

Length:

- 30 seconds - 2 minutes

Subject:

- Any of the non-Duke articles that you haven't already covered for the tweet, headline/lead, or opening paragraph assignments thus far

Audience:

- Average American with no background in psychology, typically considered to have ~8th grader knowledge of scientific jargon
- "Can you explain it to your granny?"
- Cater to audience - the diction used, so what message

Components/Structure:

- Start with introduction, one-liner to get your point across (thesis/theme)
- Summary of the research, why it's important, real-life application (So What)
- End with a next step
- Can add in a feeler sentence

Tips:

- Economize your words; be picky about word choice
- Use all the SciComm principles we have already discussed before

<https://cogpsychduke2019.github.io/pitch/>

How do you go about creating a pitch? Well, several folks have different recommendations. For instance, this site says:

The one-liner: Think of this as a plainspoken thesis title. If you had one sentence to explain your research, what would you say?

Under-two minutes: You have two minutes. Keep it short, and...go!

Introduction– Necessary if you are the one making the introduction.

One-liner – Incorporate the aforementioned one-liner to start things off.

Reel 'em in – What is the major question/problem you study? What was your motivation (e.g. I noticed X but no one was looking at it...).

What are you doing? – How are you answering this question? For example, you could describe your use of field surveys, experiments or modelling.

And? – What have you found? What's next?

Why does this matter? Don't think of it as a justification for your science. Think of it as an opportunity to show others the value of science.

Common Mistakes:

Misjudging your audience. The main idea of an elevator talk is that it can be universal. Having said that, if you can judge your audience, it's likely useful to take advantage of that. For example, you would likely tailor a message to a room full of 1st graders differently than a room full of museum-goers.

Too much jargon. Jargon can (and does) confuse and bore audiences. Learn how to identify and avoid it.

T.M.I. Don't try to cram an entire thesis into two minutes. That's the point. This is more about distillation and dissemination and less about the actual time it takes to talk about your science.

One thing that I personally disagree with from this particular set of rules is the idea that the Elevator Pitch has a 'universal audience.' It does not. You must always adjust your pitch, your description of the research to the particular audience. The following graphic illustrates why that is the case: