

Disseminating Science: How to make research reach the audience

MAKING IT UNDERSTANDABLE



Use “Code Glosses” to Explain Jargon

Define complex terms using simple explanations, examples, or non-technical equivalents.



Combine Visuals and Text

Use images and bold, large-font titles to reinforce meaning and contextualize research.



PROJECTING CREDIBILITY AND AUTHORITY



Link to and Quote Original Sources

Use hyperlinks and direct quotes from researchers to provide evidence and expert voice.



“Borrow” Authority from Experts

Refer to authors as “the researchers” or “the team” to project scientific credibility.



KEEPING READERS HOOKED



Use Inclusive Language (“We” & “You”)

Create a shared community and address the reader directly to make content relatable.



Ask Questions & Give Commands

Prompt mental interaction with questions or directives like “Think about...” or “picture yourself...”



Lead with the Main Takeaway

State the most important finding first to immediately highlight its value to readers.

