Data Science in Human Behavior

Non Traditional Communication Project
Non-Traditional Communication

Definition:
Any communication other than your typical publications (research papers, articles, grants and talks)
Non-Traditional Communication

To Do Once per semester

Options (not limited to!):
• Vlog/ Video
• Blog post
• Letter to editor or decision maker
• Visual Representation of Research, aspect of research – comic, mind map, etc.
• Infographic, etc.
• talk, data blitz
Non-Traditional Communication

Potential content to remediate:

Conference presentation
Research paper,
LUCID project update,
HAMLET session,
Internship Experience,
Data Science
Methods/Topic of interest
Non-Traditional Communication

Things to consider:

• Who is your Audience?
• What is your Goal?
• What is your Message?
• Are there Visuals that would complement your content?
Non-Traditional Communication

Imagine Your Audience:

Stakeholders
Interested Community Members
Scientist in Unrelated Fields
Undergraduate Students
Potential Funders
Policy/Decision-Makers
Press
Non-Traditional Communication

Where is your intended audience/best way to reach them?

blog/vlog post
LinkedIn post
Facebook post
Tweet
Op Ed
Etc!
Non-Traditional Communication

Best way to communicate?

- Infographic
- Video
- Map
- Comic
- Image
- Podcast
- Interactive Data Viz
Non-Traditional Communication

Examples:

Science Fair Demonstration (write up)
Non-Traditional Research Project (write up)
LUCIDtalks: Machine Learning with Ayon

Collaborative Projects:
• How Can Machine Learning Improve Educational Technologies?
• Interactive Science Communication
• Singular Value Decomposition (SVD)
• What is a Computational Cognitive Model?