

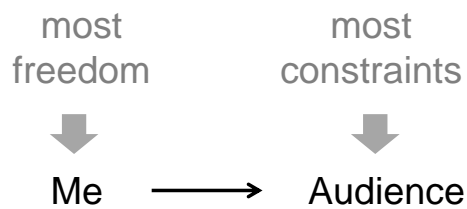
## Communication in Science

### Four laws of presentation

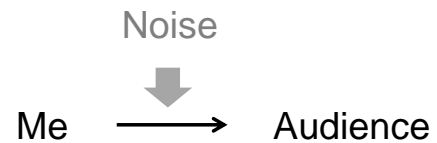
- Adapt to your audience
- Maximize signal-to-noise ratio
- Use effective redundancy on multiple channels
- Tell a story

adapted from Jean-Luc Doumont

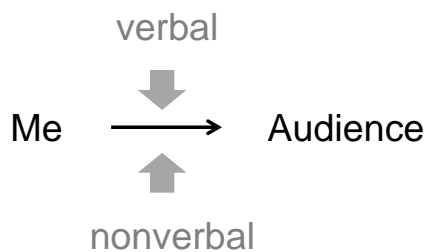
### Adapt to your audience



### Maximize signal-to-noise ratio



### Use effective redundancy on multiple channels

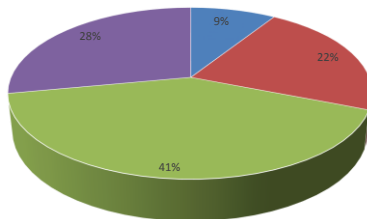


### Maximize S/N ratio and use effective redundancy on multiple channels



adapted from Jean-Luc Doumont

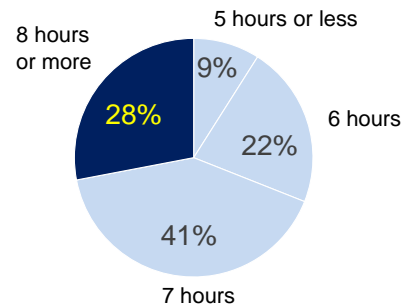
### DISTRIBUTION OF THE NUMBER OF SLEEP HOURS FOR ADULTS



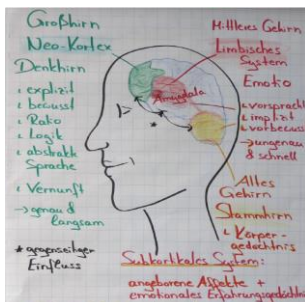
■ 5 hours or less ■ 6 hours ■ 7 hours ■ 8 hours or more

L'hebdo auf féminin 106, p. 3, November 12 1991

### Only 28% of adults sleep the recommended 8 hours



### Tell a story



Dr. Hanna Milling

### Method of Loci

„Subcortical  
body brain“

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