

When Research Becomes Invisible

Why Communication and Visualization Matter More Than Ever

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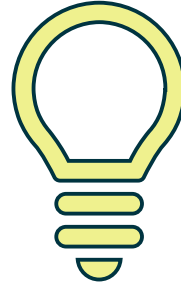
**UNIVERSITY
OF OSLO**

I have a dream:

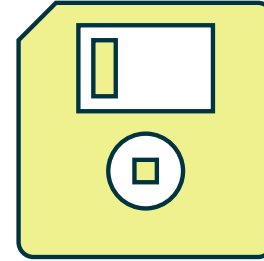
1. That one day this nation will rise up and live out:
 - ❖ The true meaning of its creed:
 - ❖ “We hold these truths to be self-evident: that all men are created equal”
2. That one day on the red hills of Georgia the sons of former:
 - Slaves and
 - Slaves owners
 - Will be bale to sit down together at table of brotherhood
3. That one day even the state of Mississippi, a state sweltering with the heat of
 1. Injustice
 2. Oppression
 3. Will be transformed into an oasis of freedom and justice



**noticed and
cared**



understand

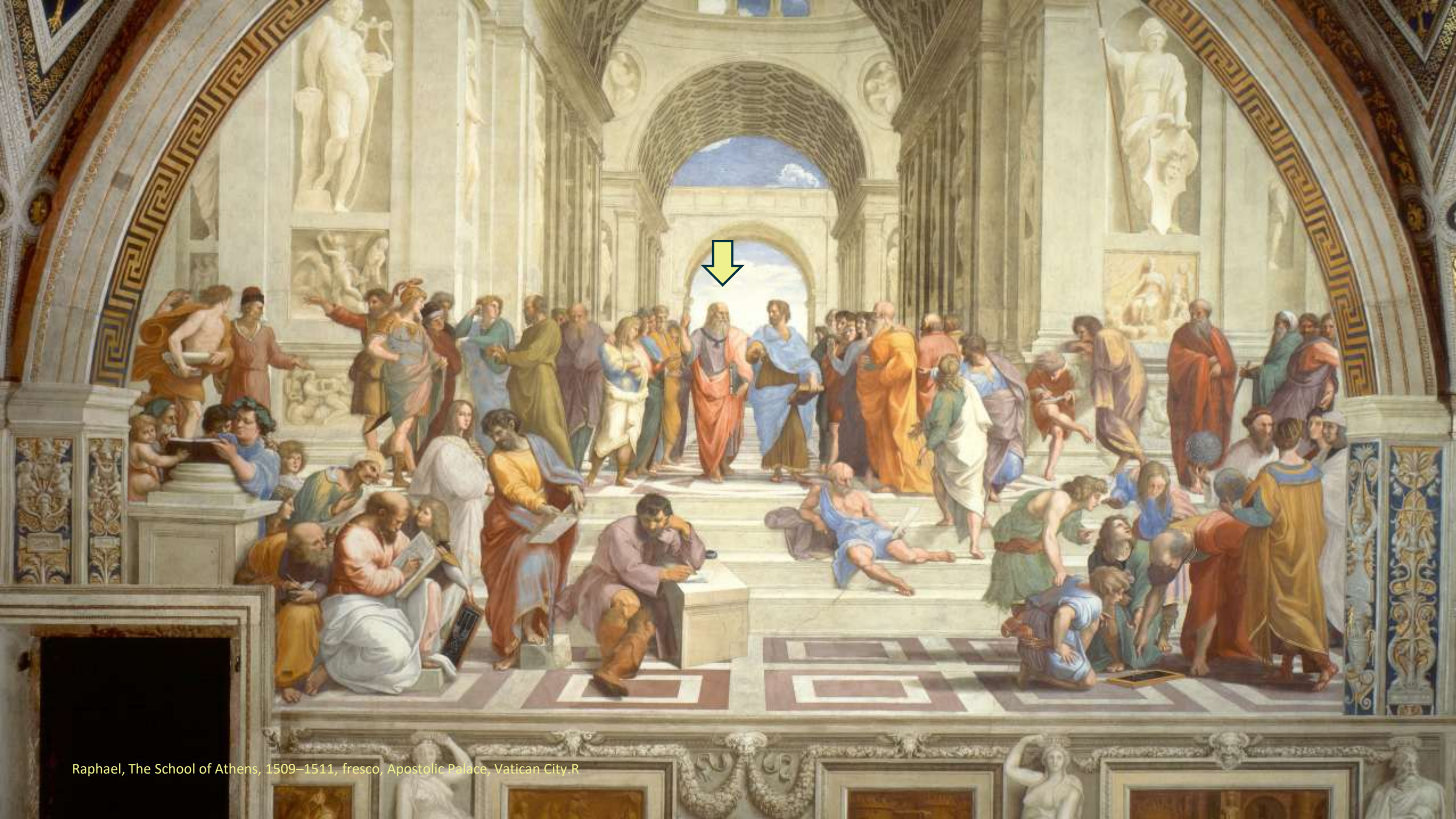


remember

What if communication isn't something *added* to research, but something that research depends *on to exist*?



The Death of Socrates (1787) by Jacques-Louis David.



Raphael, The School of Athens, 1509–1511, fresco, Apostolic Palace, Vatican City R

Data can't speak for itself



Raphael, The School of Athens, 1509–1511, fresco, Apostolic Palace, Vatican City R

Rhetoric

the ability in any situation to discover every possible means of persuasion

Ethos

Why should I trust you?

Ethos

Why should I trust you?

Logos

Does this make sense?

Ethos

Why should I trust you?

Logos

Does this make sense?

Pathos

Why should I care?



DIALOGO
D I
GALILEO GALILEI LINCEO
 MATEMATICO SOPRAORDINARIO
 DELLO STUDIO DI PISA.
E Filosofo, e Matematico primario del
 SERENISSIMO
GR.DVCA DI TOSCANA.

Due ne i congressi di quattro giornate si discorre
 sopra i due

MASSIMI SISTEMI DEL MONDO
 TOLEMAICO, E COPERNICANO;

*Proponendo indeterminatamente le ragioni Filosofiche, e Naturali
 tanto per l'una, quanto per l'altra parte.*

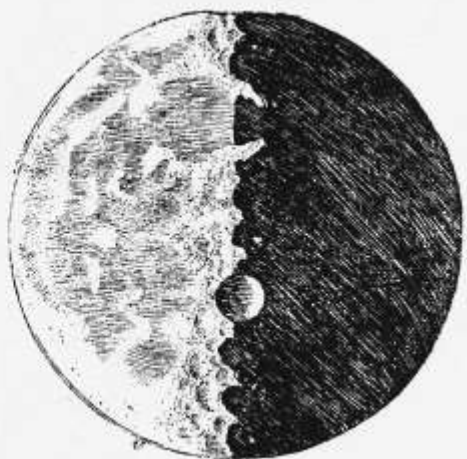
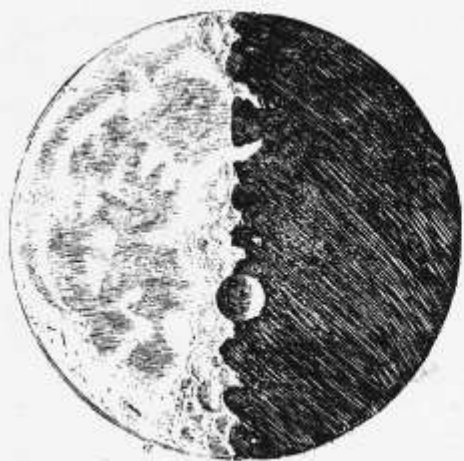
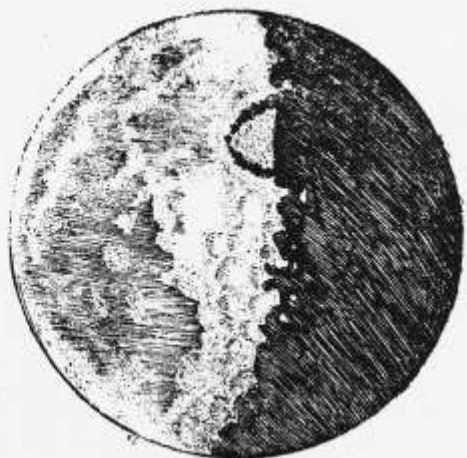
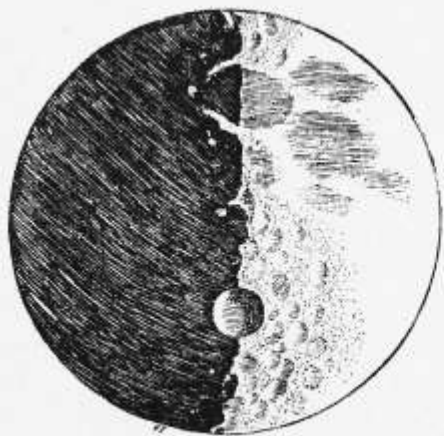
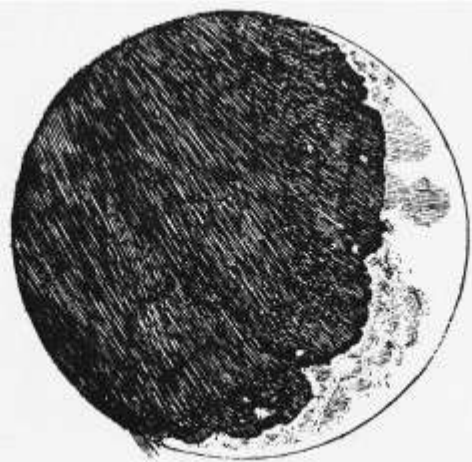
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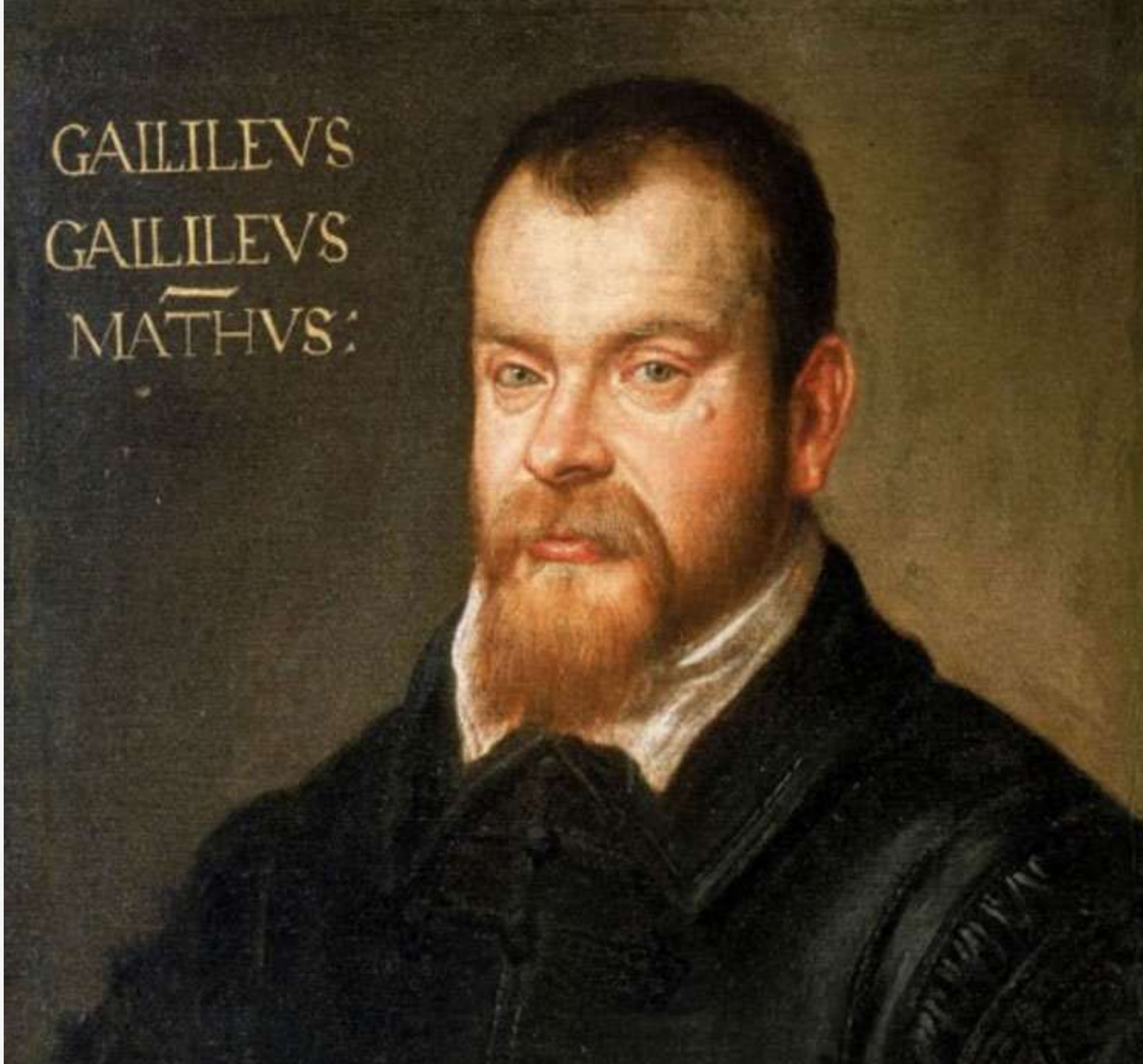
VILEGI.

IN FIORENZA, Per Gio:Batista Landini MDCXXXII.

CON LICENZA DE' SUPERIORI.



GAILILEVS
GAILILEVS
MATHVS:





Maria Sibylla Merian

Plate from *Metamorphosis insectorum Surinamensium*.



Florence Nightingale

Lady with the Lamp

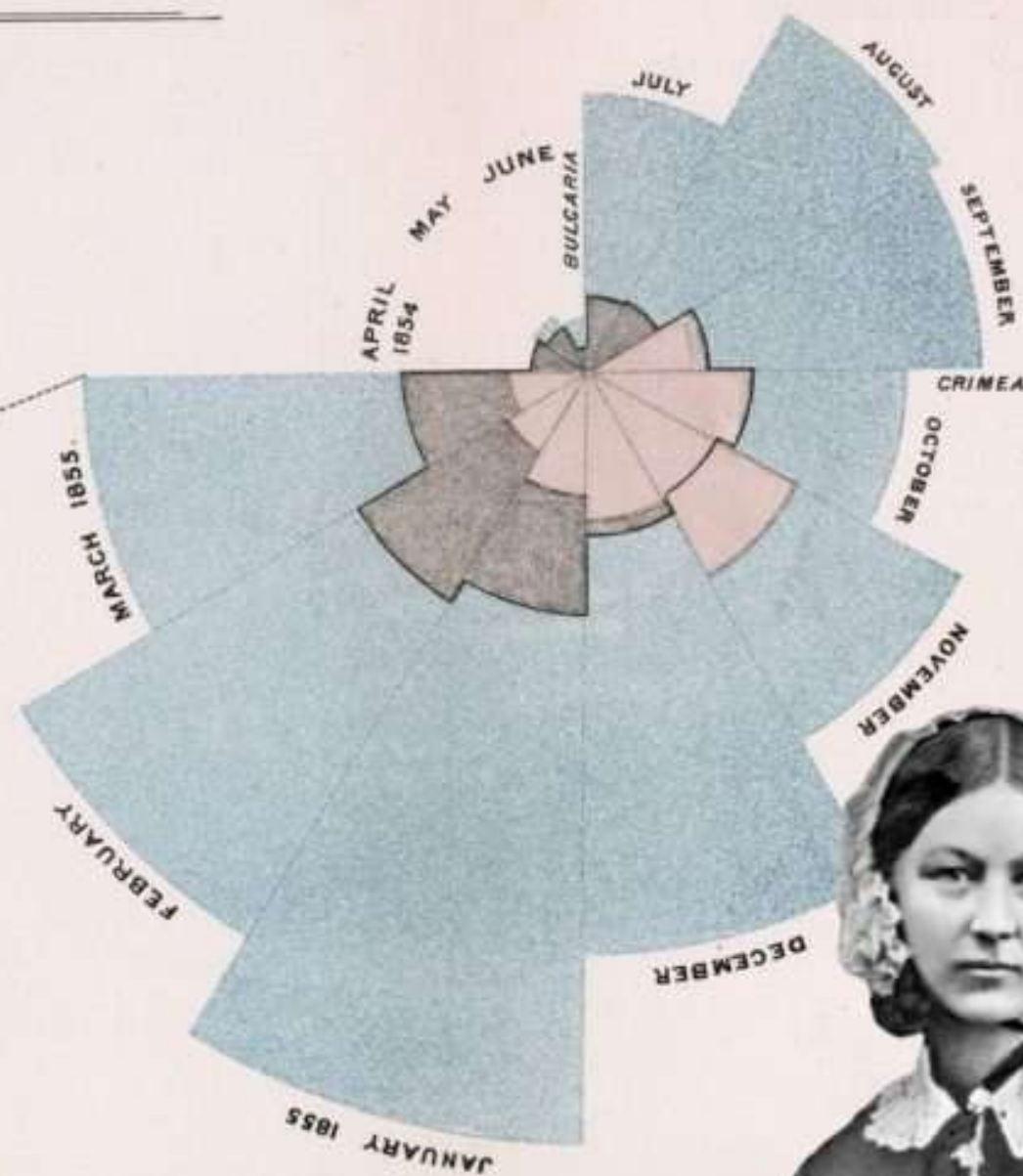
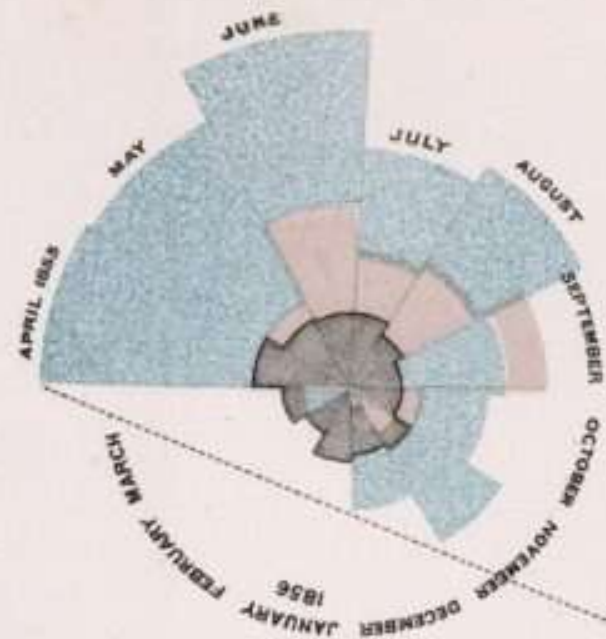


FLORENCE NIGHTINGALE IN THE MILITARY HOSPITAL AT SCUTARI.

DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

2.
APRIL 1855 TO MARCH 1856.

1.
APRIL 1854 TO MARCH 1855.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventable or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov' 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red, in January & February 1855, the blue coincides with the black.

The entire areas may be compared by following the blue, the red & the black lines enclosing them.





#showyourstripe

A global climate story, told without words.

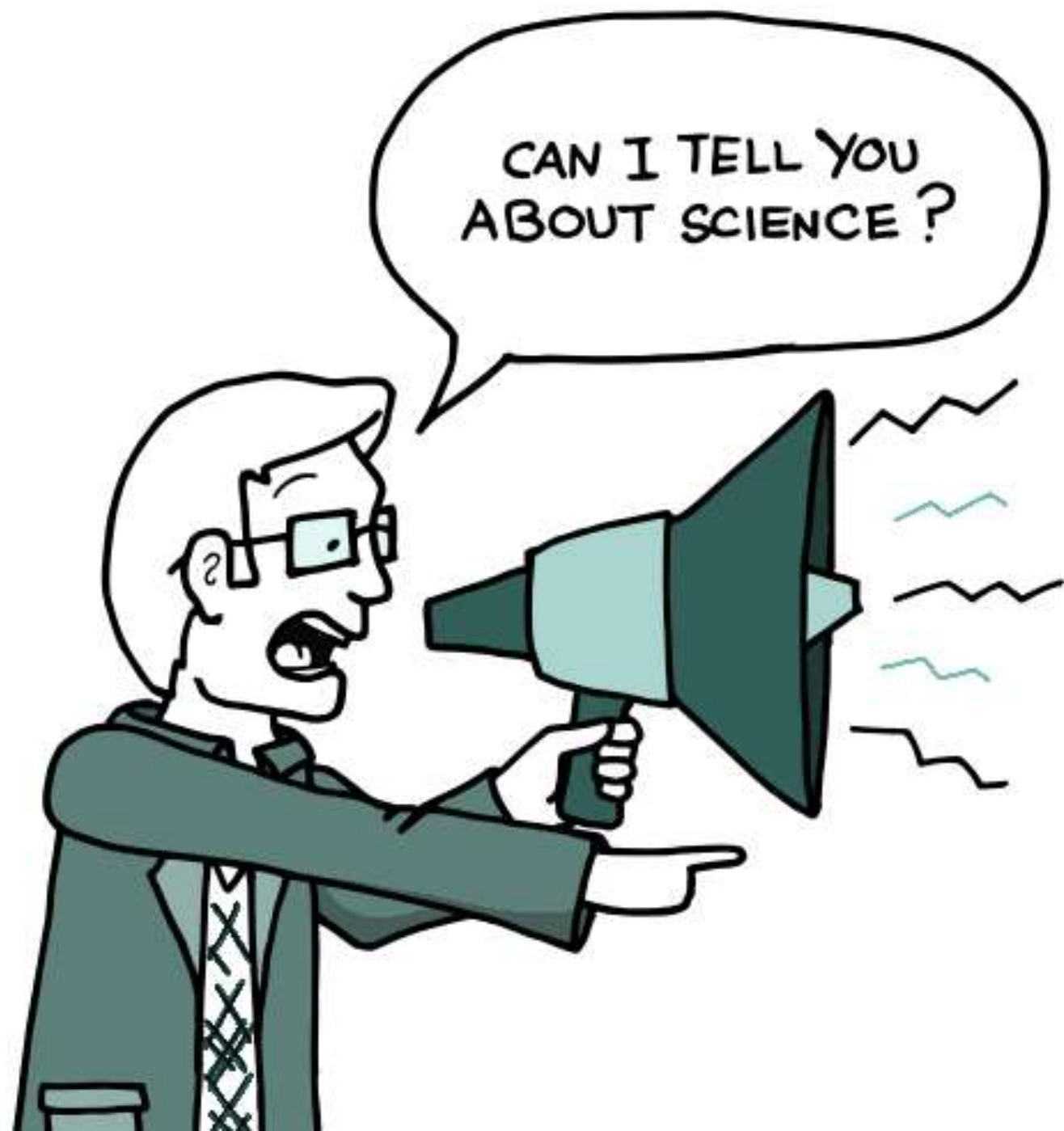
“We live in a society exquisitely dependent on science and technology in which hardly anyone knows anything about science and technology”

CARL SAGAN

Invisible Research

Invisible Research

What's the value of the world's most important discovery if no one understands it?



Oversimplify, distort, or deny.

What is science communication?

Science communication is not transmission.

Science communication is not transmission.

It's interpretation.

Science communication is not transmission.

It's **interpretation**.

It's **context**.

Science communication is not transmission.

It's **interpretation**.

It's **context**.

It's **connection**.

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It's **interpretation**.

It's **context**.

It's **connection**.

It's **making knowledge usable**, not just available.

Communication and Visualization are Scientific Tools

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Scientific clarity isn't a luxury, it's a duty!

What Can Libraries and Digital Centres Do?

What Can Libraries and Digital Centres Do?

Help researchers communicate with clarity and intent

Support better visual design and storytelling in science

Provide training and guidance in communication practices

Offer feedback on presentations, posters, and public-facing materials

Create space for collaboration and peer learning

Science Visualization

Make your research stand out. Increase your visibility and impact by communicating effectively.

