

# Complex Knowledge and Sustainability Economics: Online Expert Discourse

## THE VERBAL TOOLKIT:

HOW WORDS MAKE  
KNOWLEDGE ACCESSIBLE



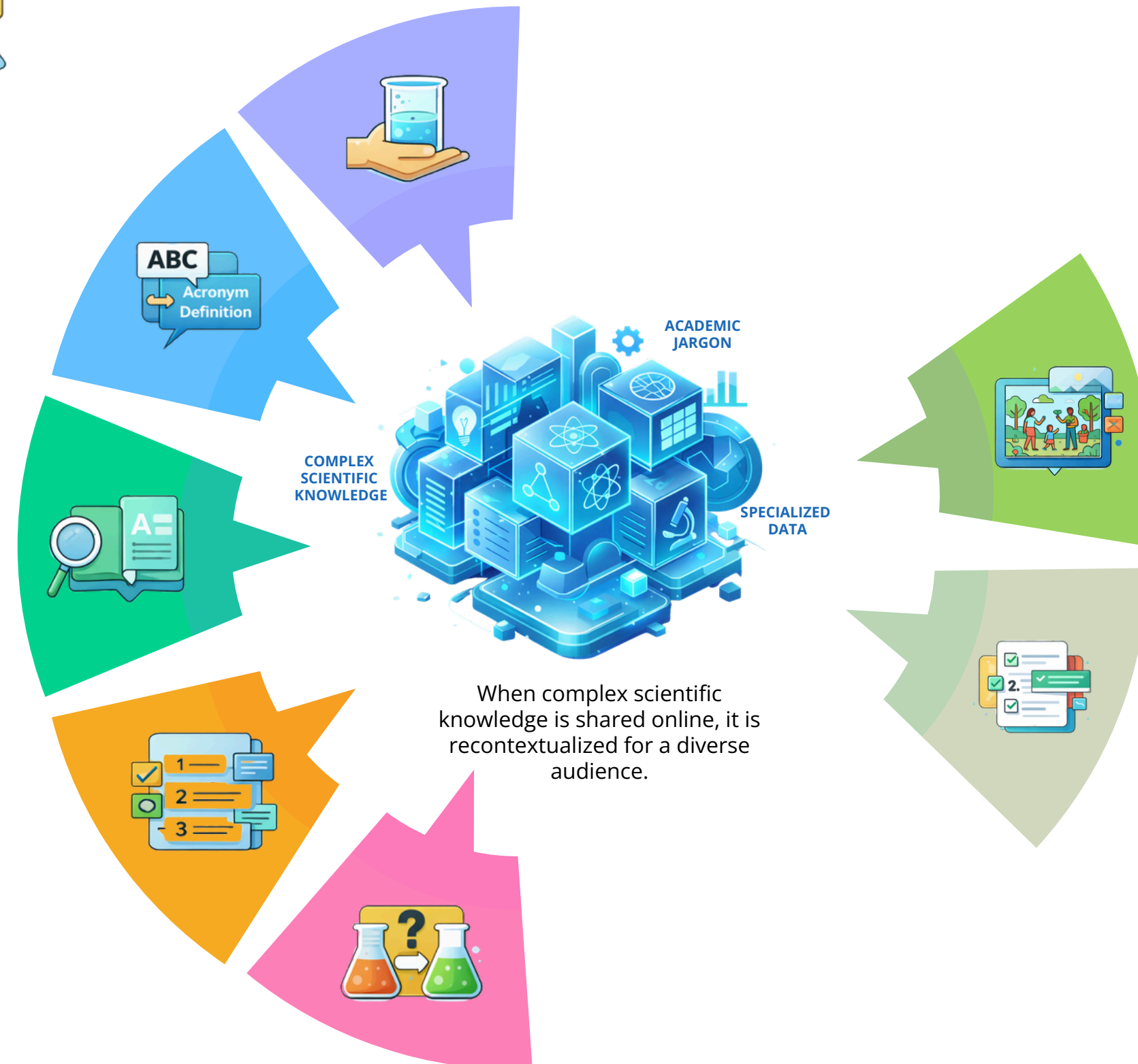
**1 Exemplification**  
Providing concrete examples

**2 Explication**  
Adding specific details or  
spelling out acronyms.

**3 Elaboration**  
Amplifying through definitions,  
descriptions, or paraphrases.

**4 Enumeration**  
Numbering elements to make  
information easier.

**5 Comparison**  
Relating an unknown concept to  
something familiar to the  
audience.



## THE VISUAL TOOLKIT:

STRUCTURING FOR  
UNDERSTANDING



**6 Visual Representations**  
Using “narrative” photos to  
connect research to everyday  
experiences.

**7 Spatial Organisation**  
Using headings and bullet  
points to break down  
information.