IN SEARCH OF THE 'SWEET SPOT'

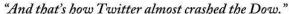
or

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







Environment

Down With troop

- 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