

Training—Science and Society Conversations

Time

30 minutes

Materials

- *SPEED-UCATE* or *How to have an effective science and society conversation* video
- Copies of this training worksheet for participants (optional)
- Pens for jotting notes
- *Tips for Visitor Conversations* document

Training overview

1. Watch the *SPEED-UCATE* video (Pause the video when prompted!)
 - While you watch, note things the museum facilitators could have done better during their conversations.
2. While the video is paused discuss, as a group, the strengths and weaknesses of the different conversations.
3. Finish watching *SPEED-UCATE*.
 - While you watch, note things that the museum facilitator did well during his conversation.
 - Discuss the elements of a successful visitor conversation.
 - Review the second page of this document for some things you may have noticed while watching the video.
 - Refer to *Tips for Visitor Conversations* document for reminders.

Notes

How NOT to converse with visitors

- The facilitator dominates the conversation.
- The facilitator interrupts the visitor.
- The facilitator talks down to the visitor.
- The facilitator does not use the props appropriately.
- The facilitator is unprepared.
- The facilitator's body language is uninviting.
- The facilitator does not ask questions, just talks.
- The facilitator speaks too quickly, too quietly, or without confidence.
- The facilitator ends the conversation abruptly.

How to converse with visitors

- The facilitator is approachable.
- The facilitator put the visitor at ease.
- The facilitator asks pointed questions.
- The facilitator goes where the conversation leads.
- The facilitator is a good listener.
- The facilitator maintains eye contact.
- The facilitator repeats back statements to help clarify what the visitor is saying.
- The facilitator welcomes differing opinions and is not confrontational.
- The facilitator keeps the conversation open-ended.
- The facilitator adapts language and tone to the level of the audience.
- The facilitator shares accurate information.
- The facilitator points the visitor to specific places to find more information.
- The facilitator is well mannered and thanks the visitor for chatting.

If time allows, show the video a second time, stopping at each “bad” practice to discuss how the conversation could have gone differently or been more effective and appropriate.



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