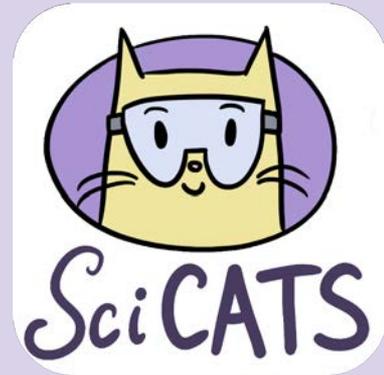


Jargon Garden

March 2021





Keely Langford
Marine nerd



Michael Unger
Space nerd

Hello!

Today:

- Tools & Tips re: jargon
- Practice
- Q&A



Some examples of everyday jargon use from us:



Mitchelton-SCOTT @MitcheltonSCOTT · 12h

#TDF2019 After the climb @SimonYates is leading with Geschke (CCC), the chasers are just 15" behind and the GC group is now just over 2" behind. It's all lighting up ⚡



Michael John Unger

@michaelfjunger

In YOW for CASI and stopped in at Zaphod Beeblebrox's and discovered a pristine TNG where I knocked off 3 HS.

#badsciencecommunication



Jargon is:

- SPloops
- BUR/BOU
- PUMAs and TRESs
- Cnidarians

Jargon is:

- SPloops
 - BUR/BOU
 - PUMAs and TRESs
 - Cnidarians
-
- Synonyms, acronyms, overly complicated words
 - Intellectual shorthand - captures complex ideas in a few words

We all use it all the time, BUT who are we leaving out?

ACRONYMS

GOOD

UNICEF - United Nations International Children's Emergency Fund,

AIDS - Acquired immunodeficiency syndrome

LASER - Radio detection and ranging.

 **Seth Trueger**  @MDaware

are your kids texting about medicine? know the signs:

BRB: bright red blood

LOL: lil old lady

NAD: no apparent distress

FU: follow up

SOB: shortness of breath

WTF: wheres the fentanyl

ROFL: rule out fractured leg

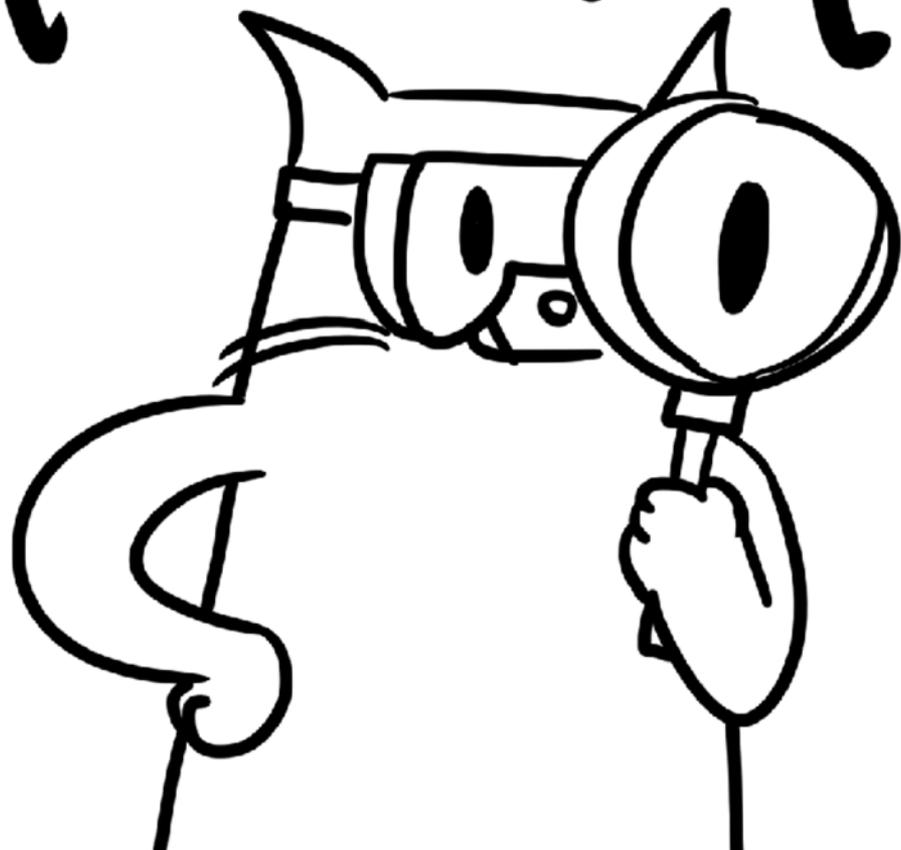
SMH: social & medical history

TBH: traumatic brain hemorrhage



ZOOM POLLS

ACTIVITY TIME



Activity 1: Your own jargon

- Think terms or complex topics specific to your own field, ones you use regularly (do you have your own tweet example?)
- Identify the possible jargon terms/words - underline/circle them
- Think about it: how would you define the term ?
Consider: people outside your field/in-group

Readability Scale

Published: 30 April 1992

The growing inaccessibility of science

Donald P. Hayes

Nature 356, 739–740(1992) | [Cite this article](#)

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That science has become more difficult for nonspecialists to understand is a truth universally acknowledged. Here is a measure of the extent of the process.

0 - Globe and Mail, New York Times



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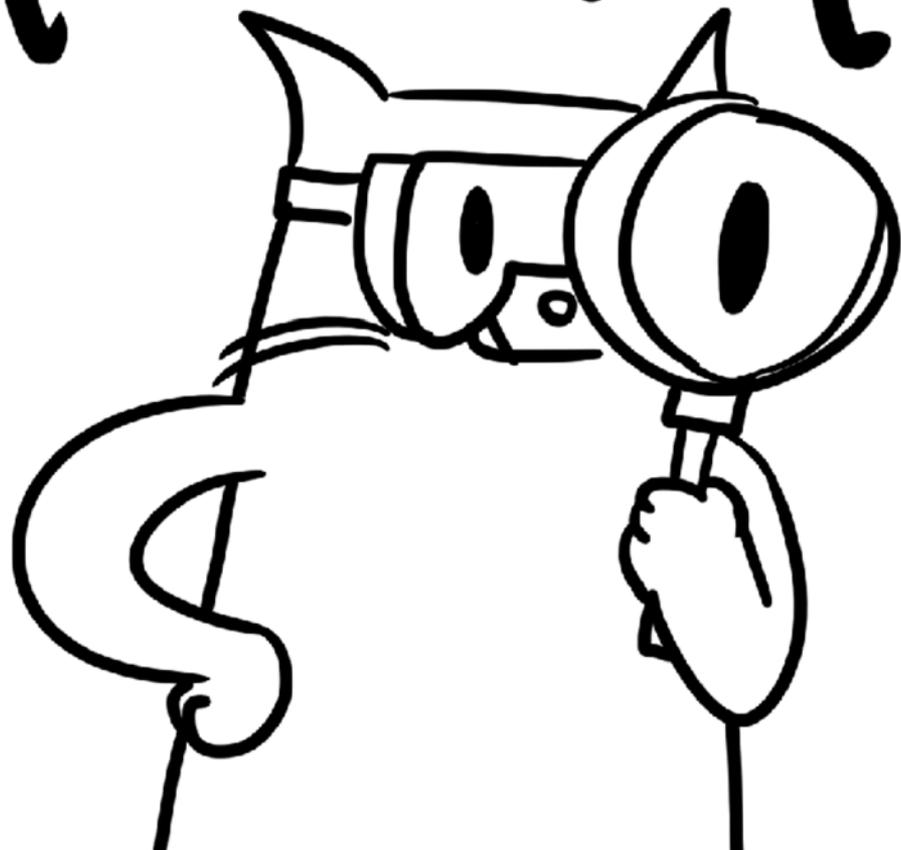
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ACTIVITY TIME



Activity 2: There's more jargon than you think

- Take your tweet, or a paragraph from your most recent SciComm writing, and put it in the up-goer 6:
(can google up-goer 6)
<https://splasho.com/upgoer6/>
- What this will do is colour words depending on how common they are. Reds have low frequency, yellows medium, etc.
- The goal here is to be using high frequency words most commonly. How much red is in your sample?

Activity 2: the de-jargonizer

- Take your tweet, or a paragraph from your most recent SciComm writing, and put it in the de-jargonizer here:
<http://scienceandpublic.com/>
- This will give you a more comprehensive result and tell you the suitability for a more “general” audience. Here the de-jargonizer wants you to have between a 95-98% vocabulary comprehension.



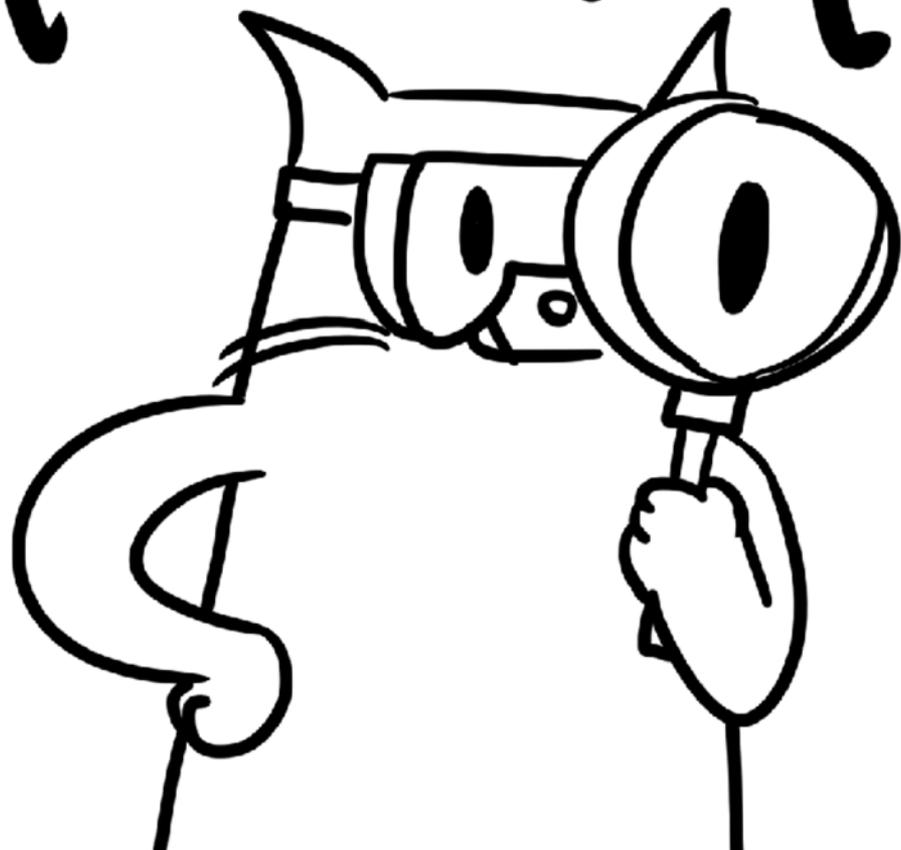
UNDERSTANDING your AUDIENCE

Science Communication Audiences to Consider:

- Sciencephiles
 - Liberal
 - Conservative
- Middling optimists
- Passive conservatives
- Worried
- Disengaged

- (hostile)

ACTIVITY TIME



Activity 3: re-work the concept

- Take that paragraph again, and put it in the up-goer 5:
(can google up-goer 5)
<https://splasho.com/upgoer5/>
- This will test you. Do you REALLY know your topic?
Can you explain it using only the ten hundred most common words?
- Really taking a complex scientific topic and re-working it will help eliminate jargon, and distill it to the information that needs to be there.

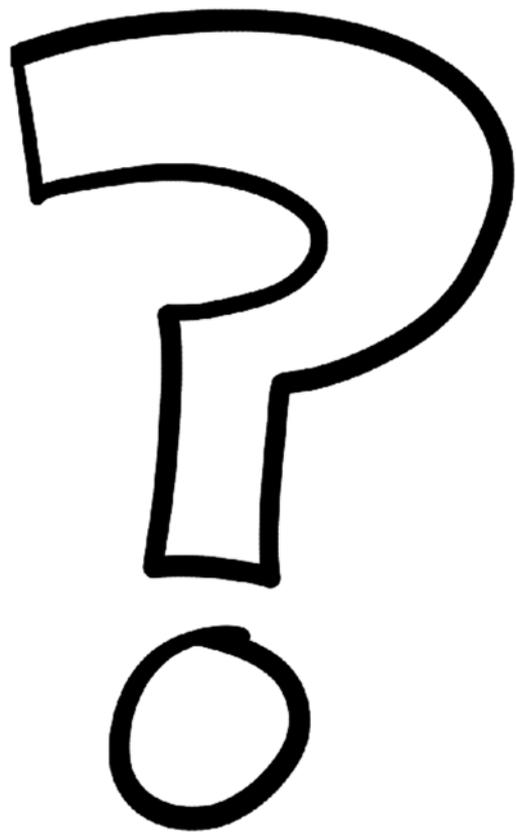


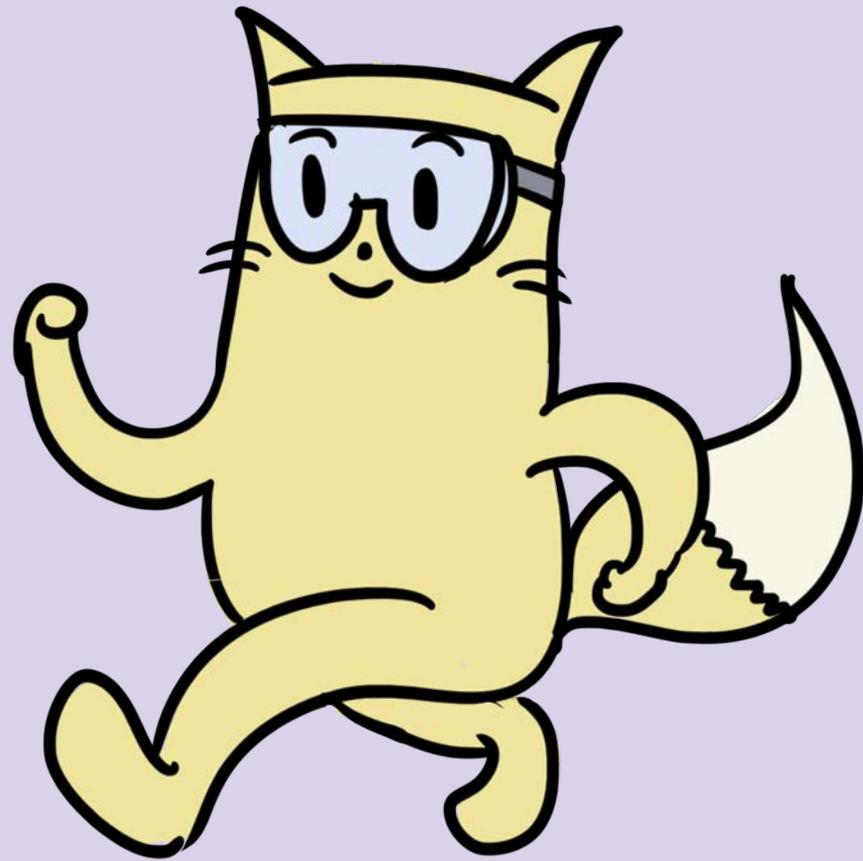
Necessary Jargon Plants : Define them

- Once you have taken out the jargon weeds, it's time to define your necessary words
- Define them right away with an example relevant to the audience.
- Make sure you consistently use the phrase or term to avoid confusion

Testing Readability - getting help from Word

- Grade Level: No higher than grade 9 (and lower is better)
- Passive Sentences: no more than 15%
- Sentences per paragraph: **2.5 - 3.5**, - Depending on the style of writing, this number might be higher. But ask yourself – why not break up that long paragraph? It makes your document more readable
- Words per sentence: **12-20** (and never more than 45)
- Characters per word: **4.4 - 4.6**





How was it for you?

- Give us some feedback by clicking on the link in the chat please!

THANK YOU!





SciCATS

ILLUSTRATIONS BY @armin.scientoonist 

@scicatsyvr

Scicats.org