
E4 DTP Workshop - Talking (and listening) to diverse audiences Training, Tips, Reading and Viewing List

Kris De Meyer – 08 May 2024 – k.demeyer@ucl.ac.uk

Further training

The aim of the workshop is to understand the expectations and responses of diverse audiences as a basis to constructively engage with them about controversial issues. There are further training opportunities available. The doctoral training school or research development centre at your university, as well as NERC itself, offer other practice and skills-based workshops. Here is an overview of different types:

- **Media training:** focusses on the requirements of the news media, teaches you the “art of the news interview” and allows you to practise “live” interviews for television and radio
- **Public engagement training:** practical skills for direct engagement, e.g., contributing to science festivals, public lectures, panel discussions, and other informal ways, such as podcasts, blogs etc.
- **Communicating to policy makers:** practical skills for how to structure and write briefing notes for decision makers, how to contribute to select committees of the Houses of Parliament etc.

Each of these types of engagement have their own practices and formats. Most academics who do engagement specialise in one or some, but rarely in all. To become good at any of them, practice is the key.

Links

- The Google Slides of the entire session are available [here](#)
- Paper about ‘action-based storytelling’ for climate change: <http://bit.ly/erl-action-stories>

Books covering the six insights

Five books that, together, cover many of the things that we spoke about in the workshop.

[1] *Mistakes Were Made (but not by me): Why we justify mistakes, stupid beliefs and hurtful acts.*

Carol Tavris & Elliot Aronson (2020 – 3rd ed) Social Psychology - Cognitive Dissonance

Origin of the analogy of the pyramid.

[2] *The Righteous Mind: Why good people are divided by politics and religion.*

Jonathan Haidt (2012) Moral Psychology

Origin of the elephant and rider metaphor for intuitions and reasoning.

[3] *Moral Tribes: Emotion, reason, and the gap between us and them.*

Joshua Greene (2014) Moral Psychology/Neuroscience

Greene is the first to conduct neuroscience experiments with the Trolley dilemma.

[4] *Social: Why our brains are wired to connect.*

Matthew Lieberman (2013) Social Neuroscience

Book about different aspects of the social brain

[5] *What Makes People Tick*

Chris Rose (2011) A book about values

Further material mentioned during the talks

Hans and Ola Rosling (2014) Ted Talk “How not to be ignorant about the world”

https://www.ted.com/talks/hans_and_ola_rosling_how_not_to_be_ignorant_about_the_world

James Painter (2016) *New digital media and coverage of climate change* (showing the differences in how different news outlets report on climate change)

<https://reutersinstitute.politics.ox.ac.uk/publication/something-old-something-new-digital-media-and-coverage-climate-change>