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Science Communication and Success Measurement: frameworks, guidelines and some tips

Monday, May 29, 2017 2:15 PM (30 minutes)

Successful communication is when measurement is not an afterthought. Successful measurement depends on clarity of terms, purpose and methodology. This talk aims to provide some clarity by making the difference between output, outcome and outtakes and how they can be translated into realistic measures. Other examples will also be provided including a qualitative and quantitative tool for assessing relationships.

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