

# **IN SEARCH OF THE ‘SWEET SPOT’**

**or**

**A 3-minute discourse on the minimal requirements to produce an accurate and calibrated account of a scientific proposition.**

“The Universe is made of stories, not of atoms.”

Muriel Rukeyser



*“And that’s how Twitter almost crashed the Dow.”*



Environment

~~Down with trees~~

miscommunication

- How can it go wrong?
- How is a story chosen?
- How is it executed?
- How is it consumed?
- What can be done about it?
- Don't fear stories
- Give examples/ give analogies (Tell it to an 8-year-old)
- Data is good, photos are better, videos may be the best!
- Respect, respect, respect