

Bridging the Knowledge Gap: How to Translate Expert Science for the Public

Mediators overcome knowledge asymmetries by establishing scientific credibility while easifying content for engagement.

ESTABLISHING AUTHORITY



Mirroring Academic Rigor

Align with authoritative sources by using direct quotes and formal research structures.



Validating via Digital Links

Use hyperlinks to original research and external sources to prove scientific validity.

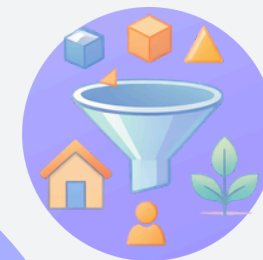


Foregrounding Newsworthiness

Place main claims at the beginning to emphasize immediate relevance to the public.



MAXIMIZING AUDIENCE ENGAGEMENT



The “Easification” of Technical Content

Use analogies, definitions, and concrete examples to simplify complex technical concepts.

EASIFICATION STRATEGIES



Elaboration

Providing clear definitions for technical terms.



Exemplification

Offering concrete cases or real-world scenarios.



Comparison

Relating abstract data to familiar magnitudes or objects



Building a “Common Territory”

Reference popular culture or shared human experiences to bridge the gap to science.



Interactive Dialogicity

Foster a relationship using second-person pronouns (“you”) and direct questions to readers.

