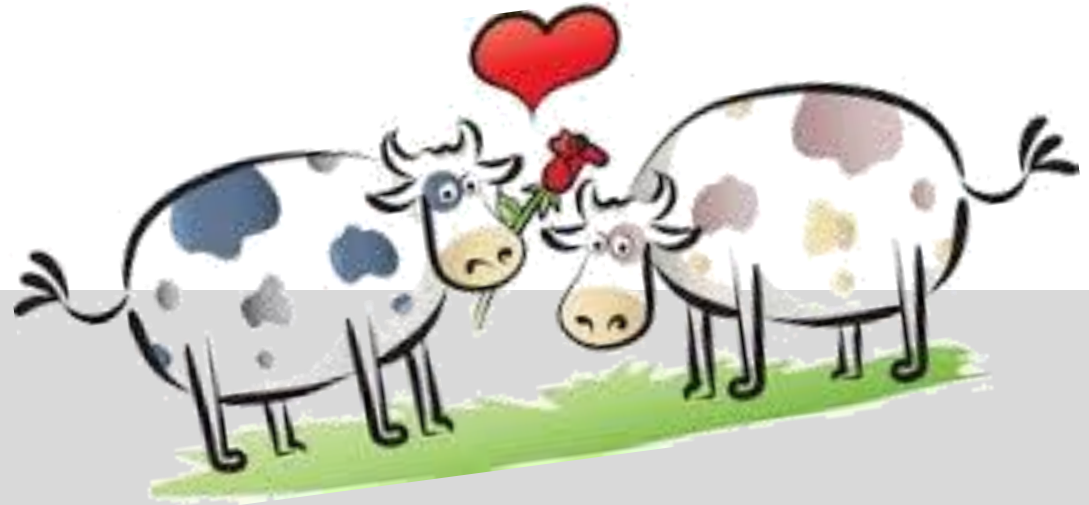


Hello industry: Let's talk!



Chris Knight

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Managing Partner, CKP BreatheScience

chrisknight@breathescience.org

www.foodanimalbiosciences.org



UNIVERSITY OF COPENHAGEN

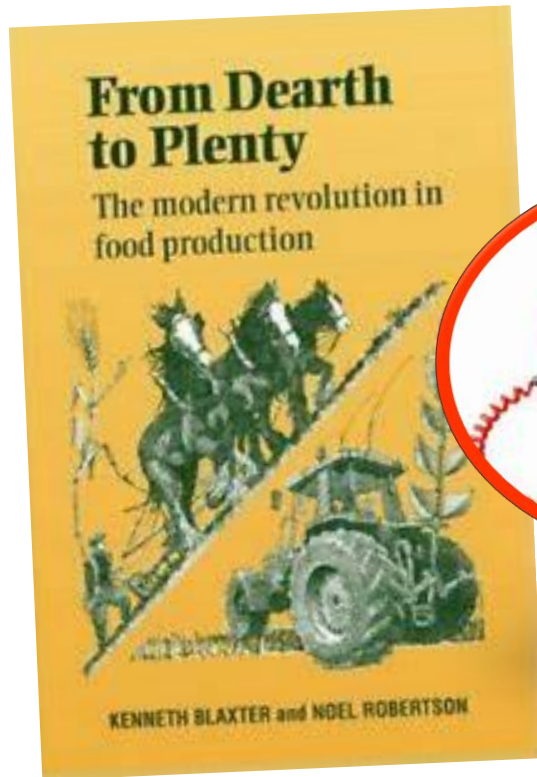


Next Generation Dairying 2021

Faculty of Health and Medical Sciences



Food, Communication, Industry



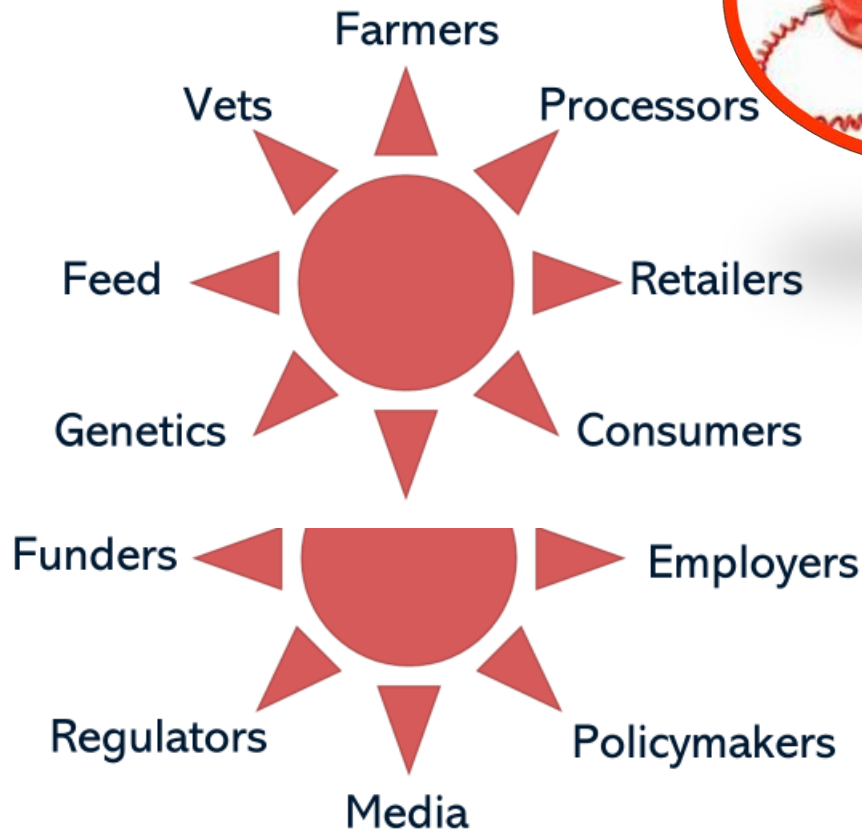
Saviour



Destructor

- Effective communication is extremely important

Food, Communication, Industry



- There is a lot to try to understand

Hannah and industry, "when I was a lad"



- Outcomes not always predictable

Circumstances and relationships have evolved



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- Pressures of time and money make researcher:industry togetherness harder to achieve
- Communication must be worked at, therefore

Language, and so communication, has evolved



- The *Journal of Diary Research* embraces technology...
- Carefully!





Mass communication

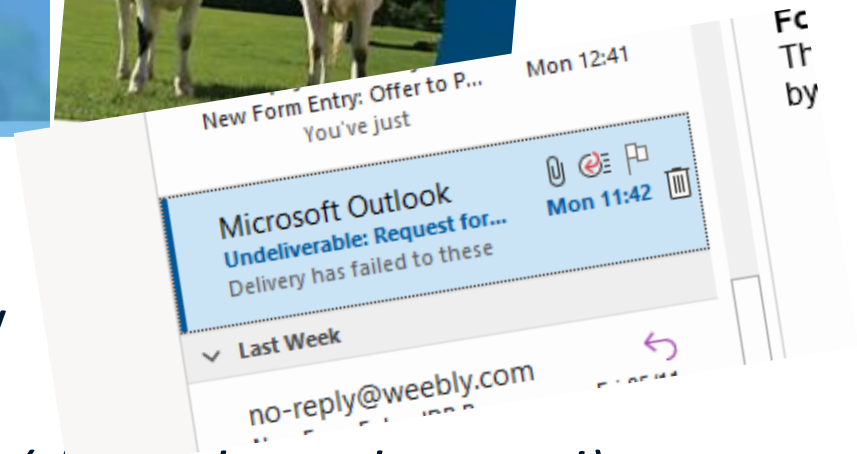


HOME LATEST RESEARCH FOR AUTHORS FOR REVIEWERS EDITORIAL OFFICE LOG IN

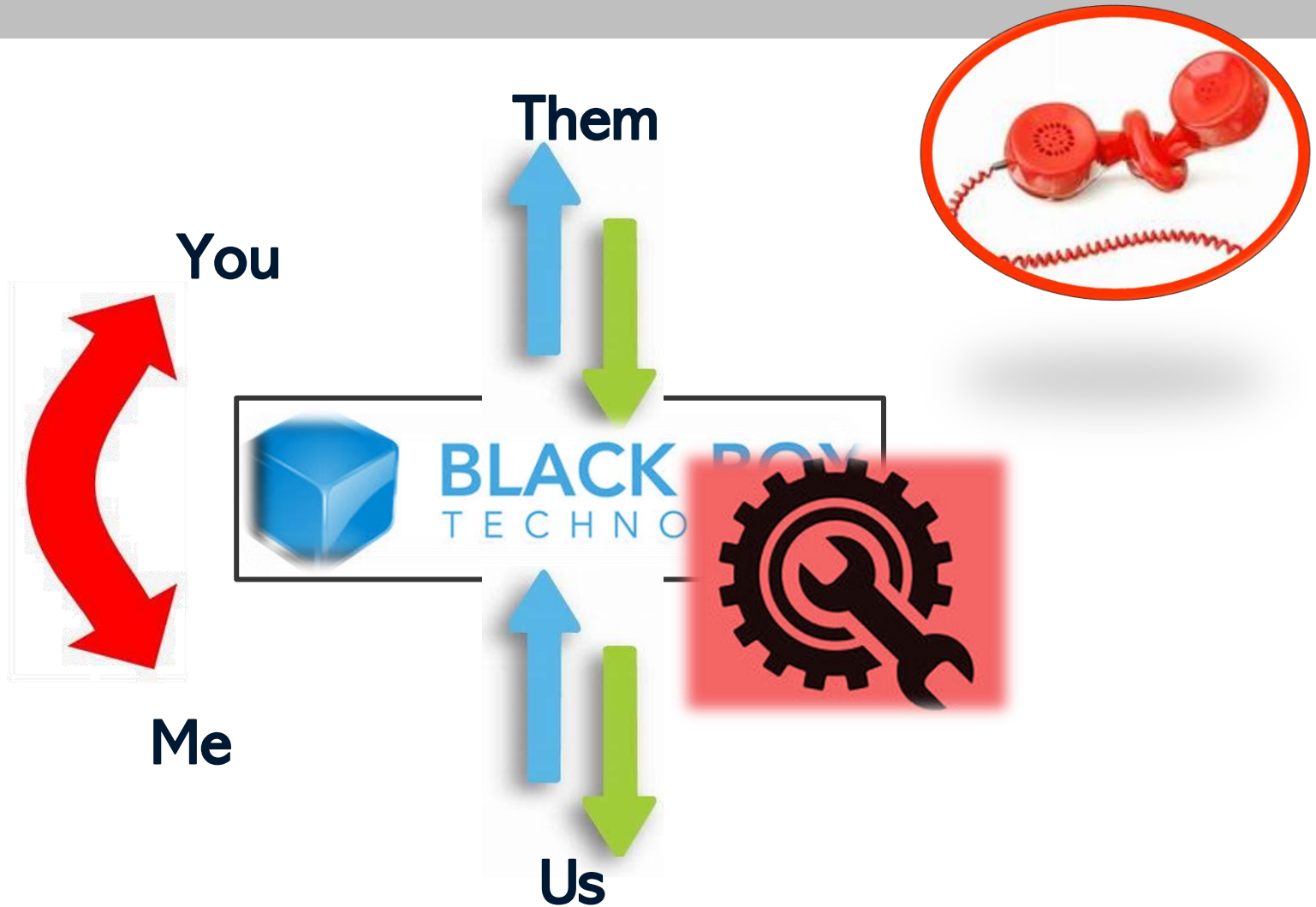
Journal of Dairy Research

Welcome to the
Journal of Dairy Research Community site

- Written by hundreds annually
- Read by a global audience
- Compliant with GDPR and OA (*think about that one!*)
- Sending communications to a Community of 4000
- Communicating *with* hundreds weekly
- Impact improving steadily



Keeping it personal



- Use the technology or don't, there is no good middle way!

What do I want to say?

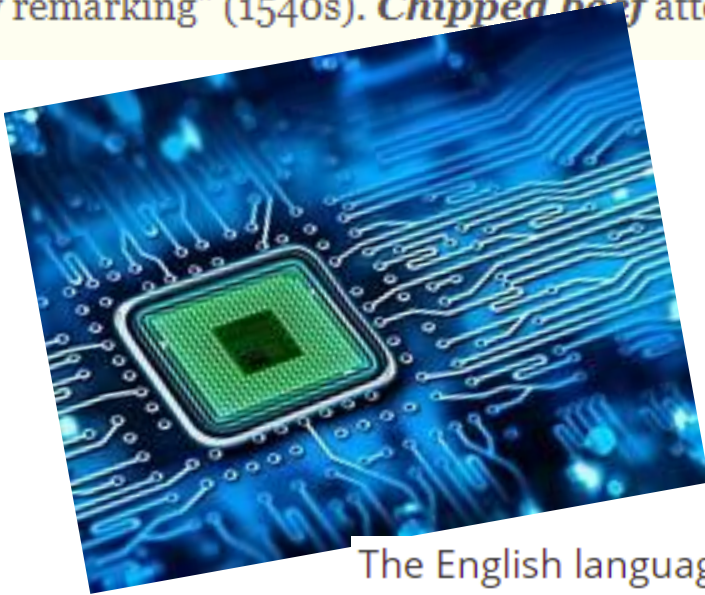
- As a Brit who has also lived and worked in Denmark, I consider myself well qualified to discuss communication problems!
- I shall address the hypothesis that true communication has suffered as a consequence of our transition to a global multimedia, ICT world
- I shall invite discussion in an attempt to find a communication solution that works for the broad spectrum of interests represented in the room
- Or, let's talk! So don't be shy, **feel free to chip in !**

So, the chips are down (*in, out, on, off...*)

chip (v.)

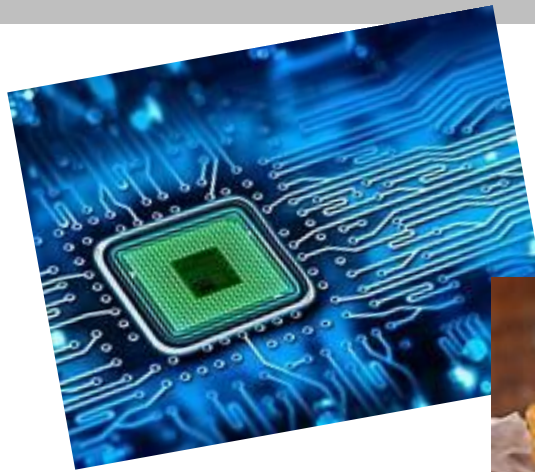
early 15c., "to break off in small pieces" (intransitive, of stone); from Old English *forcippian* "to pare away by cutting, cut off," verbal form of *cipp* "small piece of wood" (see **chip** (n.1)).

Transitive meaning "to cut up, cut or trim into small pieces, diminish by cutting away a little at a time" is from late 15c. Sense of "break off fragments" is 18c. Related: *Chipped*; *chipping*. To **chip in** "contribute" (1861) is American English, perhaps from card-playing; but compare *chop in* "interrupt by remarking" (1540s). *Chipped beef* attested from 1826.



The English language is an arsenal of weapons. If you are going to brandish them without checking to see whether or not they are loaded, you must expect to have them explode in your face from time to time.

But does a picture tell 1000 words?



How do I want to say it?



- Simply and clearly!

The elevator pitch



- Tip no. 11: Understand your audience!

<https://www.youtube.com/watch?v=rmCg57gmTPY> or simply: Scotland Eleven

What do I want to achieve?

- I shall try to incite insight
- I shall try to make my **key** messages clear
-and and and and and...



- I shall try to be amusing rather than inflammatory: we do not want the evening to be *inflammable*. Or *flammable*!
- I shall try to remember that *LOL* is *laugh out loud* and not *lots of love*



- I shall try to convince you that *a communication* and *to communicate* are fundamentally different
- I shall stop saying *I* and switch to **we**, otherwise we are not communicating



You won't find the *keys* to *Caius* at the *quays*



ROSE AND CROWN

The gap is too small between Rose
and and and and and
Crown

Brevity is (usually) good



- Brief or not, some communications are unpalatable
- *Heads up: Scientists do not do brief!*



Let's influence!




5. GIGI HADID: **\$125,000-\$300,000 PER POST**




GIGI HADID

One of the world's most famous models, Gigi Hadid is a commanding presence on Instagram. She's been dating former One Direction member Zayn Malik since 2015 and finds a way to turn the frequent public interest in her personal life into serious sway on social media.

 @gigihadid
32,400,000 Followers

 @officialgigihadid
4,010,000 Page Likes

 Gigi Hadid
57,000 Subscribers

 @itsgigihadid
N/A

 @GigiHadid
4,420,000 Followers

 Model

- *Listen up dude: Scientists do not do Social Media!*

What did you say?



Sveiki, pramonė, pakalbėkime!

RESEARCHER

**The volatilome projected
evidence of transformed
nonanal retentate**

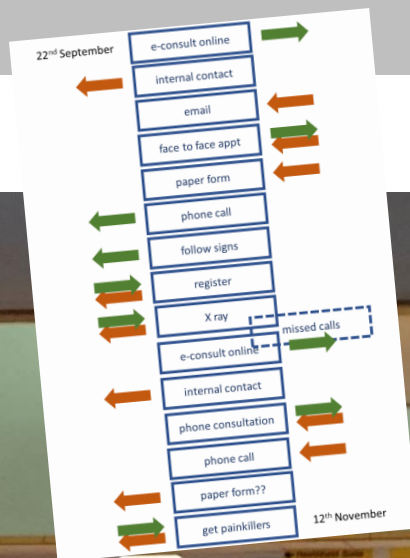
INDUSTRY

???????????

[Anal retentiveness - Wikipedia](#) ✓

An **anal retentive** person is a person who pays such attention to detail that it becomes an obsession and may be an annoyance to others. The term derives from Freudian psychoanalysis.

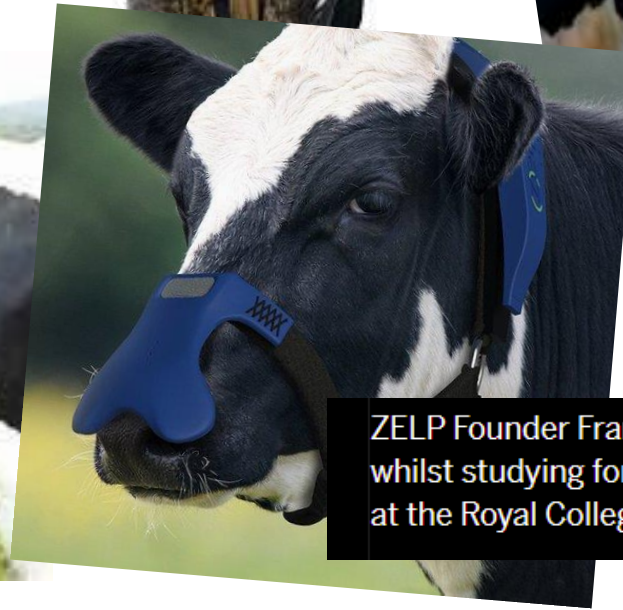
Communication: art or skill?



17 interactions
involving 11
people online,
phone, paper,
email, face-to-face
and with one
breakdown



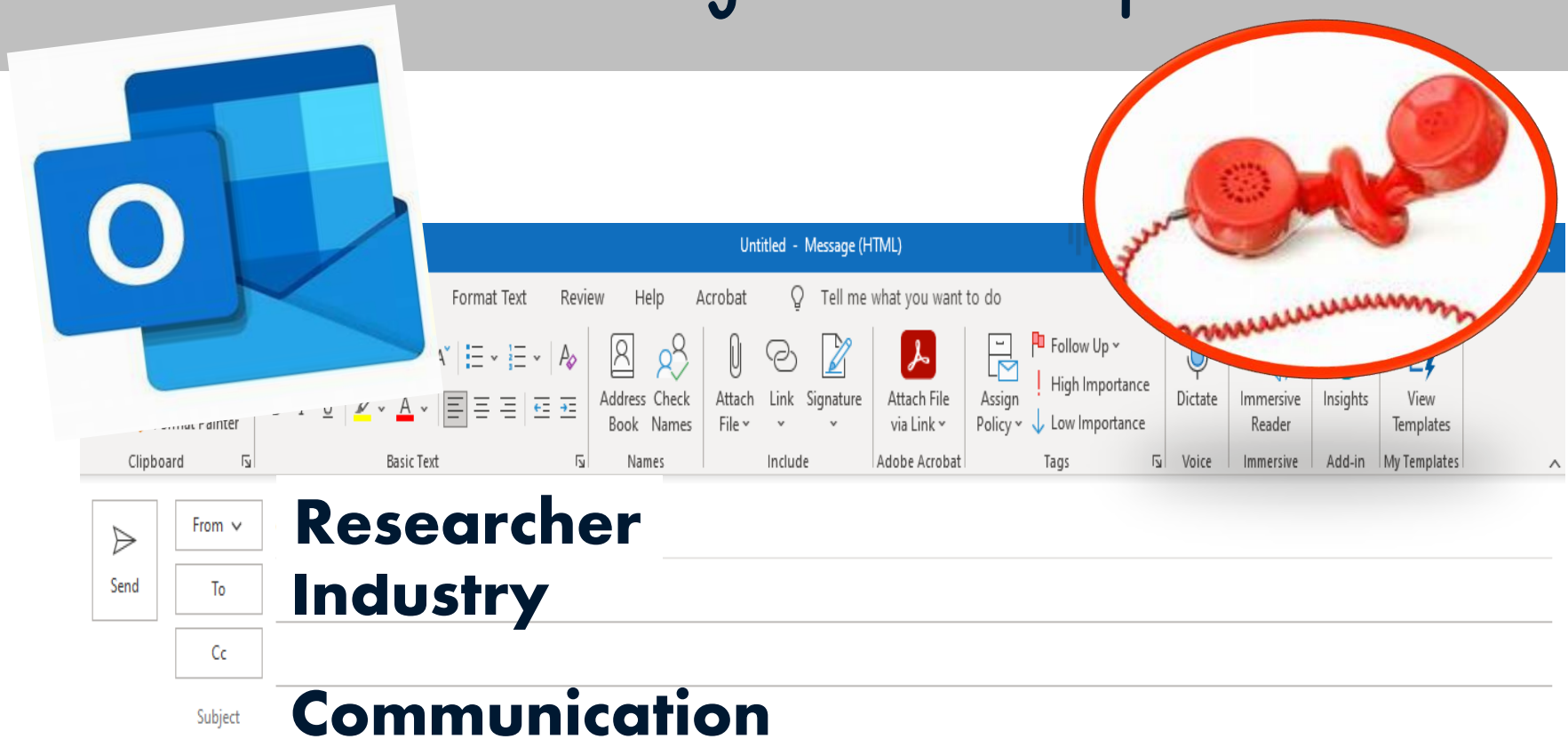
Talking out of one's arse?



ZELP Founder Francisco Norris began working on the project whilst studying for his Masters in Information Experience Design at the Royal College of Art.

- Sandi: what we need are *cattle-ytic converters!*

LookOut: the "job done" problem



**I have wonderful data that
will make money for you**

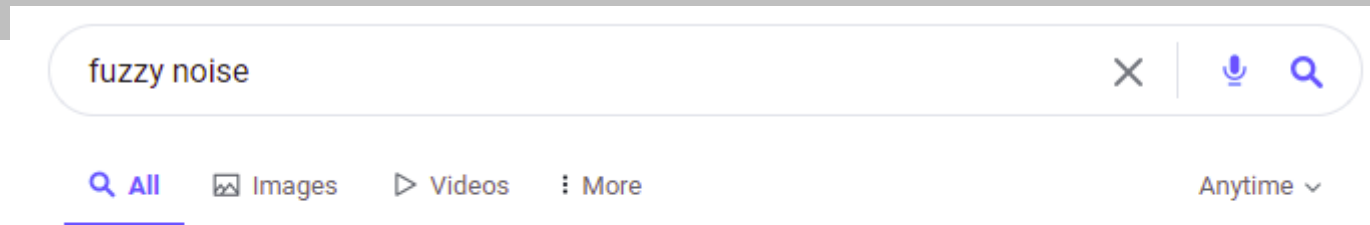
- A communication, yes. But communicating? *Who knows?*

Let's speak industry



- The language *may* be different, the ethos *is* very different!
- Industry knows it's audience well, after all it created it
- And it's not researchers!

There is noise, and hope!



About 8,090,000 search results

In the fuzzy noise detection a fuzzy set N_{step} , is-free is constructed based on the rank-ordered mean of the absolute differences and the estimated noise density to determine whether a certain pixel can be considered as a noisy or noise-free.



www.ijser.org/researchpaper/A-Fuzzy-Random-Impulse-Noise-Detection-and-Reduction-Method.pdf

[A Fuzzy Random Impulse Noise Detection and Reduction Method ...](#)

Science [\[edit \]](#)

- [Chronozone](#) or [chron](#), a term used for a time interval in chronostratigraphy
- [Polarity chron](#) or [chron](#), in magnetostratigraphy, the time interval between polarity reversals of the Earth's magnetic field

Other [\[edit \]](#)

- [Chron \(album\)](#), a 2014 album by Arve Henriksen
- [Houston Chronicle](#), a newspaper whose website is Chron.com

Why can't we talk with industry?

- Unrecognized non-alignment?
- Language?
- Ethos?
- Mechanism?
- Time?
- Motivation?
- Silos?
- Parapets?
- Content?
- Antipathy?
- Fuzzy noise?
- Can't be found?
- Nothing to say?

Hidden communication



- Our ability to communicate frightens us!

Why can't we talk with industry?

- Language?
- Ethos?
- Mechanism?
- Time?
- Motivation?
- Silos?
- Parapets?
- Content?
- Antipathy?
- Fuzzy noise?
- Can't be found?
- Nothing to say?
- **Unrecognized non-alignment?**



[History](#) [Schemes](#) [Journal](#) [News](#)

