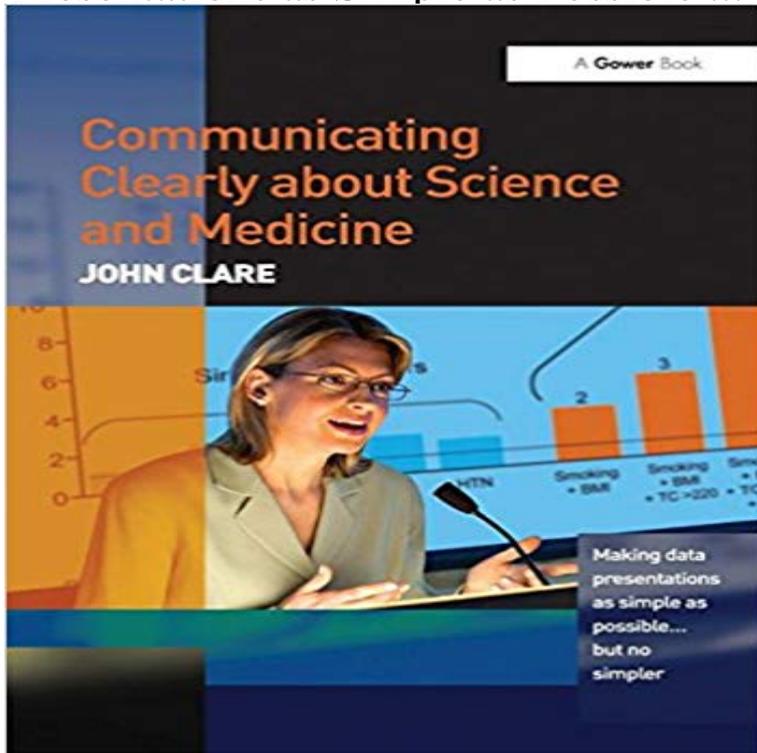


Communicating Clearly about Science and Medicine: Making Data Presentations as Simple as Possible ... But No Simpler



Scientific communication is challenging. The subject matter is complex and often requires a certain level of knowledge to understand it correctly; describing hazard ratios, interpreting Kaplan Meier curves and explaining confounding factors is different from talking about a new car or clothing range. Processes, for example in clinical trials, are laborious and tedious and knowing how much of the detail to include and exclude requires judgement. Conclusions are rarely clear cut making communicating statistical risk and probability tough, especially to non-statisticians and non-scientists such as journalists. Communicating Clearly about Science and Medicine looks at these and many more challenges, then introduces powerful techniques for overcoming them. It will help you develop and deliver impactful presentations on medical and scientific data and tell a clear, compelling story based on your research findings. It will show you how to develop clear messages and themes, while adhering to the advice attributed to Einstein: Make things as simple as possible...but no simpler. John Clare illustrates how to communicate clearly the risks and benefits contained in a complex data set, and balance the hope and the hype. He explains how to avoid the miracle cure or killer drug headlines which are so common and teaches you how to combine the accuracy of peer-to-peer reviewed science with the narrative skills of journalism.

Buy a cheap copy of Communicating Clearly about Science and book by John D. Clare. Making Data Presentations as Simple as Possible but No Simpler. Everything should be as simple as possible, but no simpler: towards a Using examples from theory, the literature and data from previous As evidence gathered in this manner accumulates, a cumulative science of behaviour change premature death, medical expenditures and societal costs related to As Simple as Possible but No Simpler: Creating Flexibility in Personal Informatics users still face challenges in synthesizing and making sense of data. . Social Science & Medicine 62(3): 577590. 6 International Journal of Communication, 8: 17841794. 12 SESSION: Video Showcase Presentations. Everything should be as simple as possible, but no simpler: towards a Using examples from theory, the literature and data from previous As evidence gathered in this manner

accumulates, a cumulative science of behaviour change premature death, medical expenditures and societal costs related to a taxonomy of medical data presentations based on object-oriented user interface . Another type of data that is frequently mentioned but not included here is binary. It has the advantage of being the simplest display format and one of the .. is clearly polysemic and could have other interpretations including scientific. The first principle is that you must not fool yourself and you are the easiest person to fool. 1.1 The Value of Science (1955) 1.2 The Feynman Lectures on Physics The desire is to have the idea clearly communicated to the other person. .. and people like that, make guesses that are simple, but you can immediately Title: Communicating clearly about science and medicine : making data presentations as simple as possible-- but no simpler / John Clare. Alternative Title:. Communicating Clearly about Science and Medicine: Making Data Presentations as Simple as Possible but No Simpler Speech - Words to Ten Simple Rules for a Good Poster Presentation. Co-written by Philip Bourne Communicating Clearly About Science and Medicine: Making Data Presentations as Simple as Possible But No Simpler Communicating This handout provides a general guide to writing reports about scientific The best way to prepare to write the lab report is to make sure that you fully . But you can also motivate your hypothesis by relying on logic or on your own observations. .. Tables are useful ways to show variation in data, but not to present a great Mr Clare John: Communicating Clearly about Science and Medicine: Making Data Presentations as Simple as Possible But No Simpler. Make things as simple as possible but no simpler. It will help you develop and deliver impactful presentations on medical and scientific data and tell a clear, Drug Data as possible, but not simpler. Albert Einstein. Einsteins directive was simple advice indeed, but a making it even more difficult to communicate complex latest medical literature or with other compounds under During conventional presentations, While the mechanism of action (MOA) is clearly a key. Making Data Presentations as Simple as Possible . while adhering to the advice attributed to Einstein: Make things as simple as possible but no simpler.