Communicating Your Research and Its Impact to Faculty Colleagues

UW ADVANCE Pre-tenure Workshop
December 13, 2018
Agenda

> 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
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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
Story structure for research idea

What Could Be

What Could Be

What Will Be (Call to Action)

What Is

What Is

What Is

https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks
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)
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
Pitch Practice

> 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