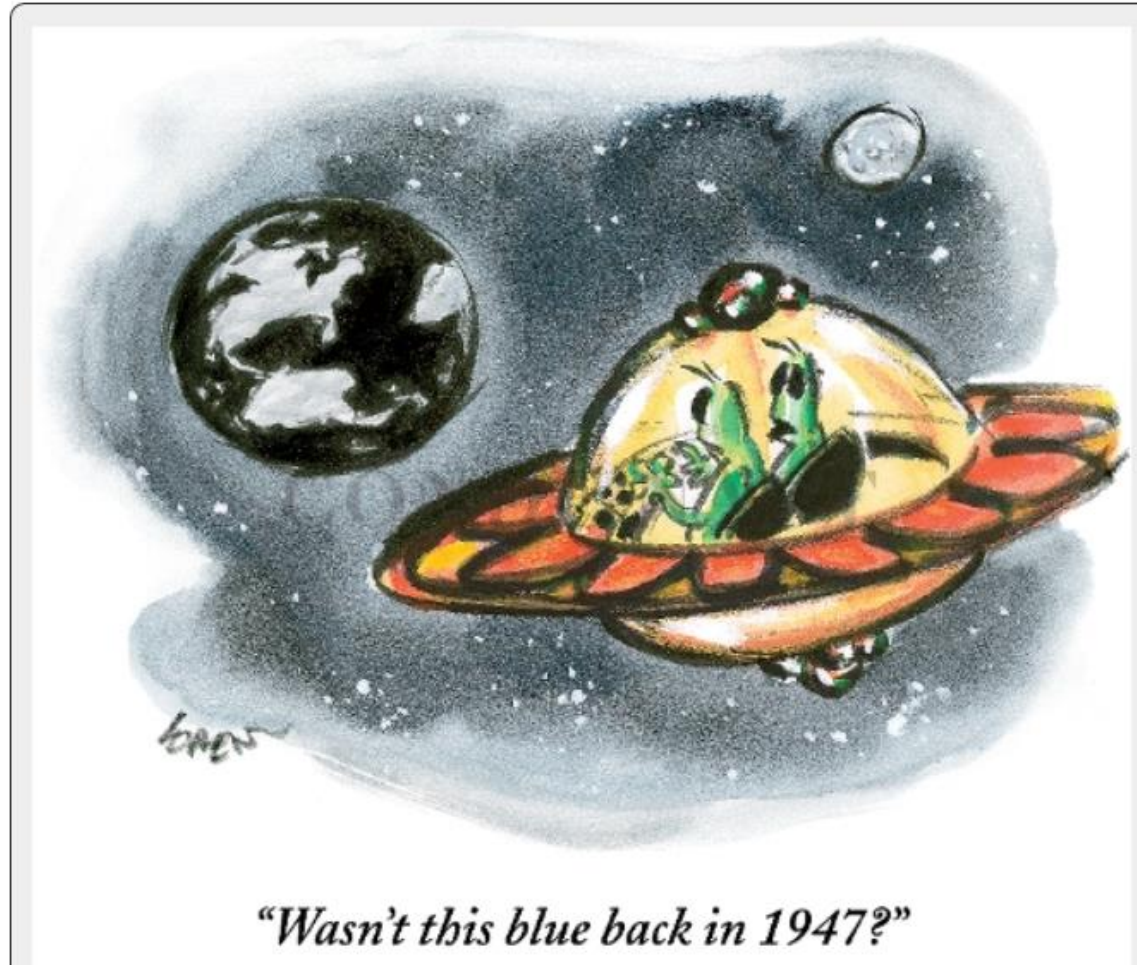
Use humor



THE CARTOON BANK

A Feature of the CONDÉ NAST COLLECTION

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“Wasn't this blue back in 1947?”

Use humor



SCIENCE CARTOONS PLUS

The Cartoons of S. Harris

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Thousands of cartoons in the Cartoon Gallery! Select a subject area to browse:

Aging	Biology	Children	Darwin	Economy	Food	Law	Miscellaneous	Relationships
Architecture	Business	Christmas	DNA	Einstein	Geology	Literature	Natural History	Religion
Art	Caricatures	City	Dr. Quark	Environment	Global Warming	Math	Physics	Risk
Astronomy	Chemistry	Computers	Education	Ethics	Government	Medicine	Psychology	Sociology
							Technology	

Welcome to Science Cartoons Plus!

For years, the cartoons of S. Harris have added humor to innumerable magazines, books, newsletters, ads and web sites. Now these cartoons are available for:

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- Your web site or online magazine
- The textbook or other book you're writing

Harris's inimitable wit and insight will add greatly to the project you're now working on.

Thousands of cartoons -- some previously published, others not seen in print before -- are available on a wide range of subjects, including science (biology, chemistry, physics, et al.), medicine, psychology, the environment, and sociology. Many hundreds of these cartoons have been printed in the numerous cartoon collections S. Harris has had published in the last few years, and there are thousands of additional cartoons available on many subjects.

Visit the [Books](#) page for larger collections available for purchase.



"Then a miracle occurs..."

Use humor

PhotoFunia

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Love Miss You Birthday Anniversary Thank You
MyFunCards Always Free

Select an effect

All effects Categories Most recent Popular

Ads by Google Free Photo Effects Photo Edit Software Online Photo Editor Photo Posters

The interface displays a grid of 14 photo effect thumbnails. The first row contains seven thumbnails: a woman in a frame with a 'New!' badge, a woman in a decorative frame with an 'HD' badge, a woman in a heart-shaped frame with an 'HD' badge, a woman in a leafy frame with an 'HD' badge, a woman in a museum setting, a woman in a gold frame, and a hand holding a black frame with an 'FBI' badge and an 'HD' badge. The second row contains seven thumbnails: a woman in a gift box, a woman in a Christmas tree, a woman in a Santa hat, a woman in a red floral frame with an 'HD' badge, a woman in a car, a woman in a large frame, and two women in a frame.

PhotoFunia.com

Use humor



PhotoFunia.com

Use humor



PhotoFunia.com

Use humor



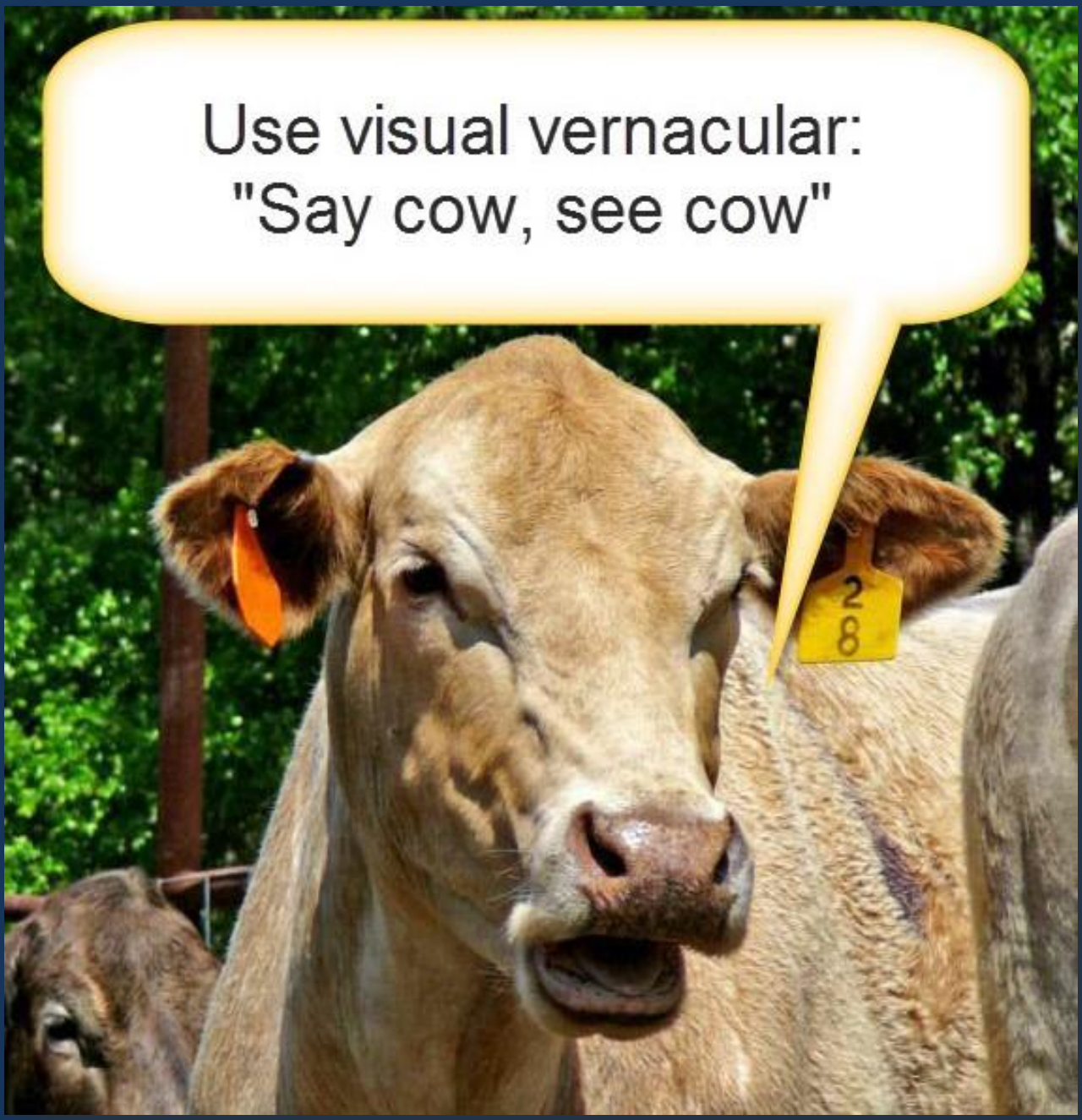
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Use humor



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Use visual vernacular:
"Say cow, see cow"



cow Hereford
Holstein bovine
steer *Bos taurus*
Jersey Charolaise bull

Actual cow



Images can convey distinctiveness



Images can convey news



Images can convey a trend



Images can convey personalities



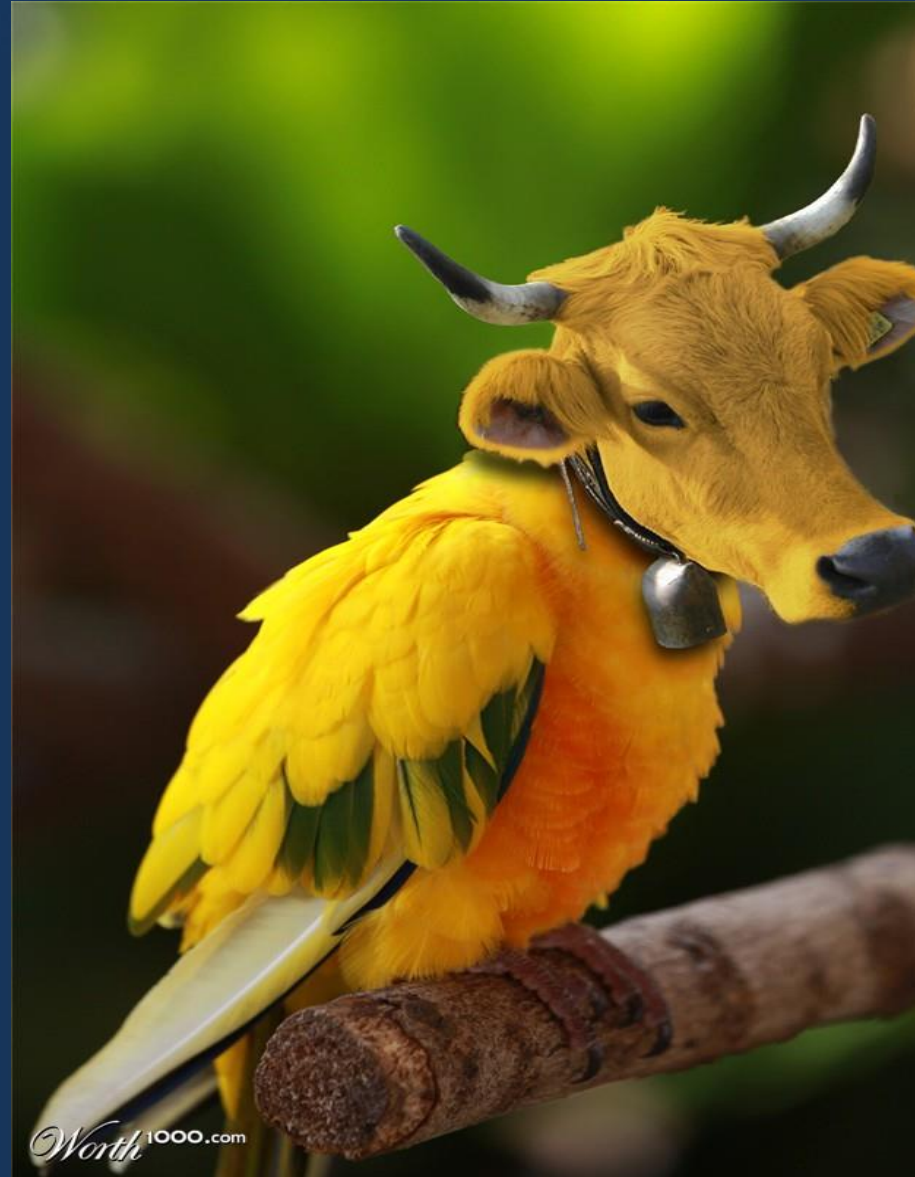
Images can convey history



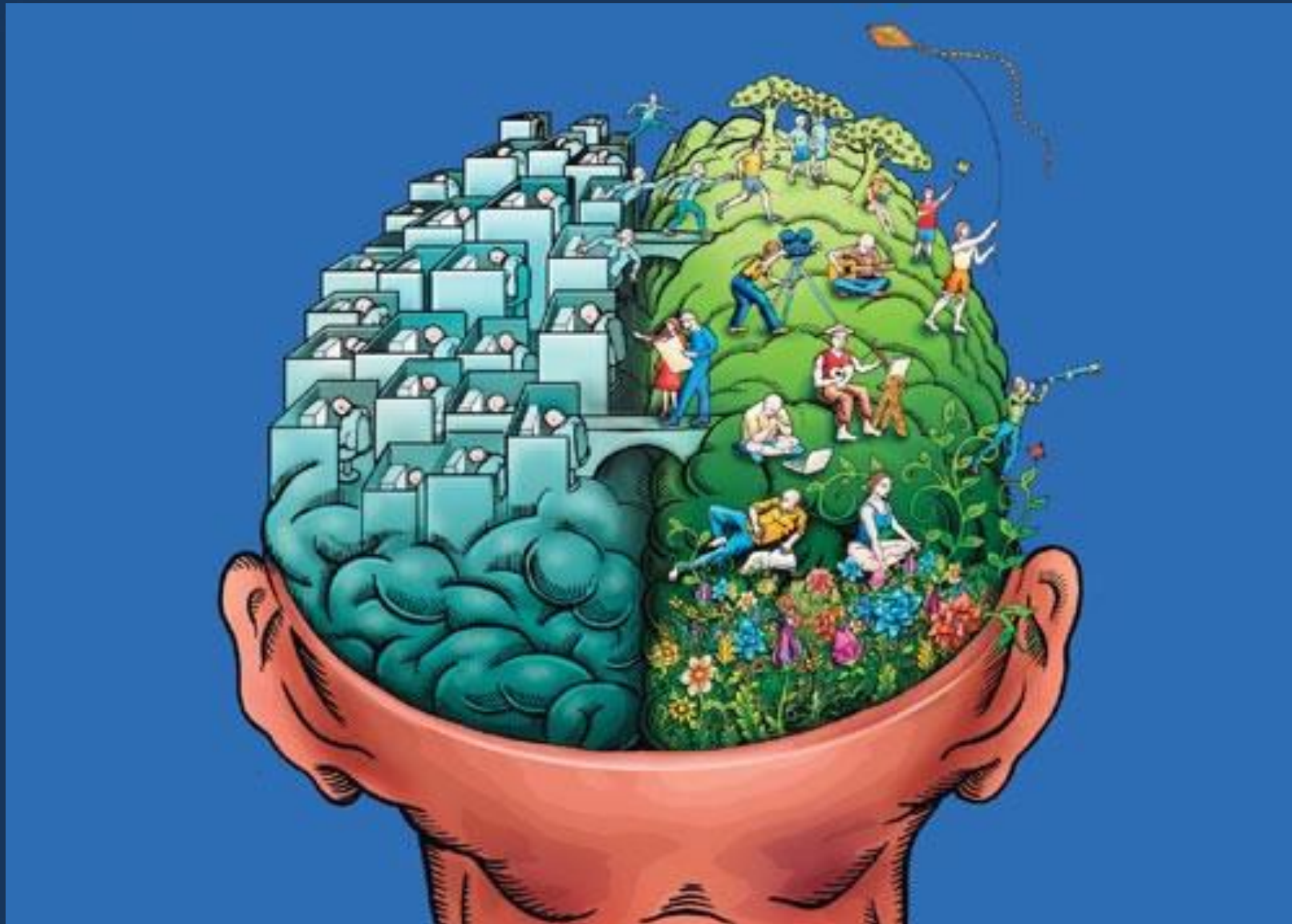
Images can convey technology



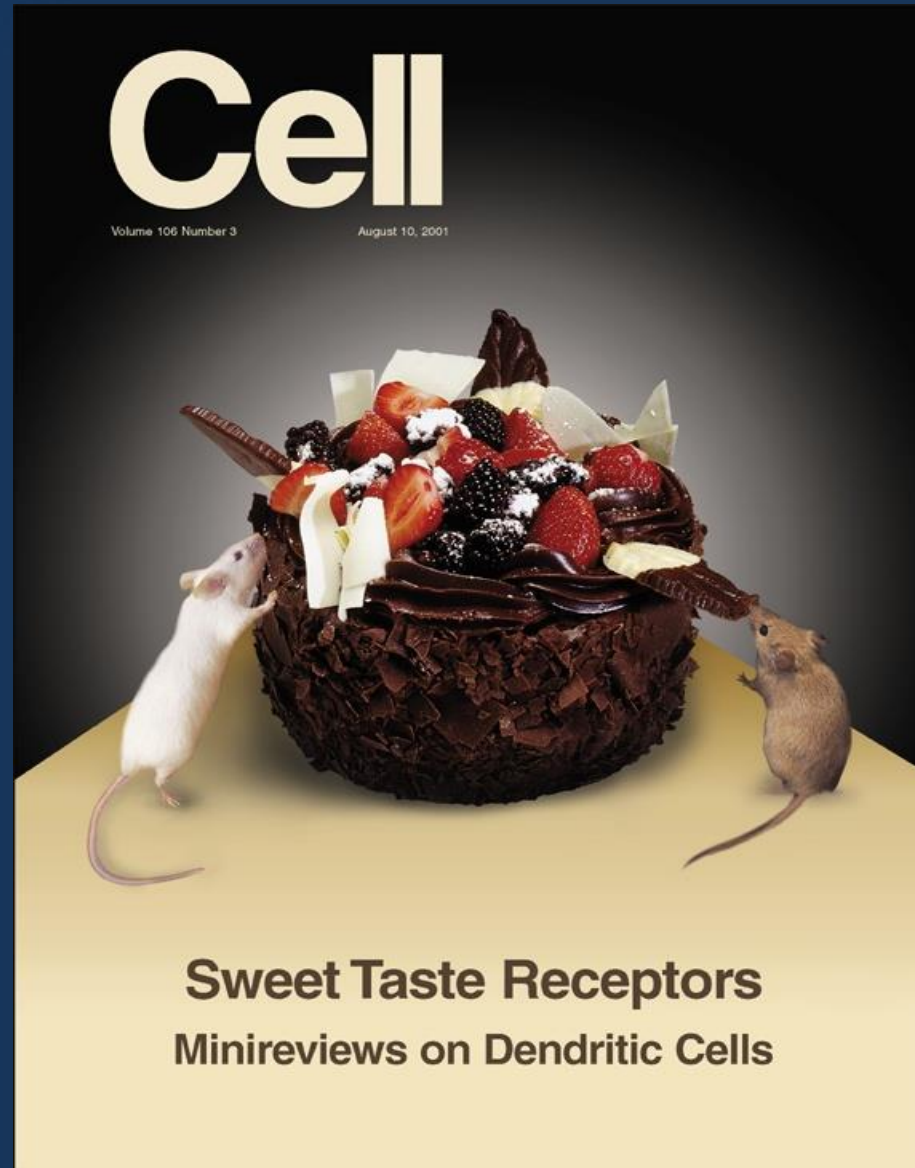
Images can convey across disciplines



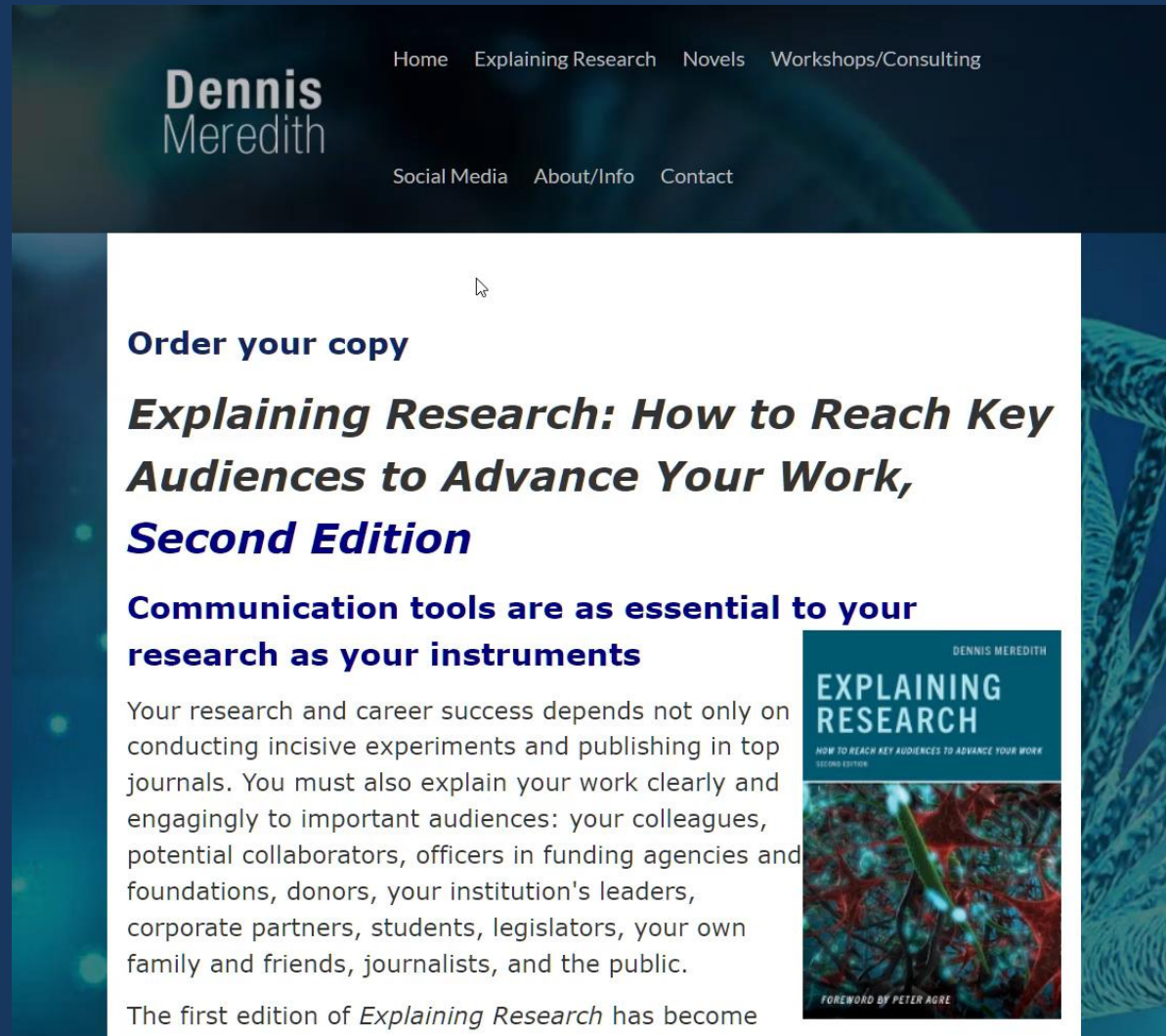
Images activate the brain



“Eye candy” is useful



Many Image Sources:



Dennis Meredith

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Explaining Research: How to Reach Key Audiences to Advance Your Work, Second Edition

Communication tools are as essential to your research as your instruments

Your research and career success depends not only on conducting incisive experiments and publishing in top journals. You must also explain your work clearly and engagingly to important audiences: your colleagues, potential collaborators, officers in funding agencies and foundations, donors, your institution's leaders, corporate partners, students, legislators, your own family and friends, journalists, and the public.

The first edition of *Explaining Research* has become



www.ExplainingResearch.com



National Institute of
General Medical Sciences



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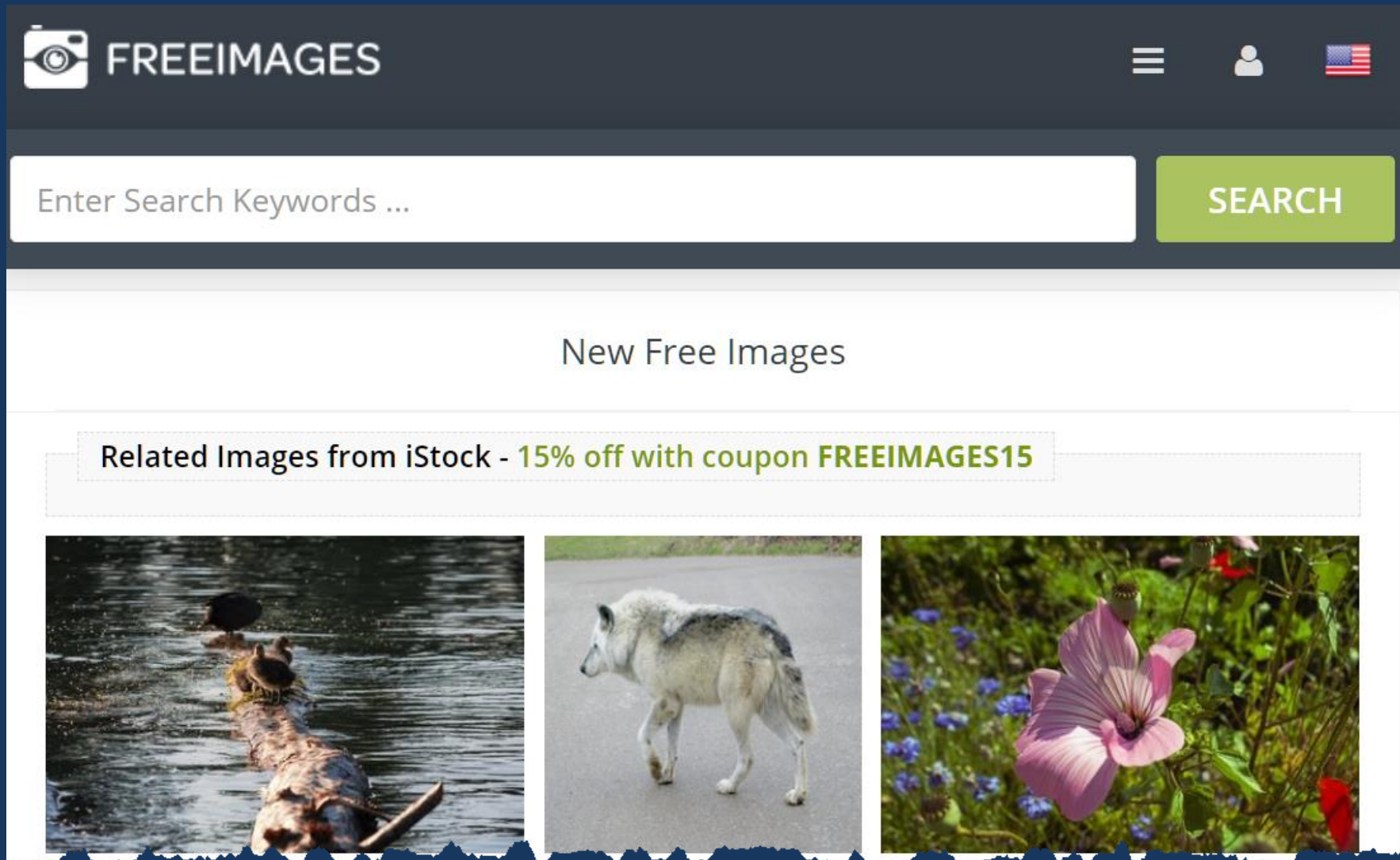
All file types ▼

All image sizes ▼

Community assessments ▼



Free stock shots



The screenshot displays the FreeImages website interface. At the top left is the logo for FreeImages, which includes a camera icon and the text "FREEIMAGES". To the right of the logo are three icons: a hamburger menu, a user profile icon, and a United States flag. Below the logo is a search bar with the placeholder text "Enter Search Keywords ..." and a green "SEARCH" button. The main content area is titled "New Free Images". Below this title is a promotional banner that reads "Related Images from iStock - 15% off with coupon FREEIMAGES15". Underneath the banner, there are three image thumbnails: a dog swimming in a pond, a white wolf-like dog walking on a paved surface, and a close-up of a pink flower in a garden.




FREEIMAGES

Enter Search Keywords ...

SEARCH

New Free Images

Related Images from iStock - 15% off with coupon **FREEIMAGES15**




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6,014 Free images of Alcoholism

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Paid stock shots

shutterstock  [Log in](#) [Sign up](#) [Menu](#)



  

Alcoholism images

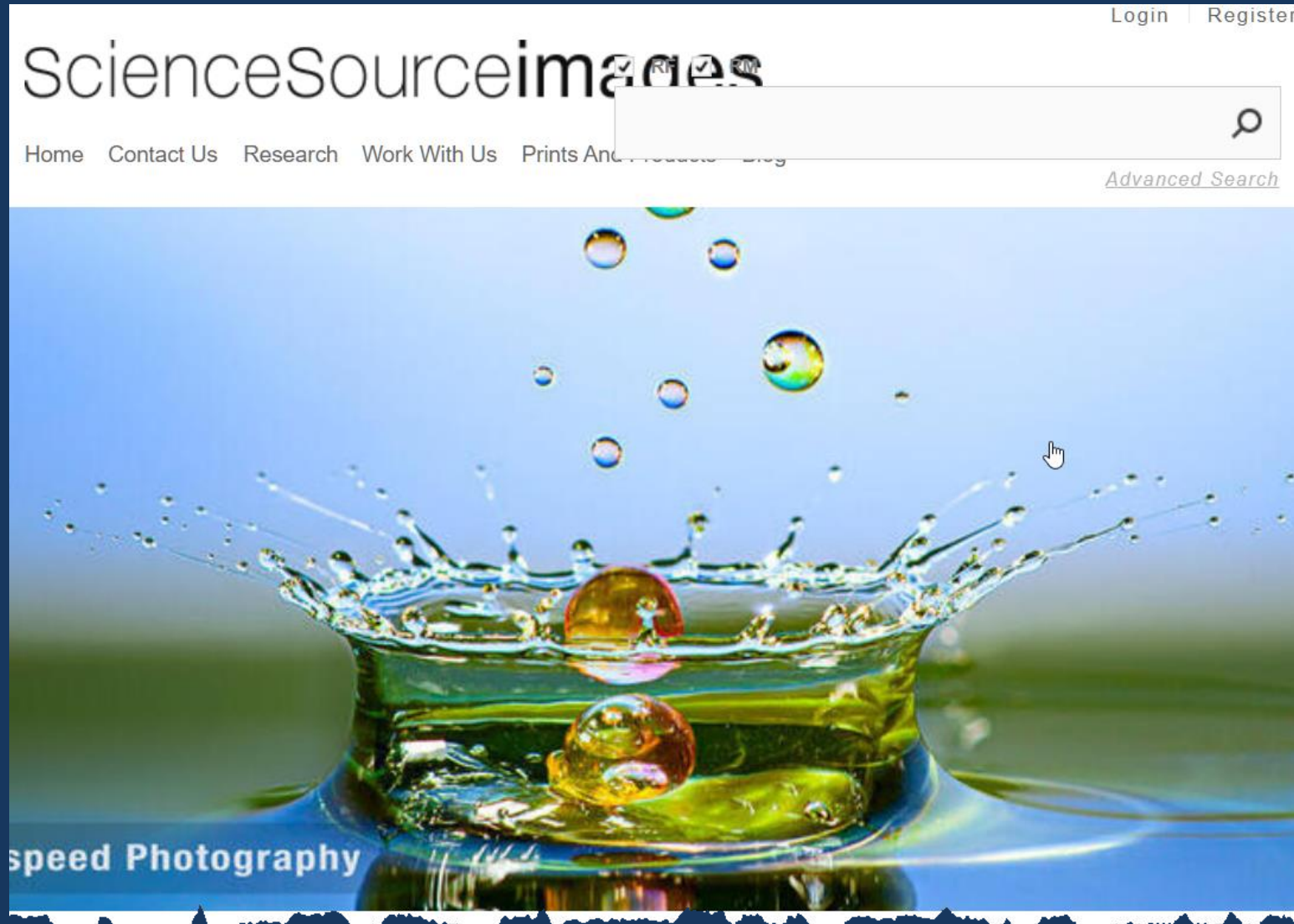
3,080,185 alcoholism stock photos, vectors, and illustrations are available royalty-free. [See alcoholism stock video clips](#)

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[young people drunk](#) [man drunk sleeping](#) [sleep drunk](#) [drunked](#)



Paid stock shots



Paid stock shots

The screenshot shows the Adobe Stock search interface. At the top, there is a navigation bar with a hamburger menu icon, the Adobe Stock logo, and a 'Sign in' button. Below this is a search bar containing the text 'alcoholism' and a camera icon. To the right of the search bar is a 'My Libraries' dropdown menu. A blue banner across the middle of the page reads 'Get 10 free Adobe Stock images.' with a 'Start now' button. Below the banner, there is a 'View panel' button and a 'Sort by' dropdown menu set to 'Relevance'. The search results section shows '88,890 results for alcoholism in all' and a link to 'View alcoholism in videos (9465)'. There are also suggestions: 'alcohol family', 'alcoholism woman', and 'alcoholism help'. At the bottom, two stock images are displayed: one of a man in a plaid shirt covering his face with his hands in a room with a window, and another of a man in a blue shirt leaning his head on a table with a glass of water and a bottle of alcohol.

St Adobe Stock Sign in

All My Libraries


Get 10 free Adobe Stock images. [Start now](#)

[View panel](#) Sort by [Relevance](#)

88,890 results for *alcoholism* in all

[View *alcoholism* in videos \(9465\)](#)

Suggestions: [alcohol family](#), [alcoholism woman](#), [alcoholism help](#)



Paid stock shots

The screenshot displays the Getty Images website interface. At the top, the logo 'gettyimages' is centered, with a shopping cart and user profile icon on the right. Below the logo is a search bar containing the text 'alcoholism' and a magnifying glass icon. To the right of the search bar is a camera icon labeled 'Search by image'. Below the search bar, there are navigation tabs for 'CREATIVE', 'EDITORIAL', and 'VIDEO'. Underneath these are filters for 'All', 'Photos', 'Illustrations', and 'Vectors'. A horizontal scroll bar is visible below the filters. Below the filters, there are several search suggestions in rounded rectangular buttons: 'alcohol', 'drunk', 'substance abuse', 'drug addiction', 'addiction', and 'alcoholism'. Below the suggestions, the text reads '923 Alcoholism Premium High Res Photos' followed by a video camera icon and the link 'View alcoholism videos'. A paragraph of text follows: 'Browse 923 alcoholism stock photos and images available, or search for alcohol or drunk to find more great stock photos and pictures.' At the bottom, there are two image thumbnails. The left thumbnail shows a group of people's hands clinking glasses of beer on a wooden table. The right thumbnail shows three women outdoors, smiling and holding beer glasses, with one woman in the foreground wearing sunglasses and a white shirt.

Paid stock shots

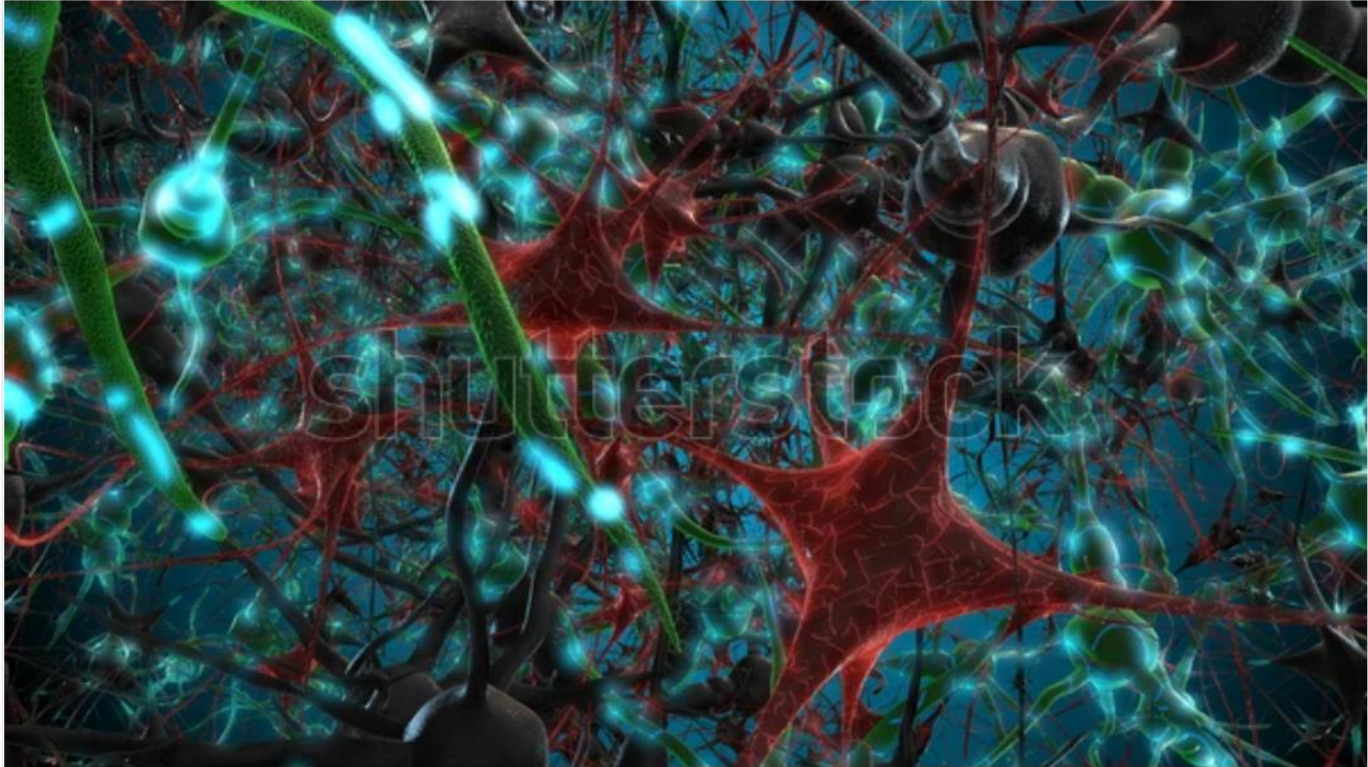


Paid stock shots

shutterstock

Log in Sign up Menu

1506092426



shutterstock

Save Try Share Edit

The image shows a screenshot of a Shutterstock search result. At the top, the Shutterstock logo is on the left, and navigation links for 'Log in', 'Sign up', and 'Menu' are on the right. Below this is a search bar containing the ID '1506092426' and a magnifying glass icon. The main part of the screenshot is a large, vibrant 3D rendering of a neural network. It features a dense web of red and green fibers with numerous glowing blue nodes and points of light. A large, semi-transparent 'shutterstock' watermark is centered over the image. At the bottom of the image, there is a row of four icons: a heart for 'Save', a download arrow for 'Try', an upward arrow for 'Share', and a pencil for 'Edit'.

Paid stock shots

DENNIS MEREDITH

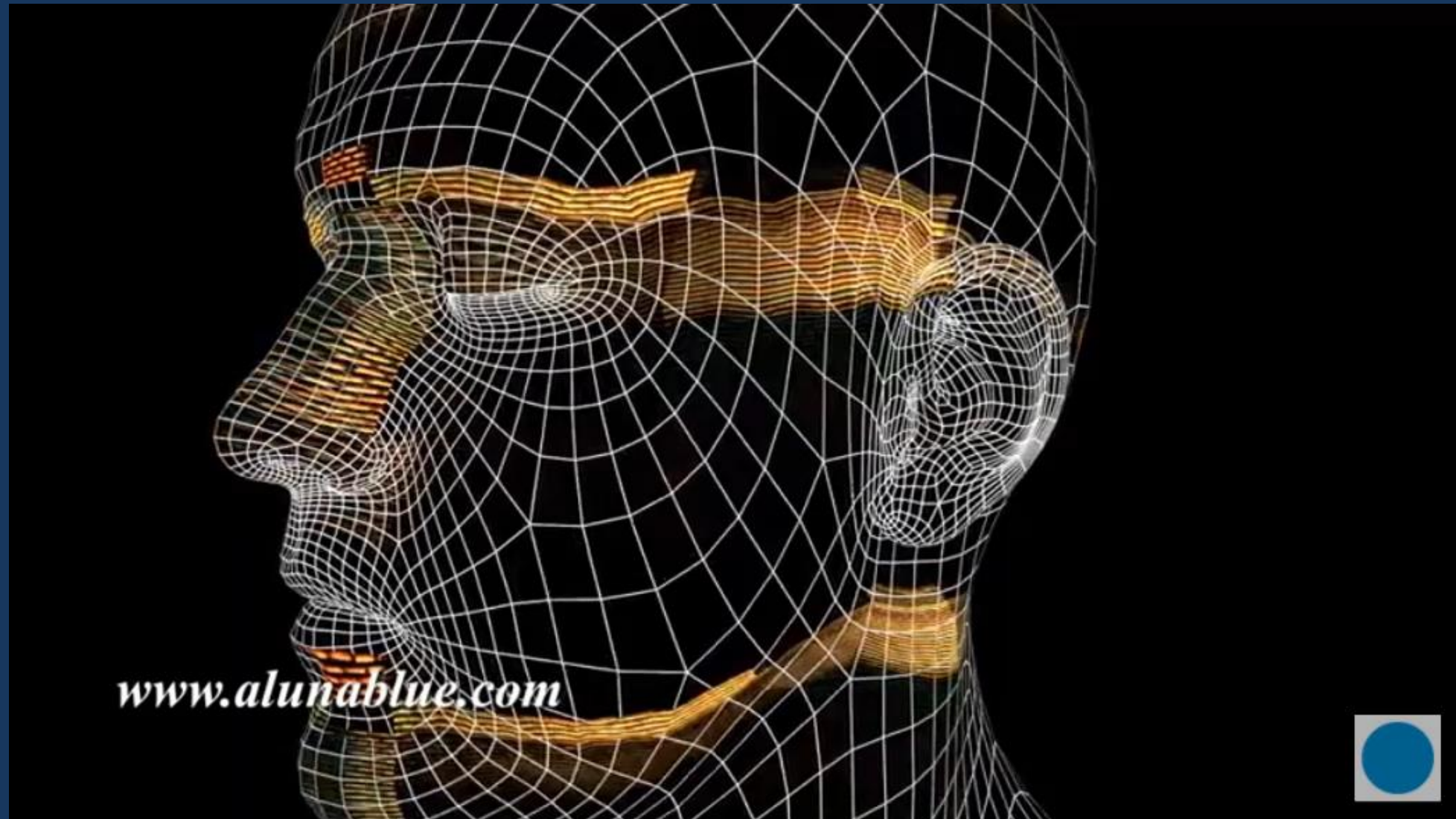
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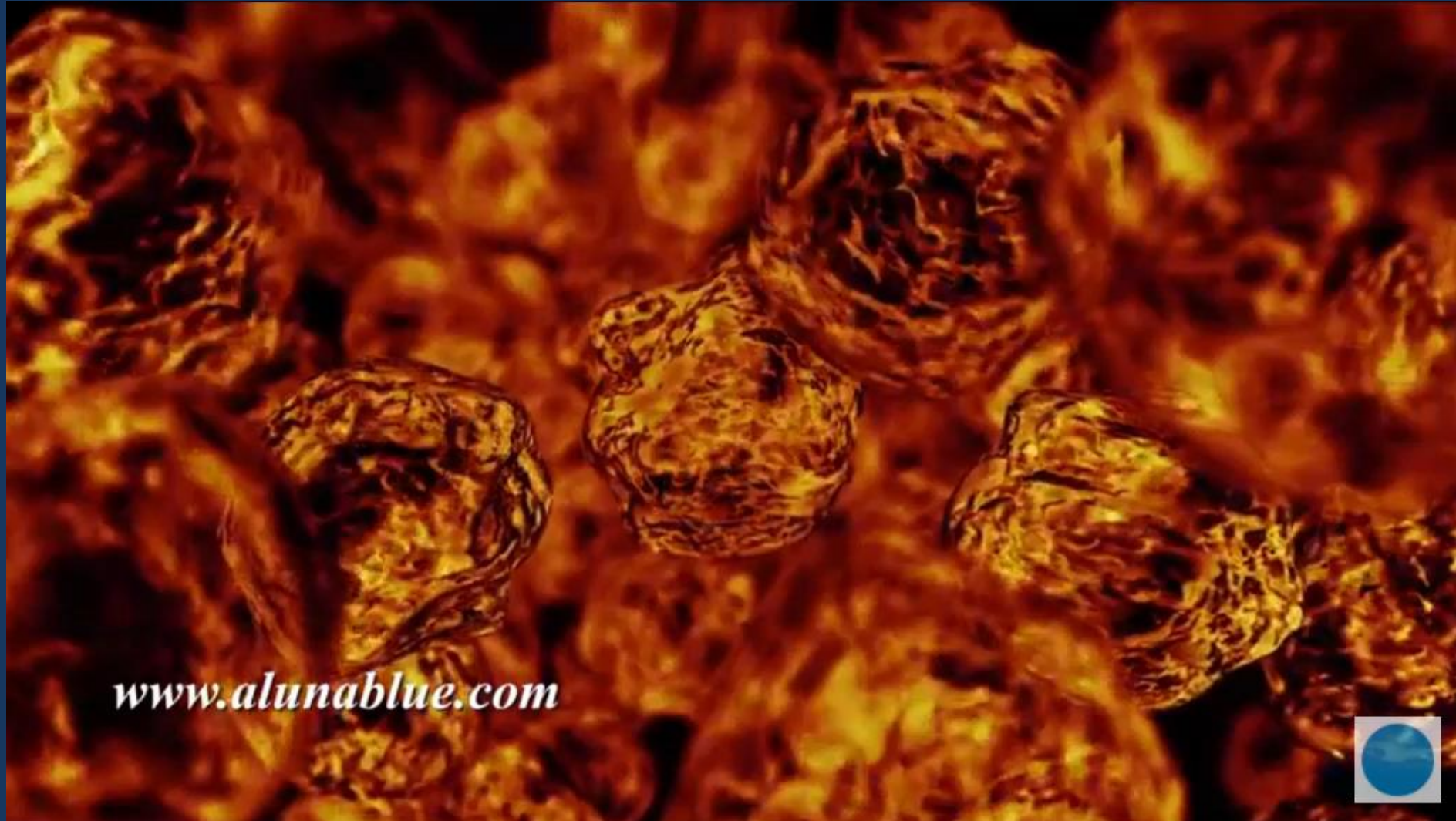


FOREWORD BY PETER AGRE

Paid stock video



Paid stock video



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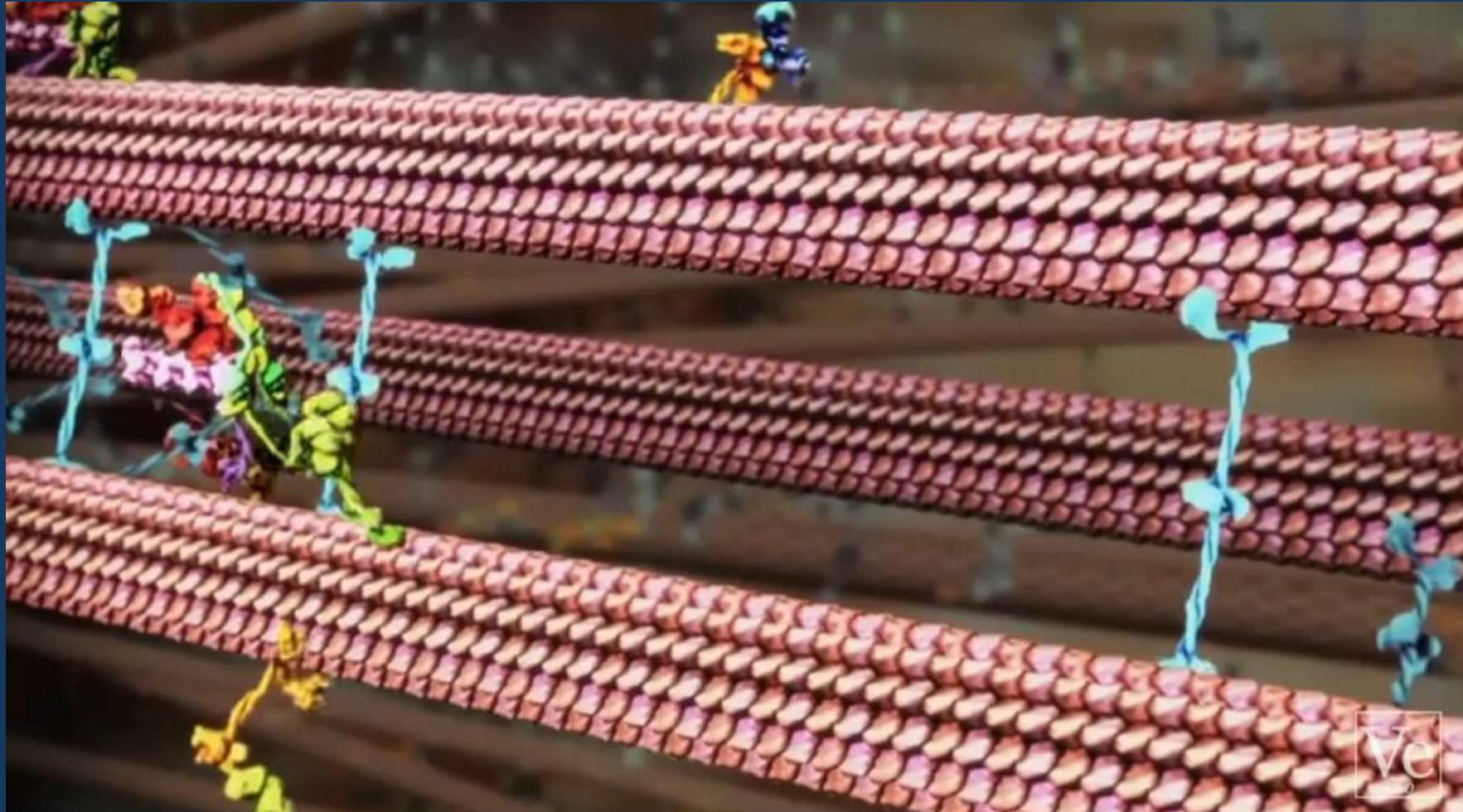


Free stock video



Kurzgesagt explainer animations

Free stock video



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Informative animated GIFs

Proteopedia.org

10 Years

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ISSN 2310-6301

Proteopedia presents this information in a user-friendly way as a collaborative & free 3D-encyclopedia of proteins & other biomolecules.

Navigation

- Main Page
- Table of Contents
- Structure Index
- Random
- Recent Changes
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- Cookbook

Search

Go Search

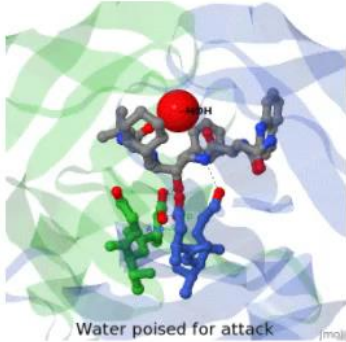
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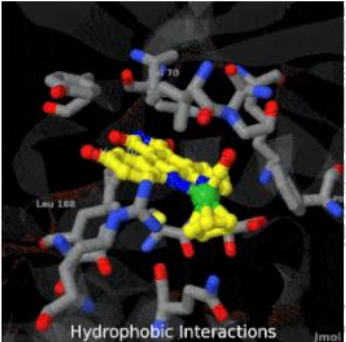
Selected Research Pages

In Journals

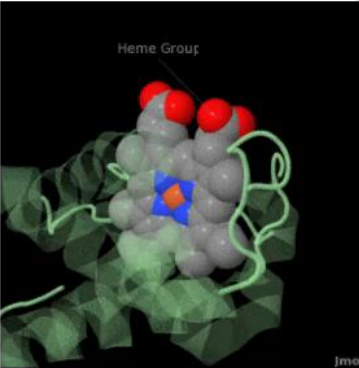
Education


Water poised for attack

HIV-1 protease
by David Canner
The X-ray structure of HIV-1 protease reveals that it is composed of two symmetrically related

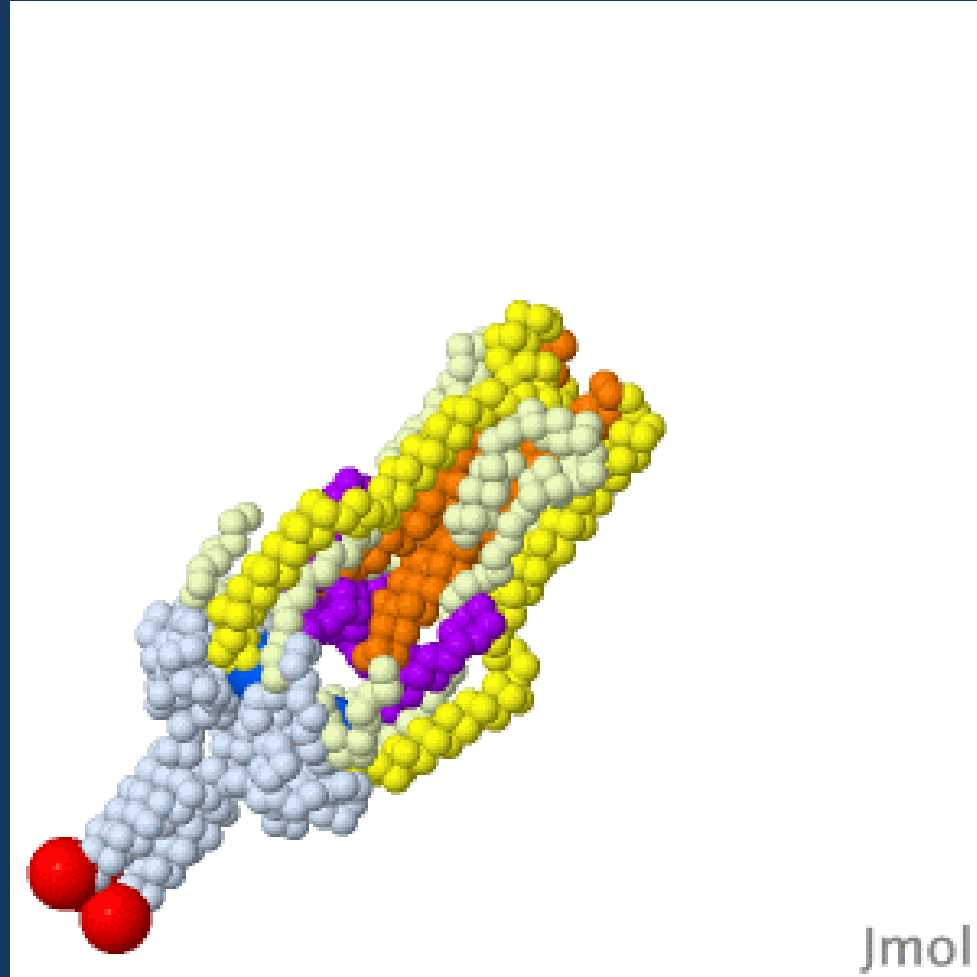

Hydrophobic Interactions

Structure of Anticancer Ruthenium Half-Sandwich Complex Bound to Glycogen Synthase Kinase 3β
G Atilla-Gocumen. L Di


Heme Group

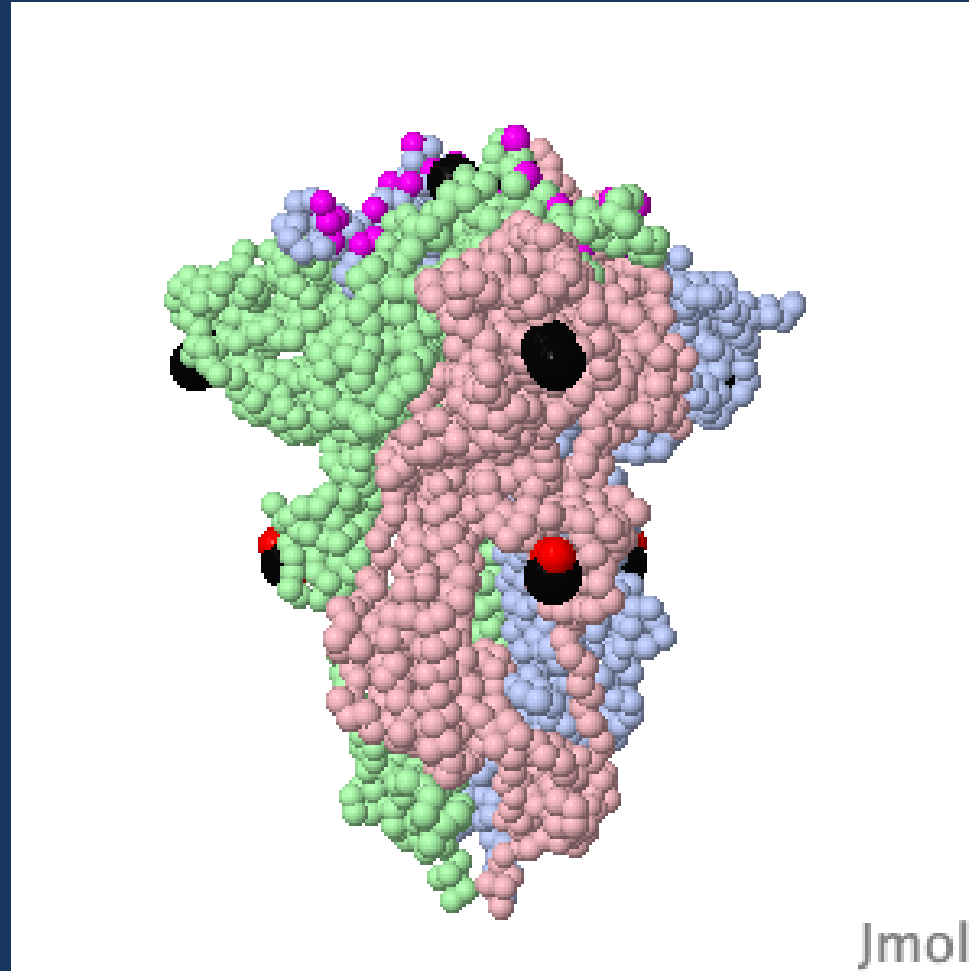
Tutorial: How do we get the oxygen we breathe
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This tutorial is designed for high school and beginning

Informative animated GIFs Proteopedia.org



Coronavirus spike protein

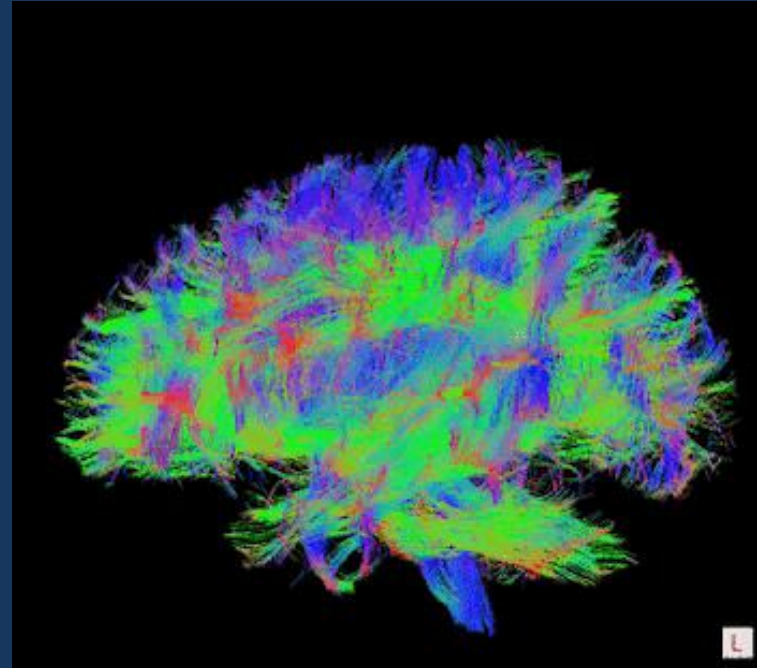
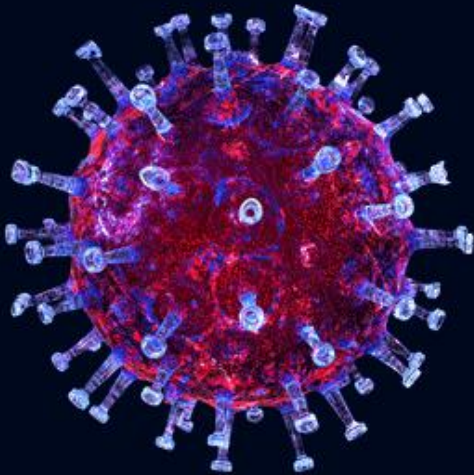
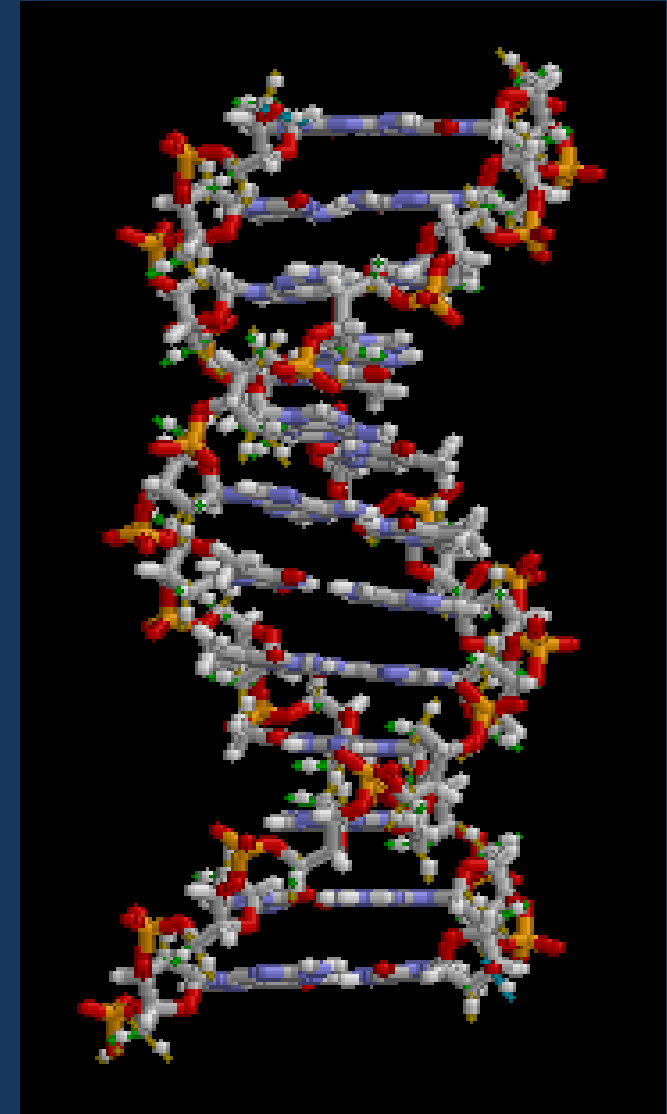
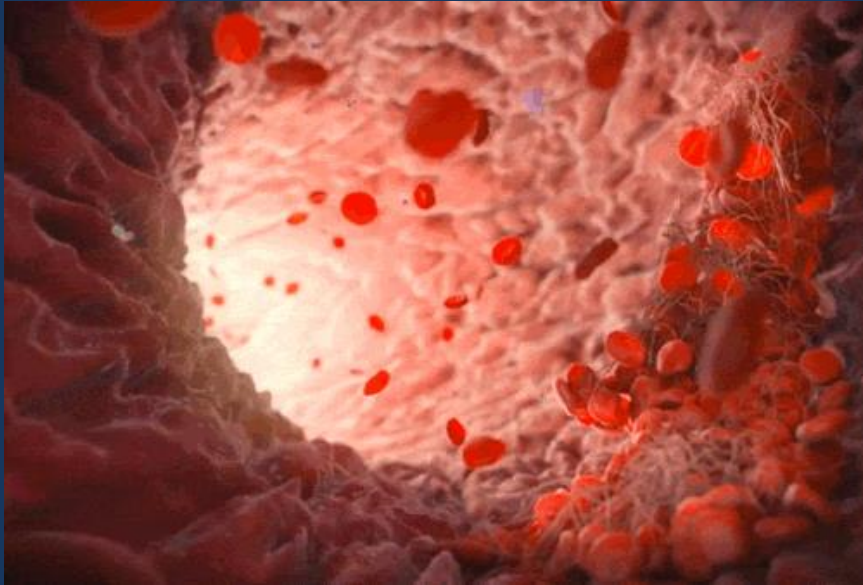
Informative animated GIFs Proteopedia.org



Coronavirus spike protein

Informative animated GIFs

GIPHY.com



PowerPoint resources

CrystalGraphics



CrystalGraphics

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Inspire Audiences

to support you

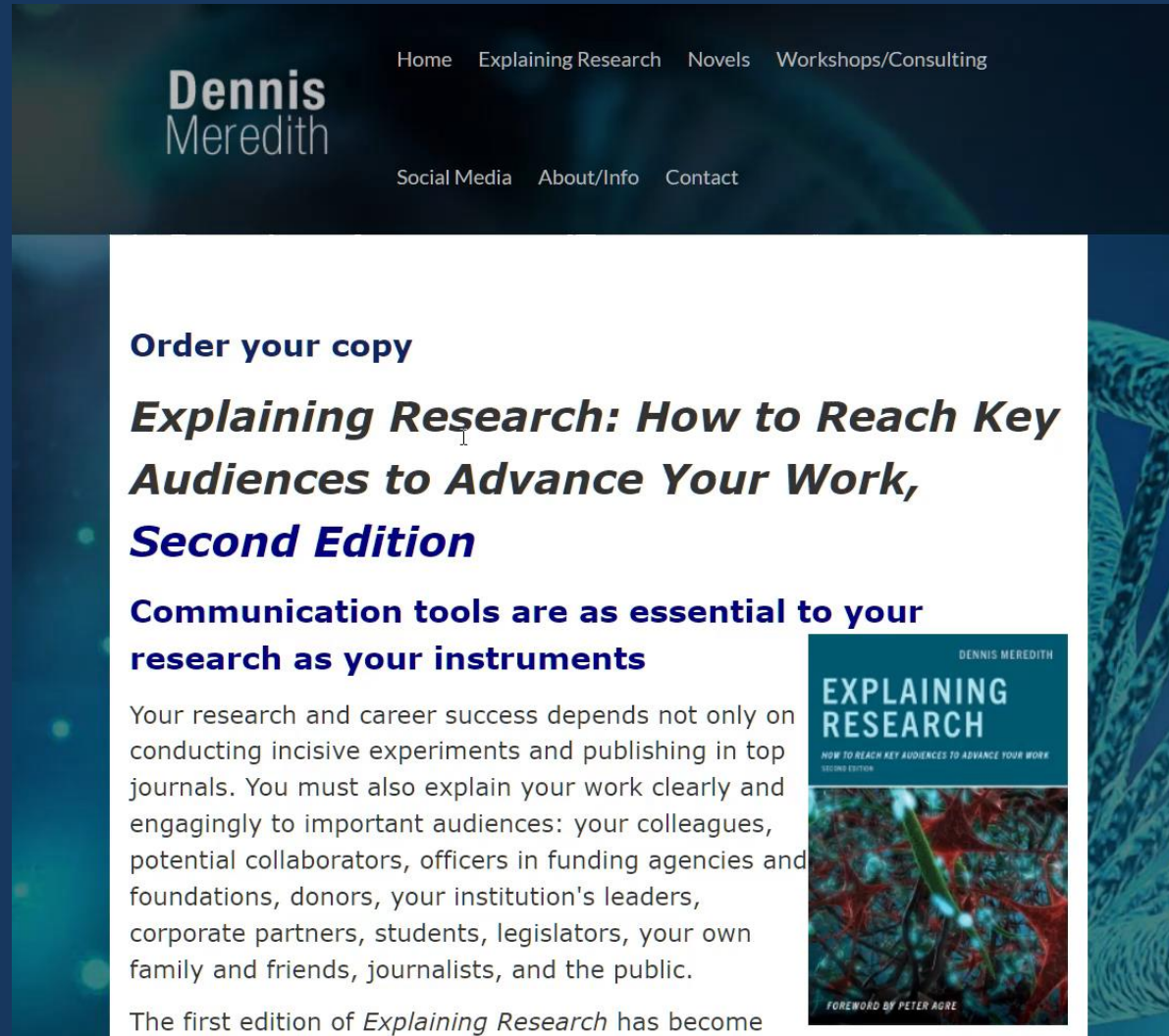


Creating engaging visuals is not hard



Credit: Felice Frankel, from *Envisioning Science*

Easy tools for making visuals:



The screenshot shows a website header for 'Dennis Meredith' with navigation links: Home, Explaining Research, Novels, Workshops/Consulting, Social Media, About/Info, and Contact. The main content area features a book advertisement for 'Explaining Research: How to Reach Key Audiences to Advance Your Work, Second Edition' by Dennis Meredith. The advertisement includes a call to action to order a copy, a quote about communication tools, a paragraph of text, and a small image of the book cover.

Dennis Meredith

Home Explaining Research Novels Workshops/Consulting

Social Media About/Info Contact


Order your copy

Explaining Research: How to Reach Key Audiences to Advance Your Work, Second Edition

Communication tools are as essential to your research as your instruments

Your research and career success depends not only on conducting incisive experiments and publishing in top journals. You must also explain your work clearly and engagingly to important audiences: your colleagues, potential collaborators, officers in funding agencies and foundations, donors, your institution's leaders, corporate partners, students, legislators, your own family and friends, journalists, and the public.

The first edition of *Explaining Research* has become



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FOREWORD BY PETER AGRE

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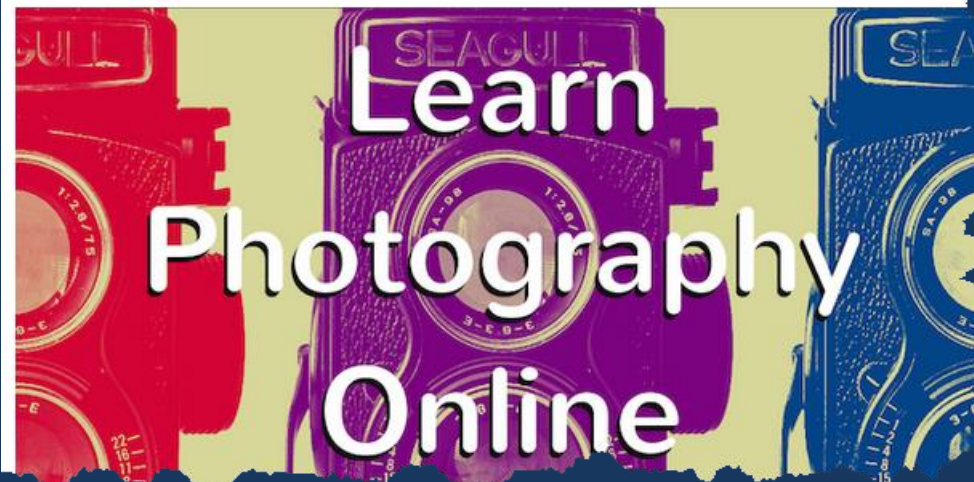


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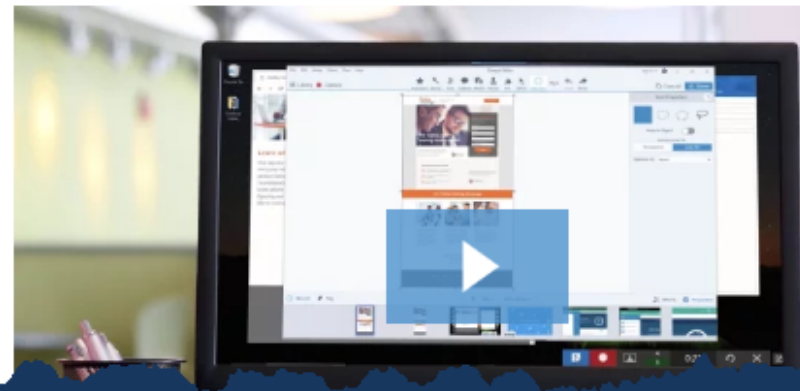
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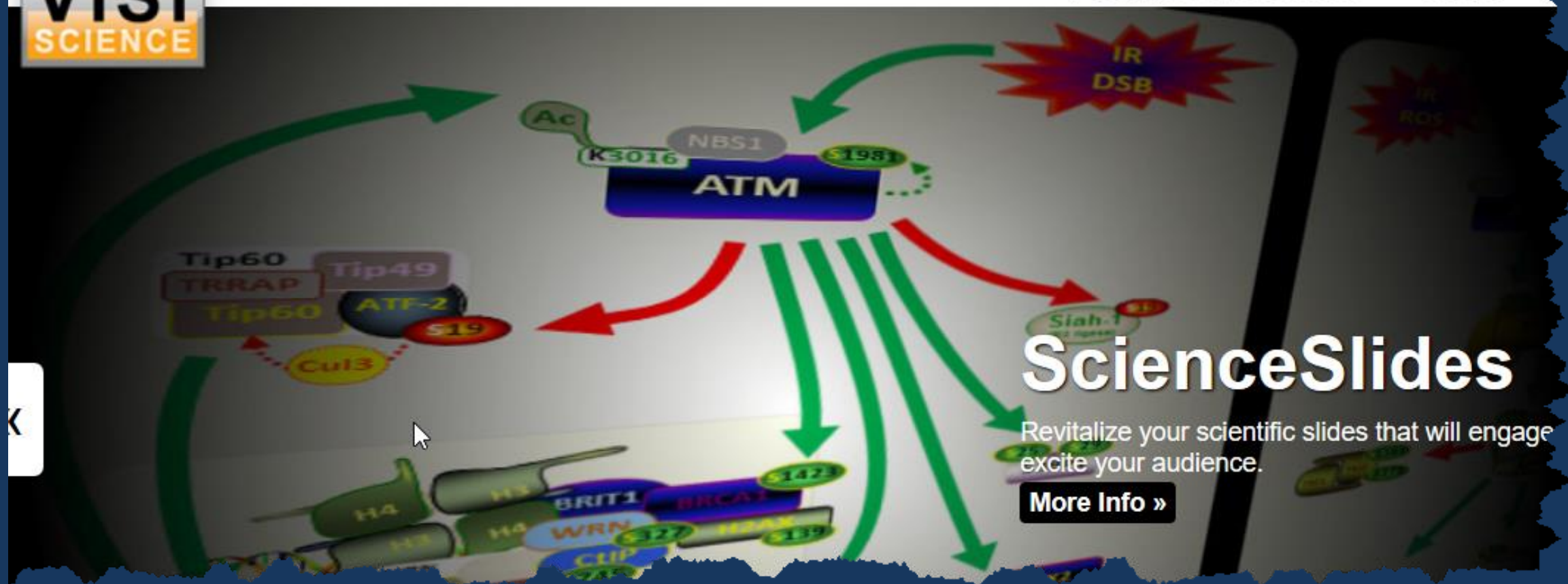


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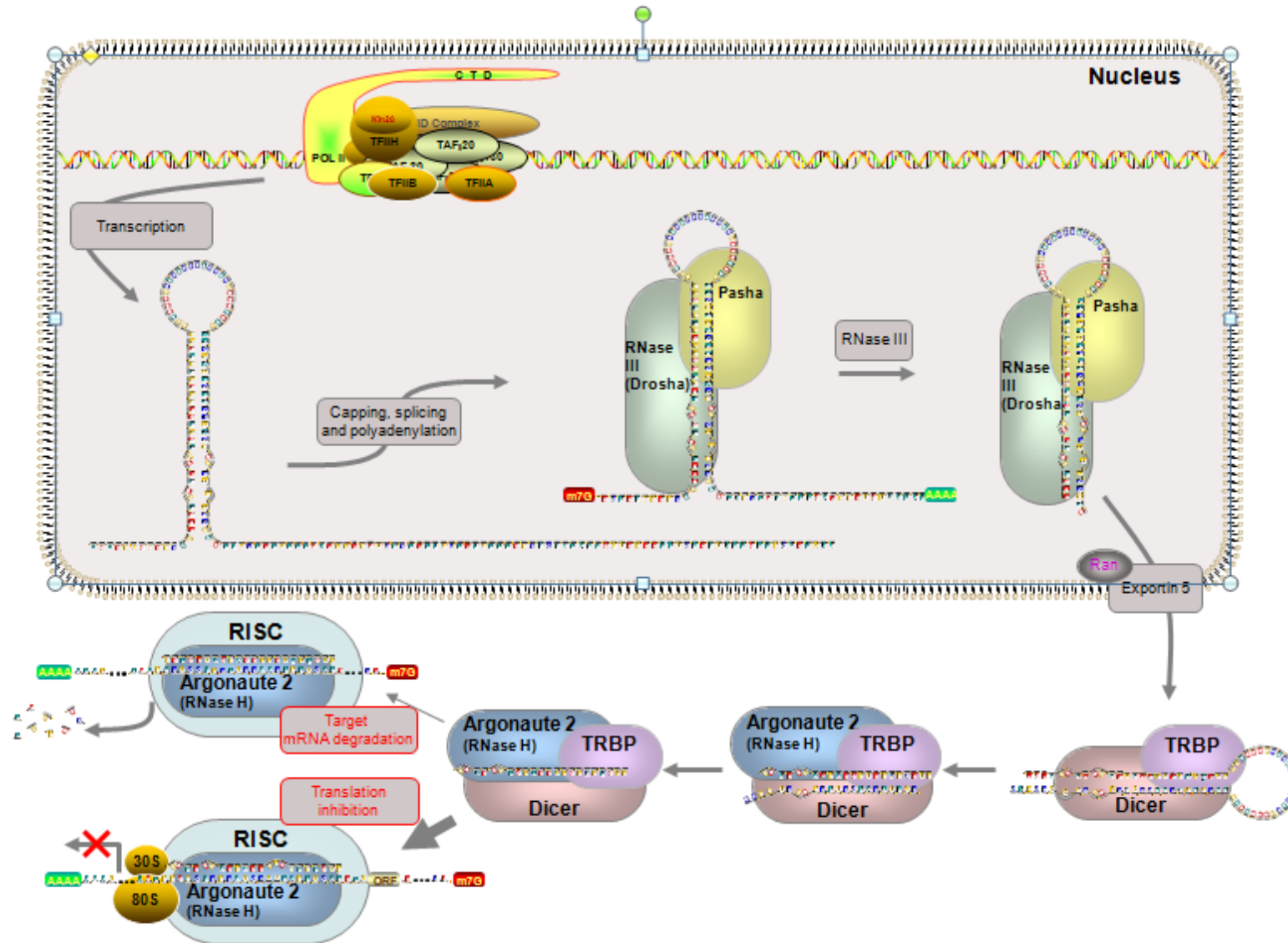
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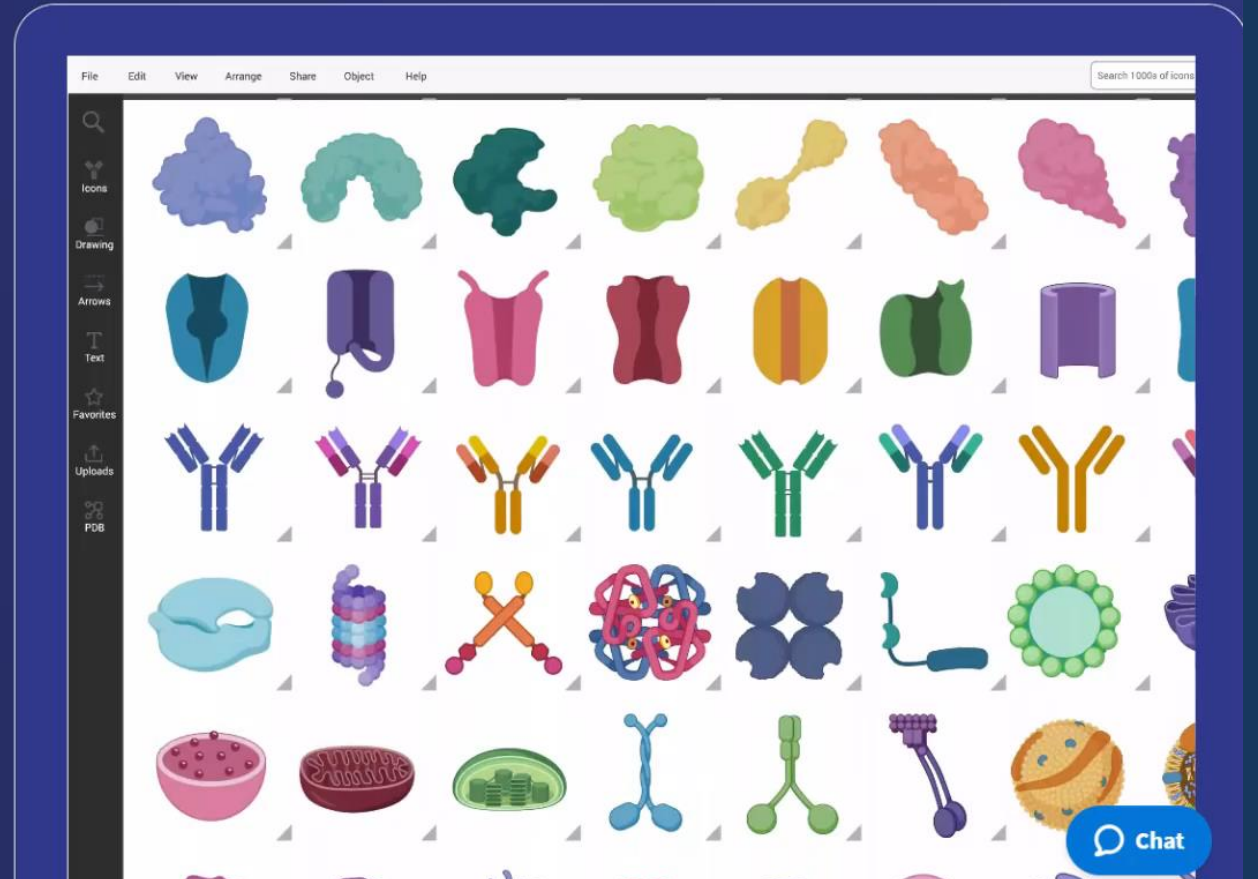
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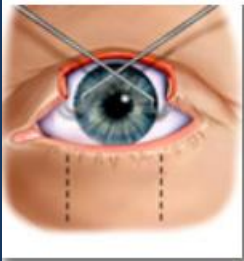
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Medical & Anatomical ILLUSTRATORS

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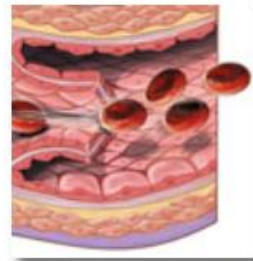
271.5 Philip



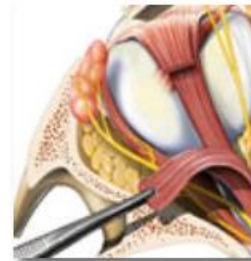
271.5 Philip



271.5 Philip



271.5 Philip



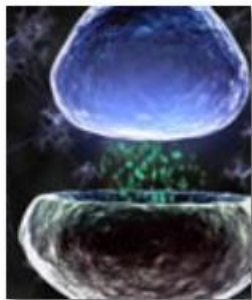
271.5 Philip



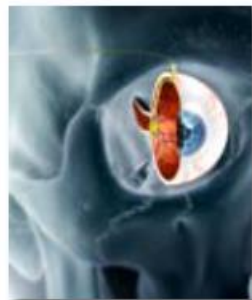
293 Rajeev



290 Sean



293 Rajeev



293 Rajeev



293 Rajeev

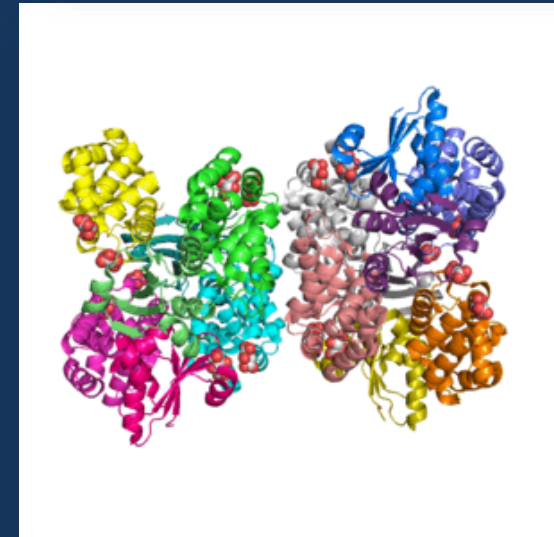
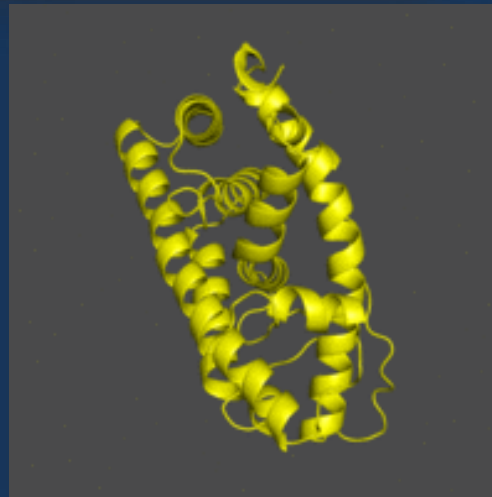
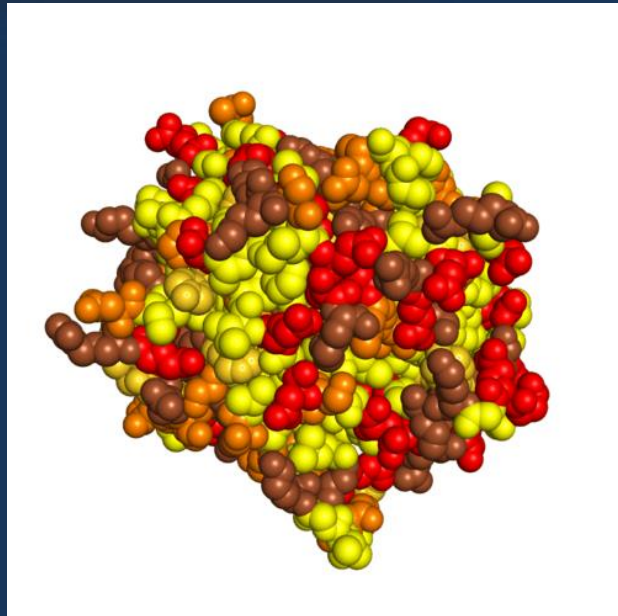
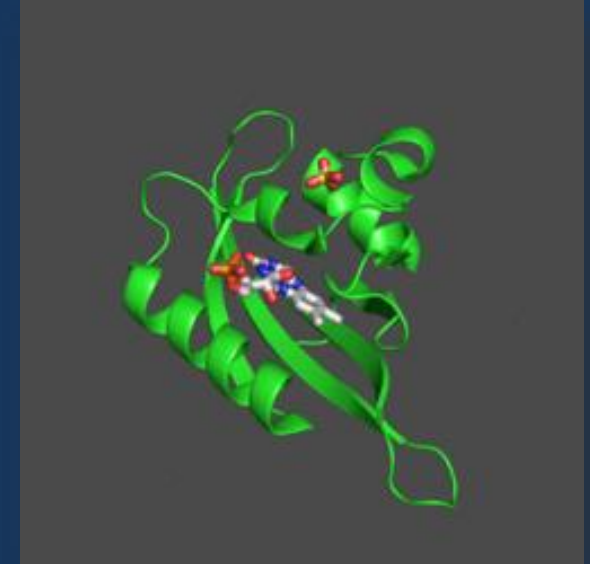
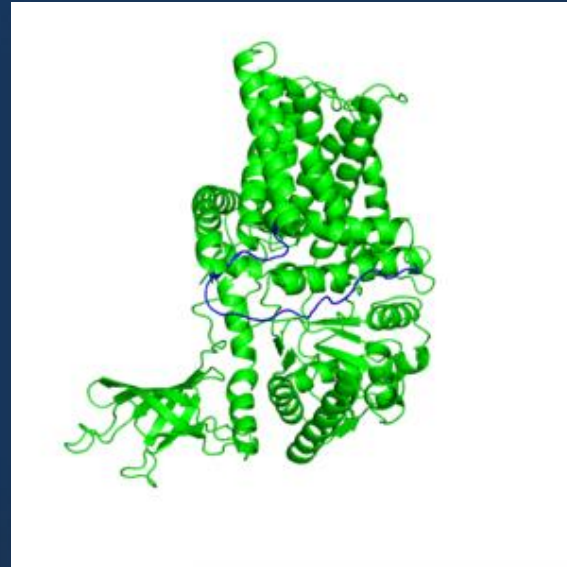
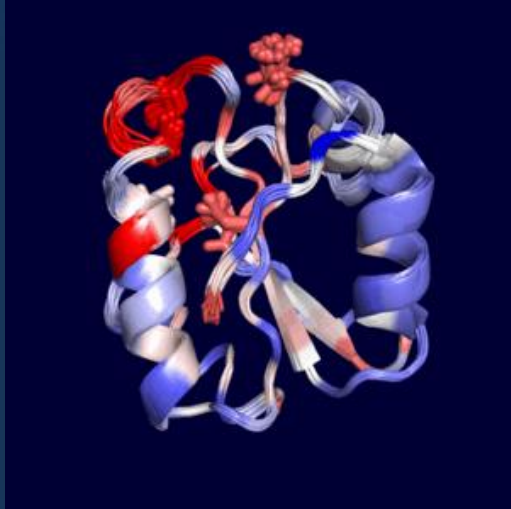


293 Rajeev



32 Nick

Creating animated GIFs Polyview-3D



Creating animated GIFs

EZGIF.com

EZGIF.COM
ANIMATED GIFS MADE EASY

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-  GIF Maker
-  Video to GIF
-  GIF Resize
-  GIF Crop
-  GIF Optimizer
-  GIF Effects »
-  GIF Split
-  PNG Optimizer

Online GIF maker and image editor



GIF Crop Tool



GIF Resize Tool



GIF Optimizer



GIF Maker

Create “moving” galleries with MS Photos, Movie Maker, etc.

The screenshot displays the Microsoft Movie Maker application window titled "My Movie - Movie Maker". The interface includes a ribbon with tabs for File, Home, Animations, Visual Effects, Project, View, and Video Tools (which is currently selected). The Video Tools ribbon contains sections for Edit, AutoMovie themes, Editing, and Share. The main preview window shows a 3D molecular model composed of blue and orange spheres, with a video player interface at the bottom indicating a duration of 00:00.13/00:40.00. The right-hand side of the interface features a gallery of video thumbnails, including various scientific and nature-related images.

Create metaphors and similes

☰

The Washington Post
Democracy Dies in Darkness

☰

Animals

A fungus could turn some cicadas into sex-crazed 'salt shakers of death'

A close-up photograph of a cicada perched on a thin, grey branch. The cicada has a dark, segmented body and large, transparent wings with a distinct network of veins. On its back, there is a prominent, white, fuzzy mass, likely a fungal growth. The background is a soft-focus green, suggesting a natural outdoor setting.

Create metaphors and similes

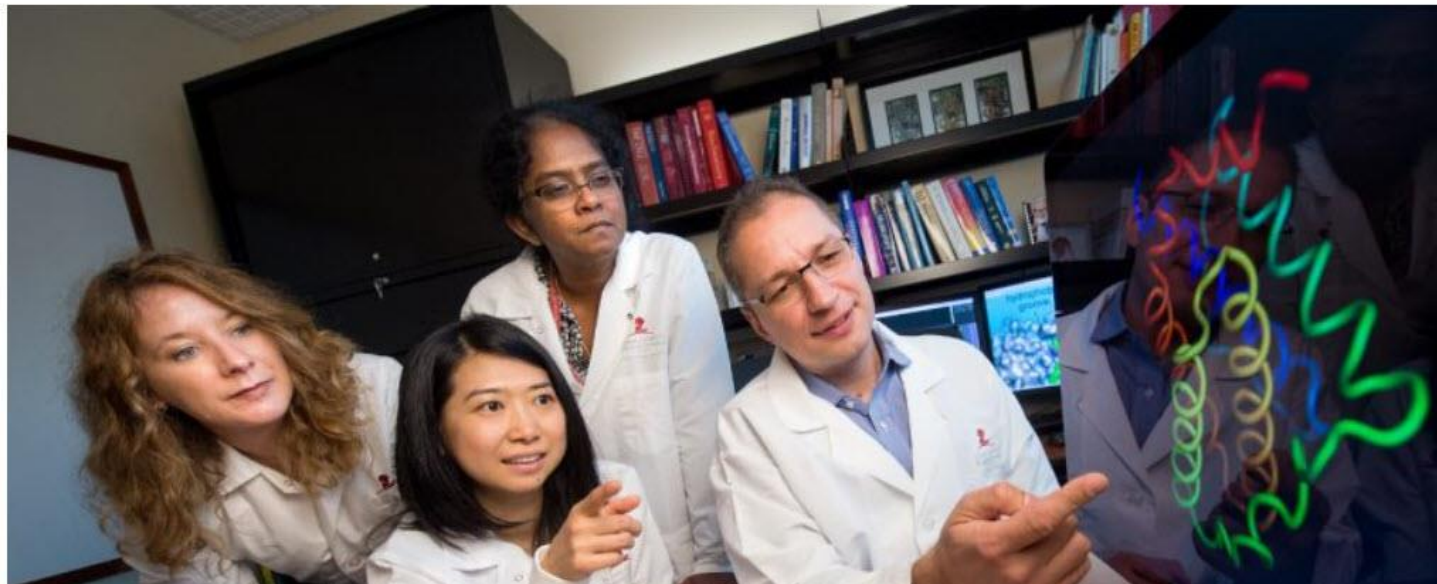


St. Jude Children's
Research Hospital

☰
MENU

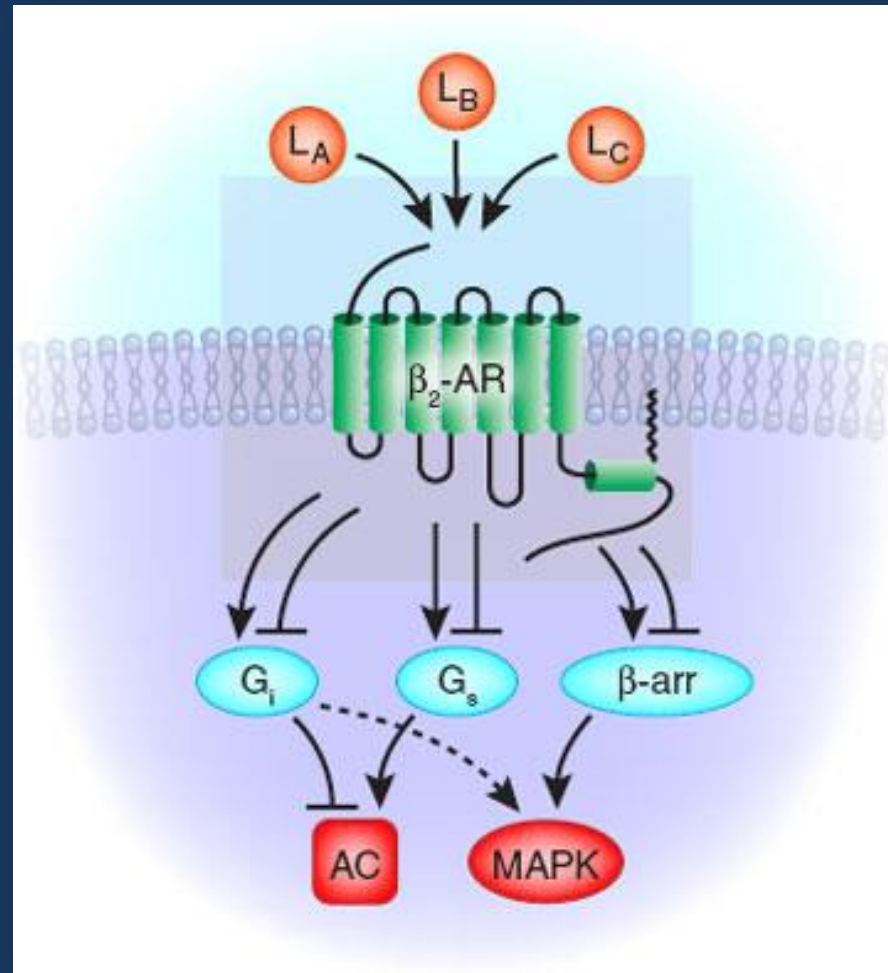
'Lone wolf' protein offers new pathway to cancer treatments

The protein called BOK offers another target for drugs to trigger the death of cancer cells



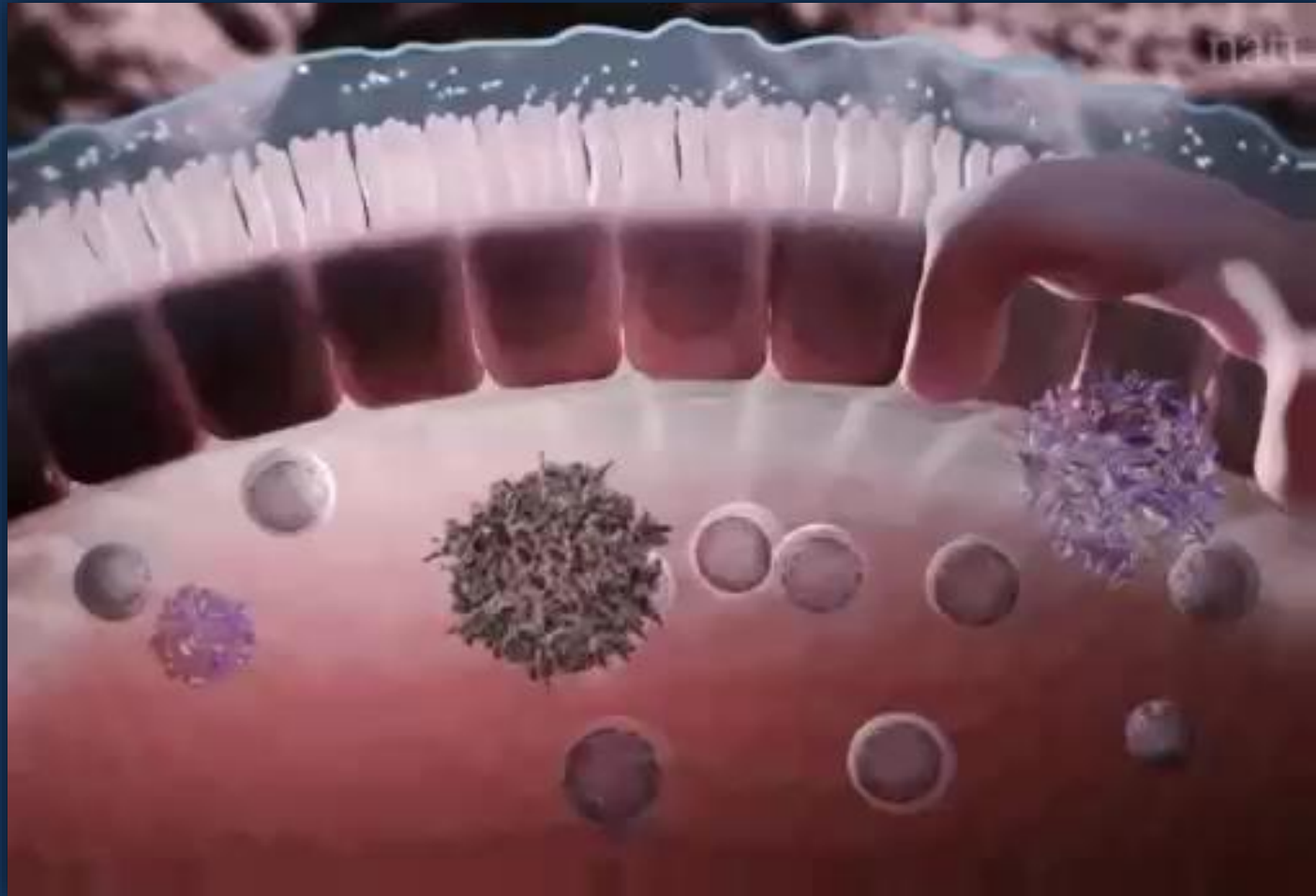
Create metaphors and similes

“Anaconda” receptor



Create metaphors and similes

“Jellyfish” cells



Create metaphors and similes “Artificial dog”




Create metaphors and similes

The New York Times **Science** Search ALL NYTimes.com

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As Summer Nears, The Mighty Flea Reports for Duty

By JANE E. BRODY
Published: June 01, 1999


"Fleas," the textbook states, "are highly specialized parasitic insects belonging to the order Siphonaptera." That order name tells it all: Fleas have a siphon, a Draculian mouthpart that sucks the life blood from whatever animal their genes have programmed them to latch onto. Or, failing to find their predestined host, they will dine on any available red-blooded creature.

Fleas' habits would surely place them among the more repulsive of living things. Upon landing on their victim, they proceed to harass, extract blood, induce allergic reactions, introduce infectious organisms and deposit their eggs on their unwelcoming host. The tiny worm-like larvae emerging from the eggs feed principally on the feces of their parents, who nourish the next generation with partially digested blood.

Disgusting, possibly, but not to Dr. Jay Georgi, an emeritus professor at the Cornell University College of Veterinary Medicine, the operator of one of the nation's few flea farms and the inventor of a most improbable boon to scientific research: the artificial dog.

ADS BY GOOGLE

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Artificial Dog Flea Breeding Environment

C009/4378 Rights Managed

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530 pixels on longest edge, watermarked

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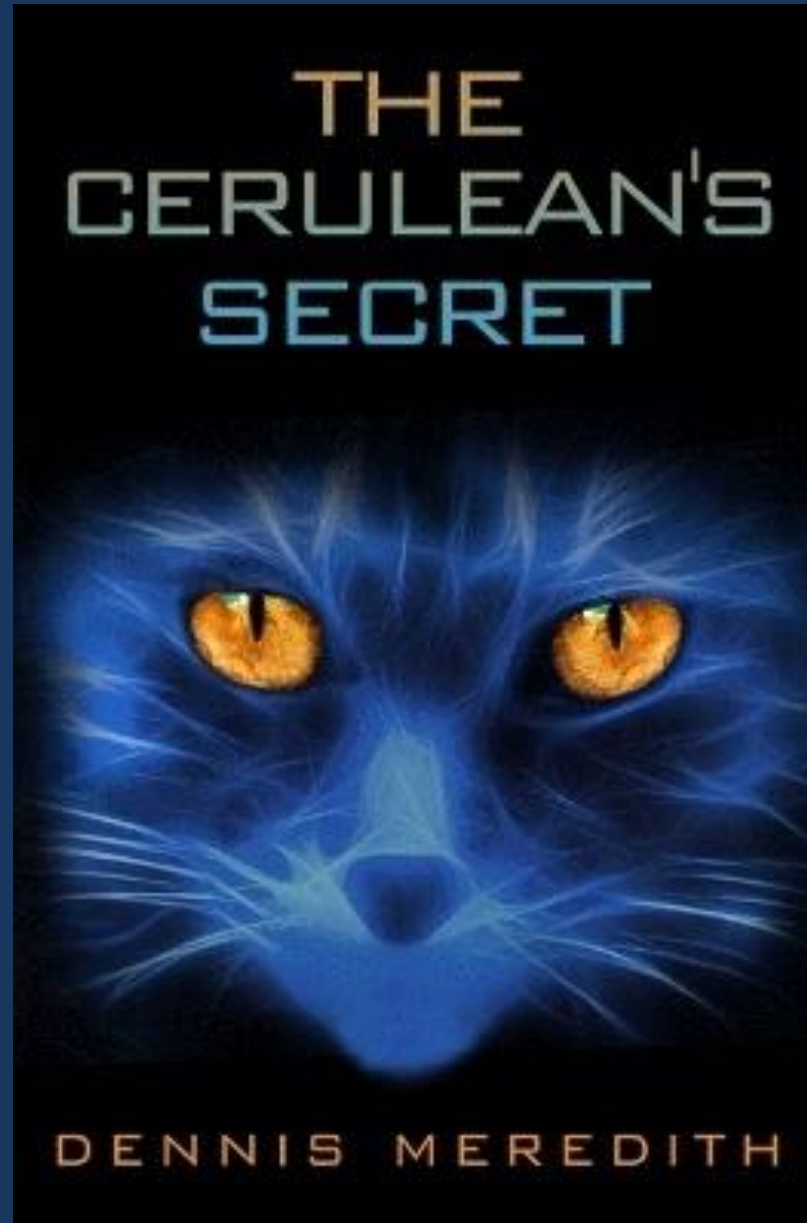
Uncompressed file size: 24.1MB

Downloadable file size: 3.6MB

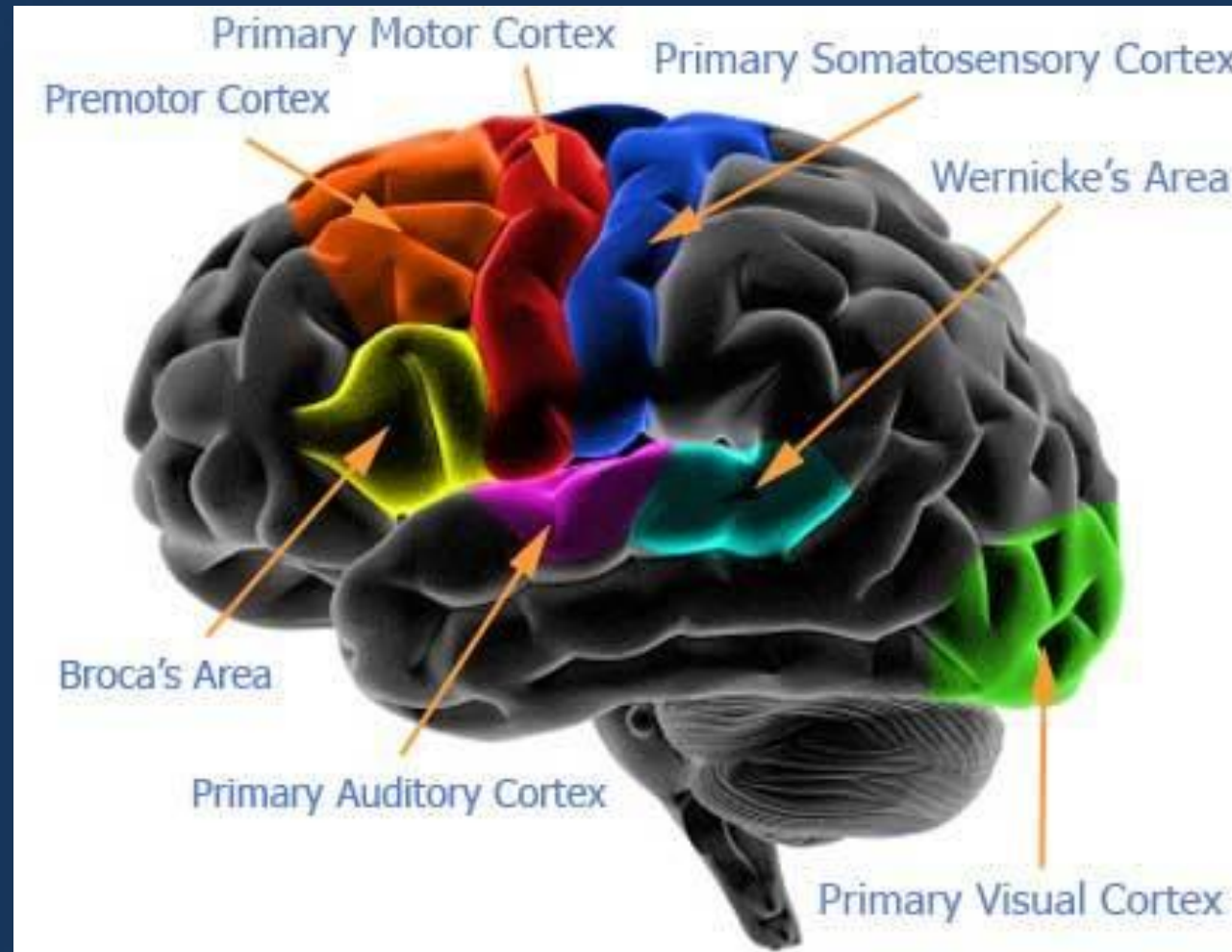
Invent scientific terms

cell, nucleotide, calorie, quantum, osmosis, electron,
neuron, species, seismology, bacteria, gravity, black
hole, pulsar, quasar, liquid crystal, dark energy, quark,
laser

Use techniques of fiction



Stories activate sensory centers



Paul, Annie Murphy, "Your Brain on Fiction," *New York Times*, March 17, 2012

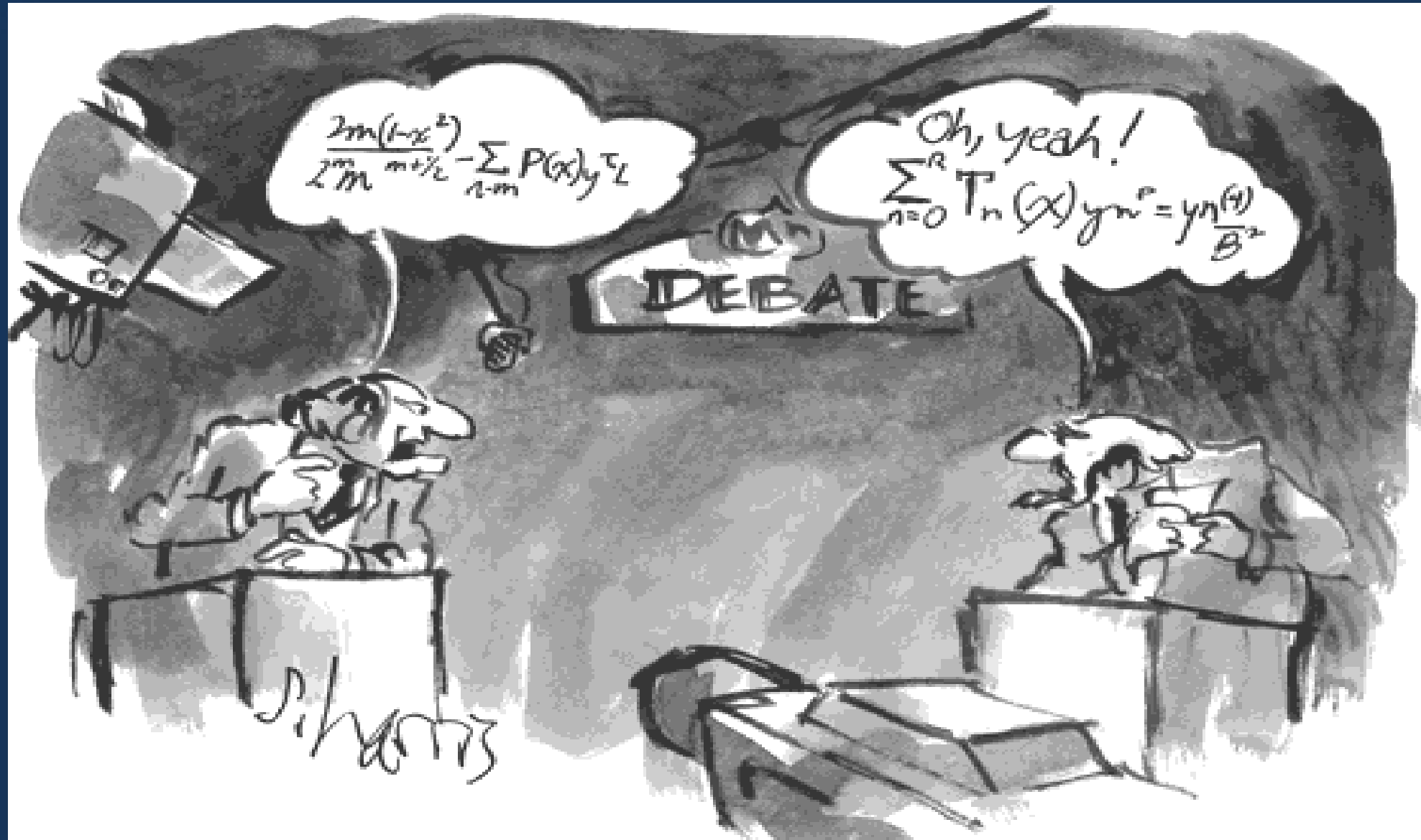
Portray the senses



Describe emotions



Portray conflict



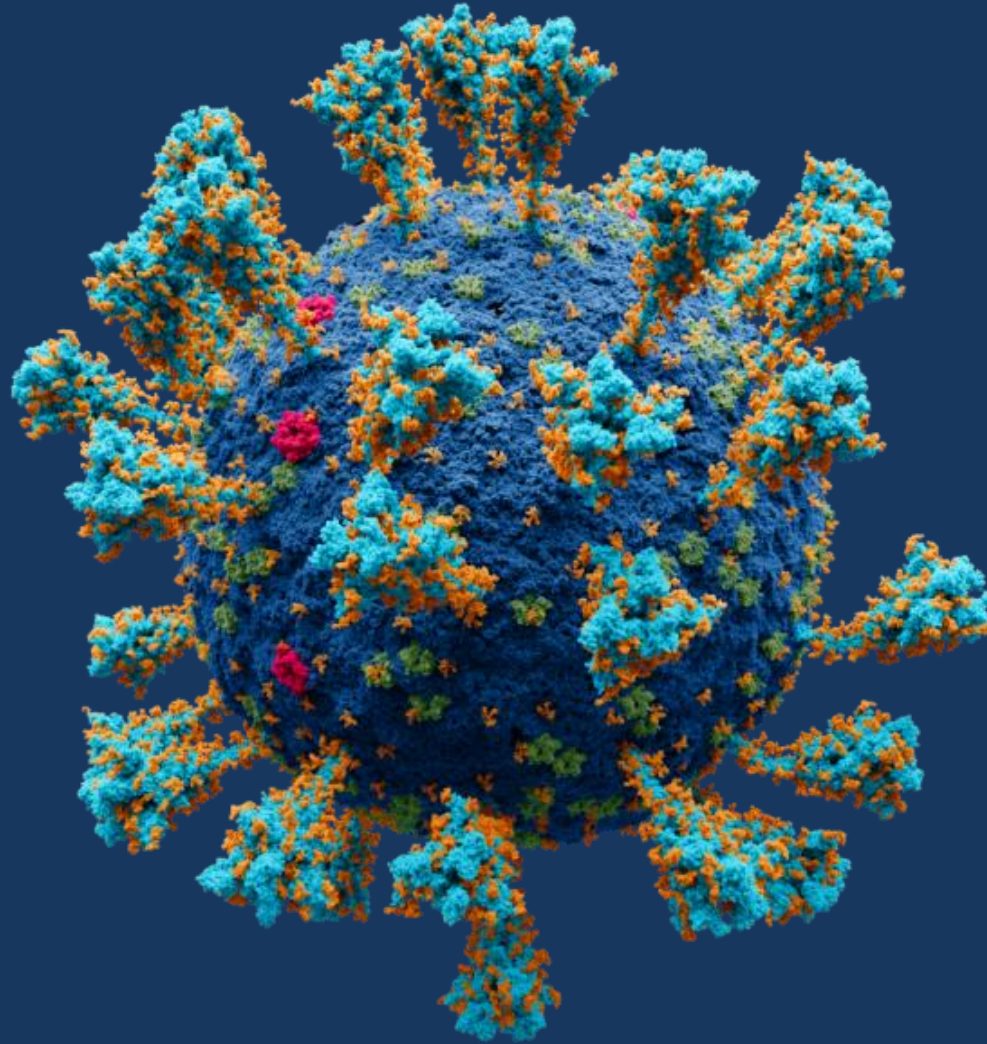
Show don't tell

She was surprised when she saw the extent of the tumor on the MRI scan.



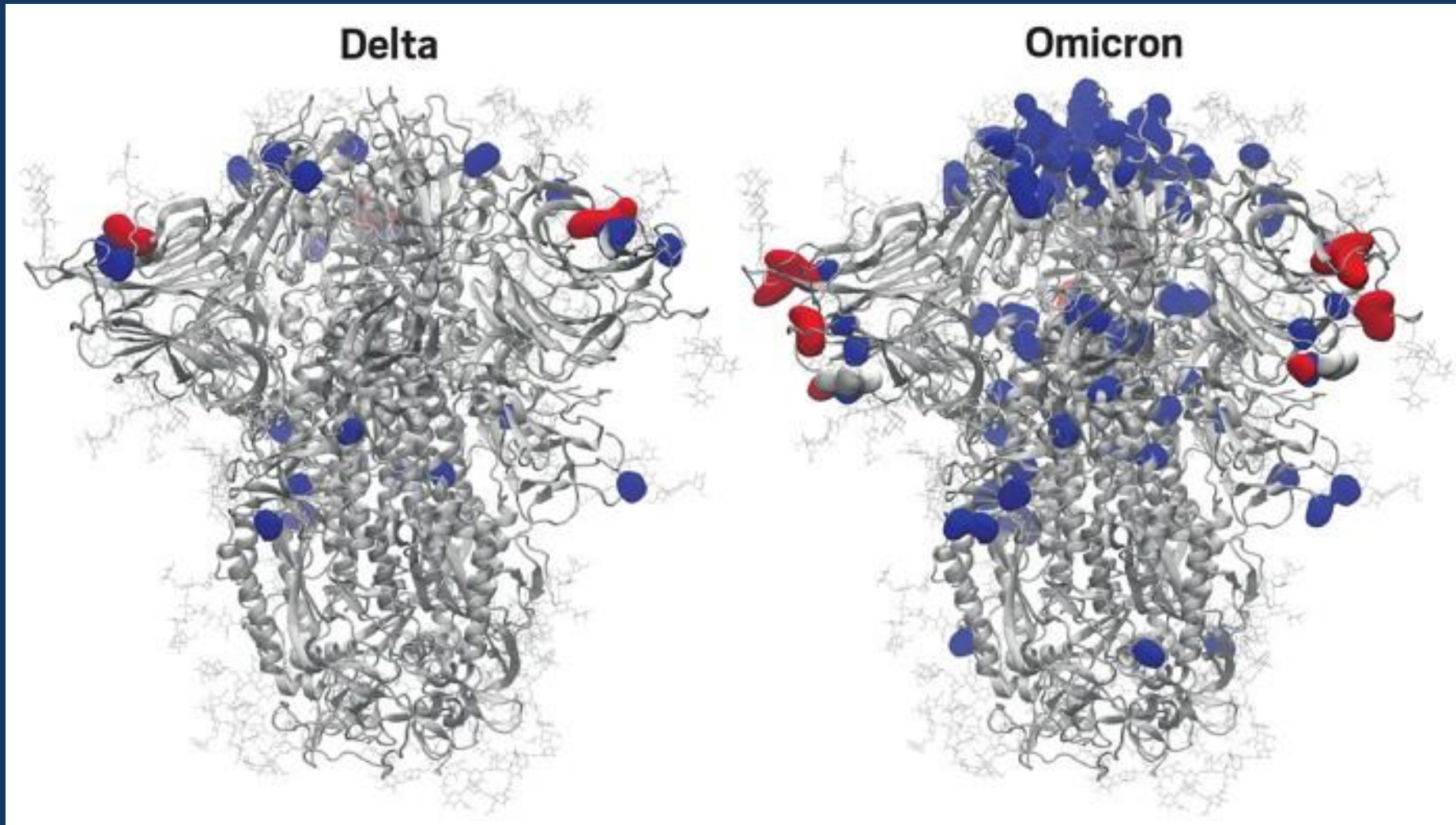
Her eyes widened, and she gasped faintly and reached a finger out to trace the dark blotch of the surprisingly large tumor on the MRI scan.

Show don't tell



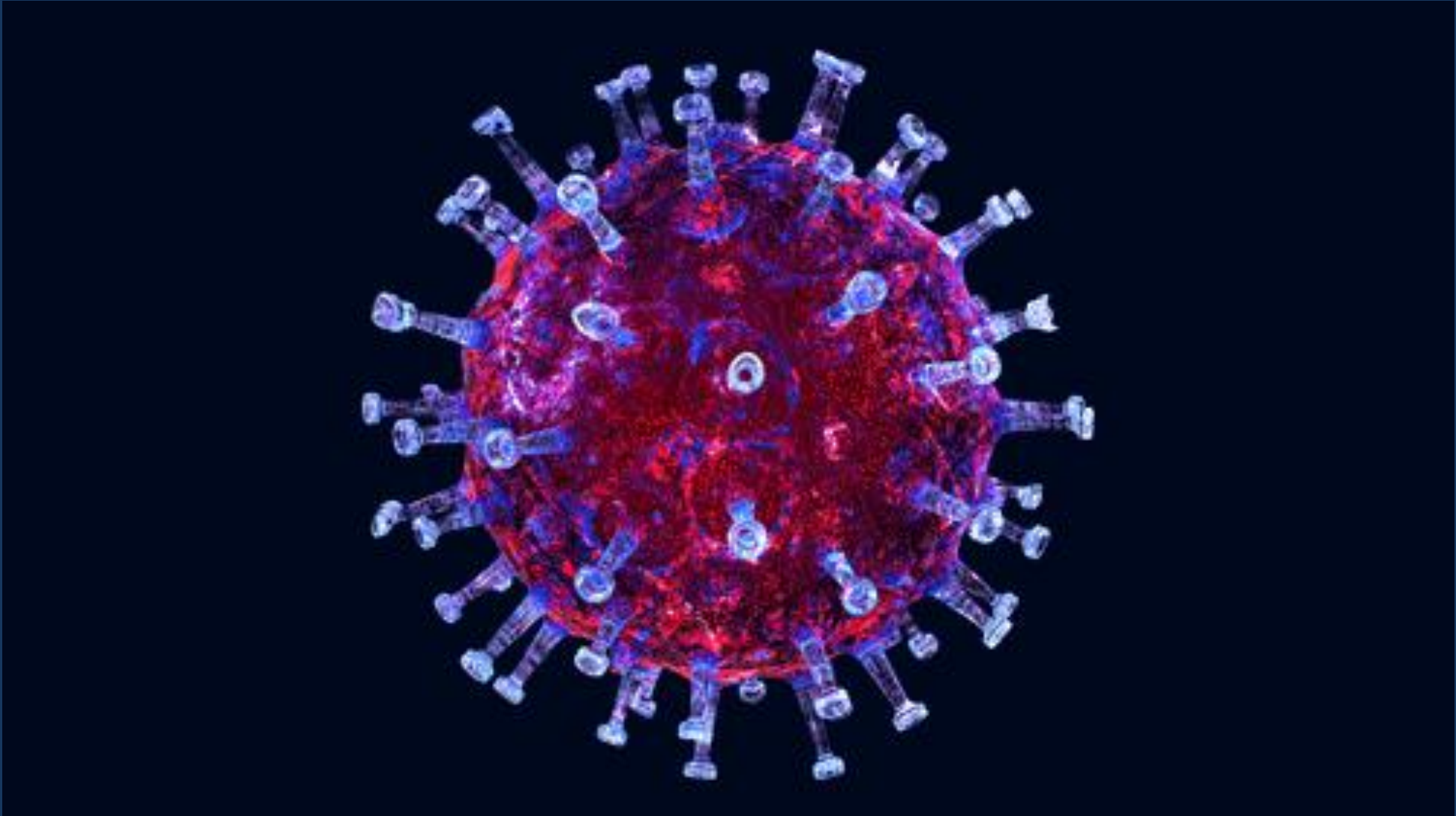
Omicron variant

Show don't tell



Omicron variant

Show don't tell



Omicron variant

Add suspense



Add suspense by:

- Story \longrightarrow payoff
- Question \longrightarrow answer
- Discovery timeline
- Need \longrightarrow solution
- Destroy a thesis
- Pros and cons

Become an effective “visual”:

- Free yourself from the three shackles!
- Move purposefully
- Be enthusiastic
- Make eye contact
- Interfere with the screen
- Neglect the screen
- Don't protect your organs
- Gesture effectively . . .

. . . and pause

If you must read:

- Use visual vernacular
- Write to speak
- Phrase memorably
- Recite out loud
- Gesture for emphasis
- Eye contact on major points
- Vary cadence, emphasis
- Inject energy





Reading Where the Wild Things Are

Present yourself professionally



Wear appropriate attire



Train with Orai speech coach app



Get rid of fillers with



Watch for nervous tics



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I WANT YOU

**TO PRACTICE
YOUR TALK!**