**Science communication:**

15 min for elevator and 15 for half life

1. **The elevator pitch**

In groups of 3 students, practice in 3 rounds – and change roles in each round.

**Student 1:**

* Compose an “elevator speech” to summarize your research(orally) in **one minute** or less, in such a way that any university student could understand what you are saying.
* Your elevator speech should include:
  + the general problem that you are trying to address and
  + a basic description of the study you are conducting.
  + If the research is not yet completed, you should summarize your study aims and why it matters. If your research is already completed, you should summarize your main finding,
  + Make sure to include why your research matters! Why is it significant?

**Student 2:** Watch the timer, then summarizes what student #1 says - did they cover all elements?

**Student 3:** Comments on student #1’s clarity and gives suggestions.

1. **Half-Life Your Message - elevator pitch half the time**

Challenge! Now try the same in about half the time!

Try in about 30 seconds. Think how formal or informal you want to be to allow you to keep the message but concentrate the communication.

**Student #1:** Same as before, but now try in half the time.

**Student #2:** Watches the timer, and check the checklist. Was speaker 1 able to keep all the parts of the message?

**Student # 3**: gives feedback

\*Aurbach, E. L., Prater, K. E., Patterson, B., & Zikmund-Fisher, B. J. (2018). Half-life your message: A quick, flexible tool for message discovery. *Science Communication*, *40*(5), 669-677.