

Orienting the Audience

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1. Keep telling people where you are in the structure of your presentation.
 2. Use graphic “high-level organizers” to keep people oriented to where they are on the “road map.”
 3. Use inductive reasoning, not deductive reasoning.
 4. Distinguish major from minor points.
 5. Test your technical explanations against people’s “mental models.”
 6. Acknowledge preconceptions, especially if you’re about to contradict them.
 7. Use “confidence limits” not just in your statistics, but in your rhetoric.
 8. Use more reasoning, less evidence.
 9. Don’t forget non-technical aids to technical comprehension: examples, anecdotes, quotations, comparisons, etc.
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For more about my take on this issue, see:

- Quantitative Risk Communication: Explaining the Data (1994) – www.psandman.com/videos.htm#video2

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Consulting, Training, and Research in Risk Communication