

How to write a good popular science presentation

The Project Databank is searched roughly 500 times a day and is an important arena for conveying results from your project.

Provide information about your research and the results

[The Project Databank](#) contains statistics and information about the projects we fund. Seven of ten users consult the Databank to read about projects. This is where journalists, politicians, researchers, the business sector, health sector, ministry personnel, public administrators, and others look for information about research activities in all kinds of fields and thematic areas.

The popular science presentations of projects are widely accessed and used for many different purposes. They are an invaluable way to provide information about your research and the results you have achieved. Feel free to post links to websites that showcase your research.

There are many benefits to providing a well-written, easily understandable popular science presentation. This is how you convey the significance of your research to many users outside your own field.

5 tips for writing a good popular science presentation

1. **Get to the point – write what is most important first**

It is vital to give readers rapid insight into your project. Concentrate on presenting your conclusions and main findings. Use one or two lines at the top to describe the issue your project addresses in simple terms. To make sure this stands out, insert in a line return to separate this from the body of the text.

2. **Provide answers to the following questions:**

- What is the objective of the project?
- How are we carrying out the project?
- Are there any project findings to report so far?

3. **Avoid overusing technical language**

The Project Databank has many different types of users who utilise the content of the summaries and popular science presentations in a variety of contexts. It is important to avoid using too much technical terminology that will only be understood by experts in your field.

4. **Be precise and use a modern style**

Make sure your text flows well by using direct and uncomplicated sentences. Sentences that do not try to convey too much information at once will be easier for readers to understand.

Traditionally, research writing has been characterised by long sentences, complex syntax and a formal style. We encourage you to write somewhat more simply and informally for a wide audience.

5. **Have someone read through your draft**

Two pairs of eyes are always better than one. Ask a colleague or someone outside your field of expertise to read through your draft before you finalise and submit it. This will give you useful input regarding content, structure and language.

No global messages displayed at time of print.