



Communicating Research

The Skill That Will Outlast Your PhD

Prof. Laure Jacquemin

1

WHY?

Get inspired

2

HOW?

Get equipped

3

WHAT NEXT?

Get started

1

WHY?

Get inspired

2

HOW?

Get equipped

3

WHAT NEXT?

Get started

Your research doesn't speak for itself

Your research doesn't speak for itself

1 Collaborate across disciplines

Collaborate across disciplines



Your research doesn't speak for itself

1 Collaborate across disciplines

2 Win funders & partners

Win funders & partners



Your research doesn't speak for itself

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4 Gain visibility

Gain visibility



Your research doesn't speak for itself

1 Collaborate across disciplines

2 Win funders & partners

3 Connect with society

4 Gain visibility

5 Grow in any career

Grow in any career



Communication can be part of your research



What about you?





**I have no results yet.
What could I say?**

Problem

Question

Approach

Invitation?

1

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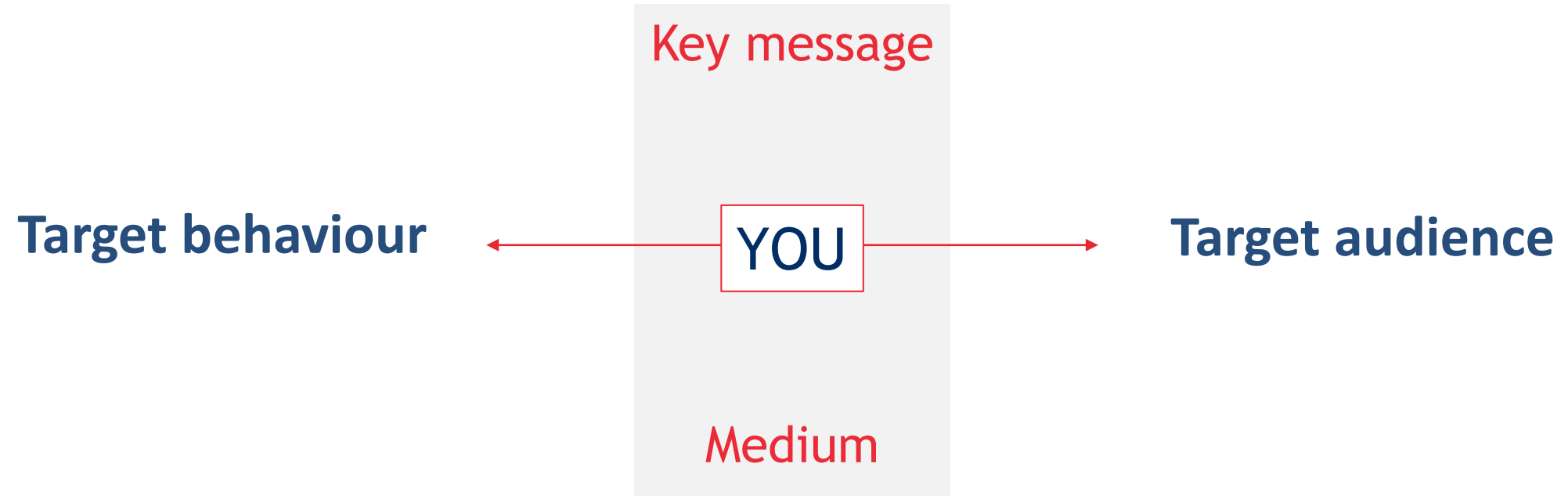
Before you communicate

Define **what** you want and from **who** you want it

Target behaviour?

Target audience?

Before you communicate



WHO? Know your audience



WHAT? Make one message stick

We investigate auditory health outcomes associated with recreational noise exposure.

WHAT? Make one message stick



We investigate auditory health outcomes associated with recreational noise exposure.

**Loud music can damage your hearing.
How can we help young people protect it?**

Same research. Different Audience. Different Story.

Overview

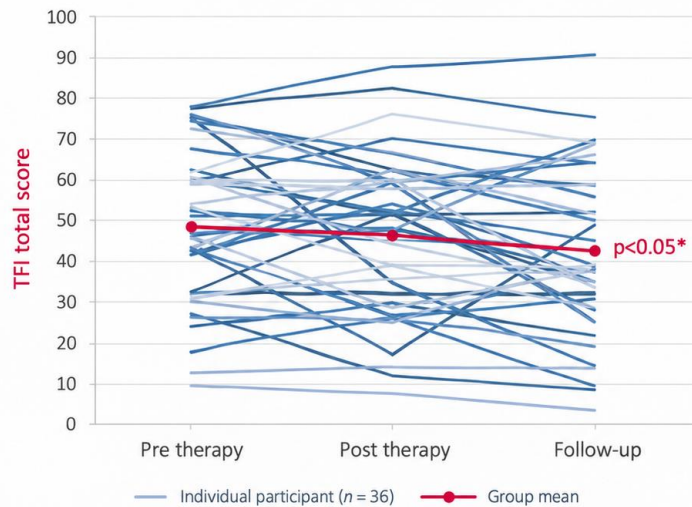
t-DCS

HD t-DCS

Conclusions

Effects of HD t-DCS on TFI Total Score in Adults with Chronic Tinnitus

Individual trajectories and group mean ($n = 36$; pre therapy, post therapy, follow-up)



1

Significant reduction

TFI total score decreased significantly from pre therapy to follow-up ($p < 0.05$).

2

Moderate effect size

Mean reduction of **31%** (~15 points) from pre therapy to follow-up.

3

Individual variability

Considerable heterogeneity in response, with both responders and non-responders observed.

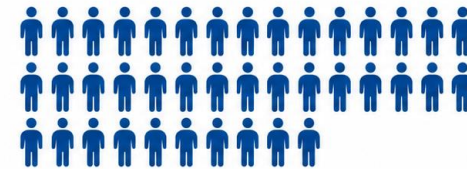
Kan elektrische stimulatie helpen bij tinnitus?



Bij een deel van de patiënten vermindert de hinder

Andere behandelingsopties

bijvoorbeeld hoortoestellen, gesprekken met een zorgprofessional of fysiotherapie



Elektrische stimulatie

Een mild elektrisch signaal via het oor, naast andere behandeling



1 op de 3
patiënten had minder
hinder van tinnitus

1

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WHAT NEXT?

Get started

Start before you feel ready

Write

Speak

Try again





Practical strategies

- Organize SciComm within your research group
 - Share opportunities
 - Discuss experiences
 - Practice presentations or pitches



Science Day

Practical strategies

- Organize SciComm within your research group
- Use what is available at your institution
 - Sign up for existing events



Practical strategies

- Organize SciComm within your research group
- Use what is available at your institution
 - Sign up for existing events
 - Small scale initiatives often have a lower threshold



Practical strategies

- Organize SciComm within your research group
- Use what is available at your institution
- View SciComm as a research tool
 - Get closer to your target audience



Practical strategies

- Organize SciComm within your research group
- Use what is available at your institution
- View SciComm as a research tool
 - Get closer to your target audience
 - Advantages might include better research questions, more (involved) participants, ...

- Take initiative
- Highlight potential advantages
 - Visibility
 - Funding
 - Collaborations
 - Input from target population
- Communicate clearly
 - What is important for you at this stage of your career?
 - Could be (PhD) training, funding application, ...
- Take ownership of your research

Make it work within your PhD

Concrete tips:

- Start small
- Show that you *can* fit it into your schedule
- Use the PhD format (available courses & training)



Your first step starts here at UAntwerpen

- **PRESS>SPEAK**

SciComm training & competition
presentation + writing
in Dutch + in English!

*more info &
registration
on Pintra:*





Your first step starts here at UAntwerpen

- **PRESS>SPEAK**
- **Proefkot**
STEM academy for kids 10-13
the UAntwerp SciComm team
can support you when designing
your workshop



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- **PRESS>SPEAK**
- **Proefkot**
- **Scienceville**
short science documentaries
in collaboration with DOCVILLE



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- **Proefkot**
- **Scienceville**
- **Dag Van de Wetenschap**
yearly science festival
ca. 4.500 visitors



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- **PRESS>SPEAK**
- **Proefkot**
- **Scienceville**
- **Dag Van de Wetenschap**
- **Let's Talk Science**
a taste of science
communication summer school
2027: in **Antwerp!**

Don't miss your next opportunity

Teams community:

The Incredible Art of Making Science Public

A place to gather everyone at UAntwerp who is interested in science communication. Join to find inspiration, reach out to peers, and read tips & tricks!



Don't miss your next opportunity

Pintra page:

Training courses on communicating research

Course offer for anyone who wants to develop these skills, including both internal (e.g. Antwerp Doctoral School) and external courses and initiatives.





Don't wait until you feel ready.

Start communicating.

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