

## Basics of Communication Worksheet **Example Answers**

Answer questions 1 - 2 based on your reading of the article titled, "How Typeface Influences the Way We Read and Think."

1. What caused the Higgs Boson research at CERN to be viewed so negatively?

**Answers will vary slightly. Example answer: They announced their research results using the *Comic Sans* font, which was not viewed as formal or scientific, so people did not take their words seriously.**

2. Even if your science and engineering are flawless, your idea(s) may not be accepted. What factors outside of the science itself could affect the success or failure of your idea? List at least two factors NOT listed in the article.

**Answers will vary. Possible factors: Bad explanation/oral presentation flaws, graphical formatting, grammatical errors, too complex/audience cannot understand it, not enough money to market it/advertising, work is not original/someone else markets it first or better.**

Answer questions 3 -4 based on your reading of the "Example Scientific Rubric." This rubric was used to grade college students giving class presentations about their research.

3. Based on the rubric, list at least four factors/areas that are important to consider when presenting scientific and/or research information.

**Example answers: organization/logical sequencing, subject knowledge, demonstration/presentation/oral skills, paper/written communication, bibliography/citing sources**

4. Of the factors you listed in #3, name the three you think are the most important in presenting scientific information, and explain why each of these is important.

**Example explanations of importance for each of the factors listed above:**

**Organization:** If information does not follow a logical format, viewers/readers cannot understand it, or it won't make sense to them.

**Subject Knowledge:** The presenter must know what s/he is talking about to make sure information is accurate, and answer any questions/add information to the presentation so that the audience understands it.

**Demonstration:** The oral explanations and visuals must make sense, and must be appealing or eye-catching to the audience.

**Paper:** All written communication must be free of grammatical errors or readers will not be able to understand what is being said or written, and may assume the same sloppiness extends to the research work.

**Bibliography:** Audience must know the sources of information for accuracy and credibility.