

# Communicating Your Research and Its Impact to Faculty Colleagues

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UW ADVANCE Pre-tenure Workshop

December 13, 2018

UWADVANCE



# Agenda

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- > 11:30 – 11:45 - Lunch and Introductions
- > 11:45 – 12:00 - Professor Cecilia Aragon, Human Centered Design and Engineering
- > 12:00 – 12:15 - Q&A and Discussion
- > 12:15 – 12:45 - Practice Pitches
- > 12:45 – 1:00 - Q&A and discussion

# Telling Your Research Story

Communicating your research to faculty colleagues

Cecilia Aragon, HCDE

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# Storytelling

- Research has shown that stories are how humans learn
- You are telling the story of your research and its impact
- Think about your audience (colleagues and peers)
- What does your audience want?

# Story

- Your tenure/promotion case should have a clear theme
- Ideas, metaphor, imagery, memorable words
- Connect and resonate with your audience
- Build a case for a satisfying ending
- Show your ideas are changing the world

# Best structure for research story?

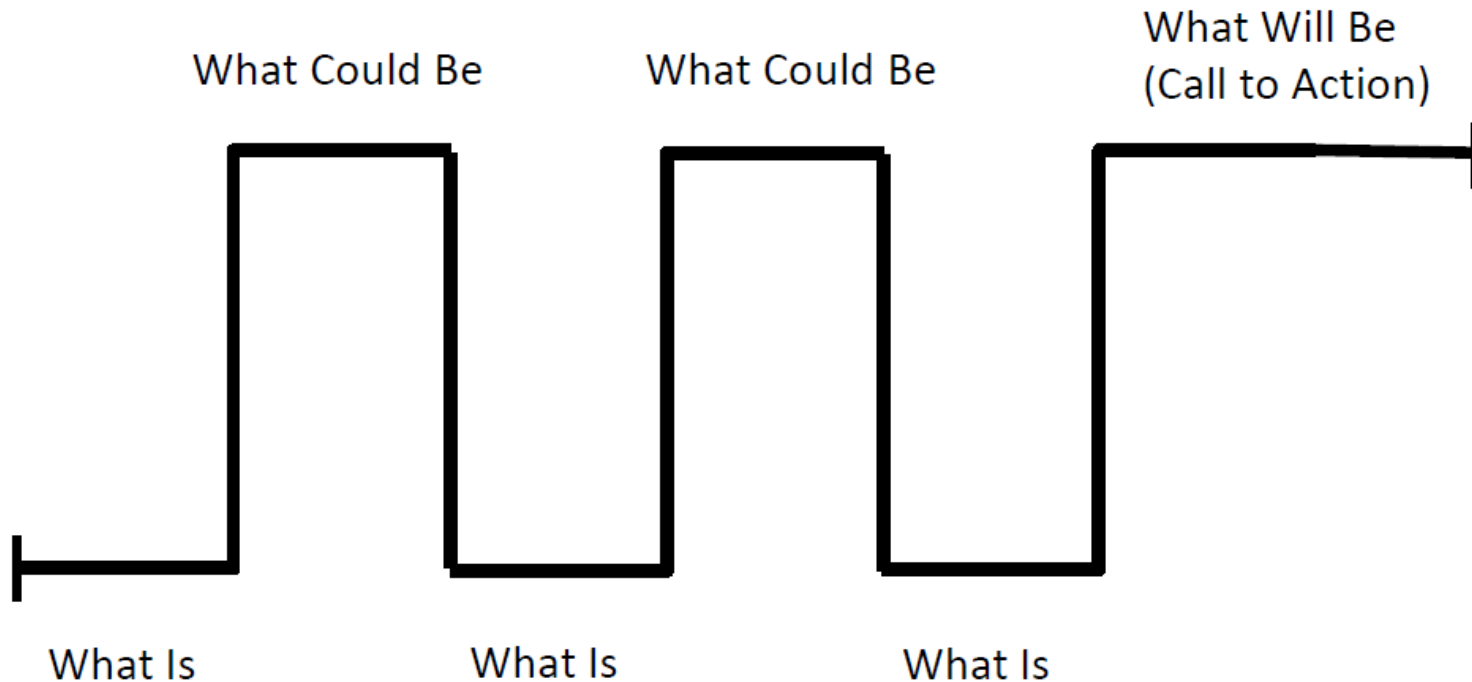
- Idea that changes the world
- How do great movies, books, talks engage their audience?
- Nancy Duarte
  - “The secret structure of great talks”
  - based on Joseph Campbell’s *Hero’s Journey*

# Story structure for research idea

- What is
- Obstacle/Inciting incident
- What could be
- End with call to action

[https://www.ted.com/talks/nancy\\_duarte\\_the\\_secret\\_structure\\_of\\_great\\_talks](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks)

# Story structure for research idea



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# Example:

## Human-centered data science

- Data deluge across multiple fields
  - “Data science” now most popular job title in the world
- Purely computational approach may lack:
  - rich detail, social nuance
  - ethics and values, societal impact
- Human-centered data science addresses:
  - how to combine social and technical approaches
  - how to achieve both scale and nuance
- Plenty of evidence for success (publications, invited keynotes, student jobs, funding lines)
- Data science is changing the world (for better or worse)
- Human-centered DS is changing data science (for the better)

What Is

Obstacle

What Could Be

Mini-arcs  
What Is/What Will Be

What Will Be

# Self-advocacy statement

- Consider your audience
  - Statement may be used by external reviewers
  - Some readers may not know your area
- Your specific metrics
  - Particularly if you do interdisciplinary work
  - Why are these metrics important?
- Own your scholarly identity
  - Don't apologize; focus on what's strong
- Provide evidence for continued productivity after tenure/promotion

# Distributed mentoring

- Ask for samples & advice on your draft from:
  - Colleagues in your department
    - Ideally, recently tenured
  - Members of UW P&T committee
  - Colleagues/mentors outside the university
  - Research support office (e.g. ADVANCE)
  - Teaching center (e.g. ET&L)

# Questions?

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# Practicing Pitches

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# Pitch Practice

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- > **Goal: Practice pitching your work and its impact to other participants and get feedback**
- > **Format:**
  - **Gather in Groups of 3**
  - **Everyone has a chance to pitch and to observe**
  - **Need timekeeper for each round**
  - **In each 10 minute round:**
    - > Individual makes a 2-3 minute pitch
    - > 3-5 minutes of feedback: (1) what you heard (e.g., what is the research being done and the intended impact of the research); (2) what was successful about the pitch; (3) what needs improvement; (4) what other context or information would be helpful; (5) anything else
    - > Redo the 2-3 minute pitch