LUCID Seminar

Non Traditional Communication Project

Non-Traditional Communication

Definition:

Any communication other than your typical publications (research papers, articles, grants and talks)

Non-Traditional Communication

To Do Once per semester

Options (not limited to!):
- Vlog/ Video
- Blog post
- Letter to editor or decision maker
- Visual Representation of Research, aspect of research – comic, mind map, etc.
- Infographic, etc.
- HAMLET talk, data blitz

Non-Traditional Communication

Potential content to remediate:

Conference presentation
Research paper,
LUCID project update,
HAMLET session,
Internship Experience,
Data Science
Methods/Topic of interest

Non-Traditional Communication

Things to consider:

- Who is your Audience?
- What is your Goal?
- What is your Message?
- Are there Visuals that would complement your content?

Non-Traditional Communication

Imagine Your Audience:
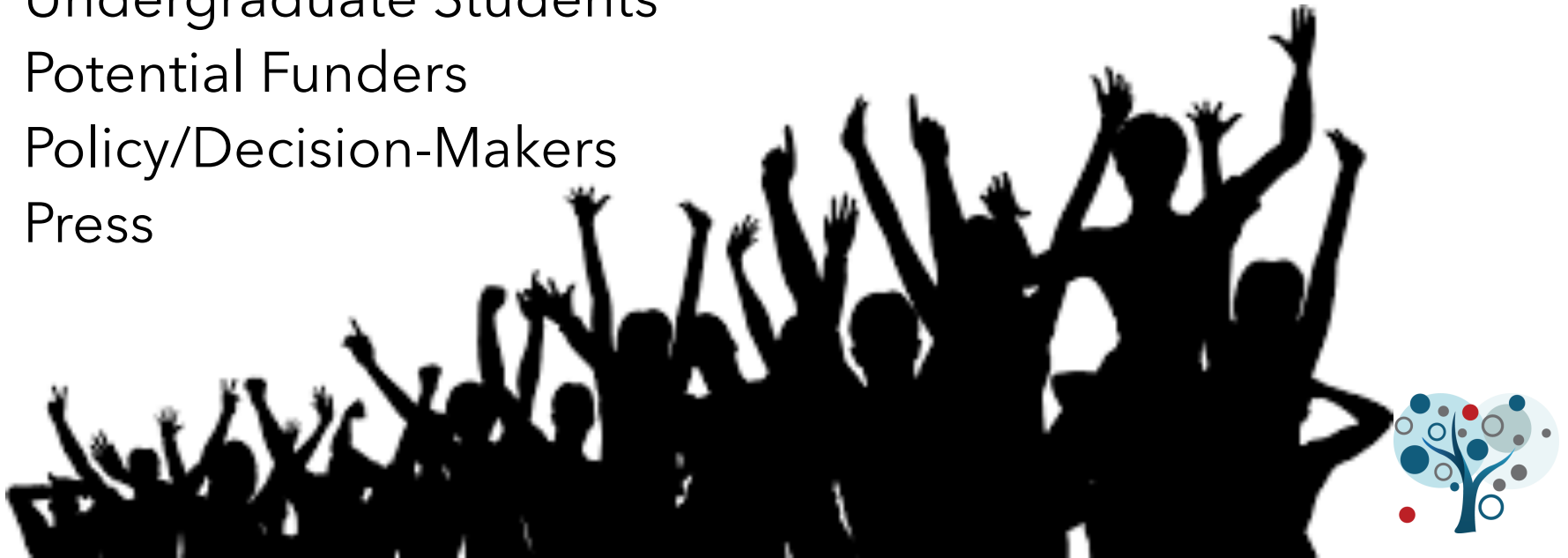
Stakeholders
Interested Community Members
Scientist in Unrelated Fields
Undergraduate Students
Potential Funders
Policy/Decision-Makers
Press

Non-Traditional Communication

Where is your intended audience/best way to reach them?

Lucid.wisc.edu blog/vlog post

LinkedIn post

Facebook post

Tweet

Op Ed

Etc!

Non-Traditional Communication

Best way to communicate?

Infographic
Video
Map
Comic
Image
Podcast
Interactive Data Viz

Non-Traditional Communication

Examples:

Science Fair Demonstration (write up)
Non-Traditional Research Project (write up)
LUCIDtalks: Machine Learning with Ayon

Collaborative Projects:

- How Can Machine Learning Improve Educational Technologies?
- Interactive Science Communication
- Singular Value Decompisition (SVD)
- What is a Computational Cognitive Model?