

IN TECHNICAL COMMUNICATION? WHY YOU NEED STRONG RESEARCH SKILLS



Research expertise can help you:

- Communicate **about technical or specialized topics.**
- Communicate **using technology.**
- Create **effective technical and nontechnical instructions.**

IN OTHER WORDS, ALL THE BASIC TASKS OF TECHNICAL COMMUNICATION*

HANDLING TECHNICAL OR SPECIALIZED TOPICS

1



CUT SCIENTIFIC JARGON, CAPTURE MEANING

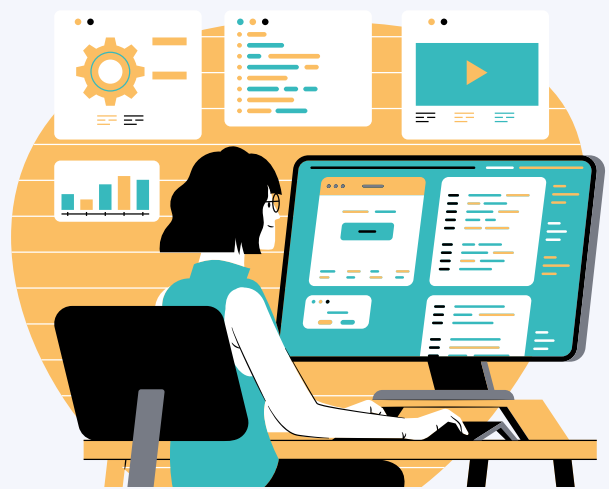
If you're working on a lab manual, a grant proposal—even a science-based blog—knowing how research works will help you get it right.

2

CHOOSING AND USING TECHNOLOGY

HARNESS THE FULL POWER OF TECH

How do you analyze subject matter input? Track use of an online help system? Visualize complex data? If you don't know how research works, you can't choose or fully use the best tools.



CREATING EFFECTIVE INSTRUCTIONS

3



BASE DESIGN DECISIONS ON EVIDENCE

Regardless of the topic, your design will be better if it's based on good data. Surveys, focus groups, interviews, A/B testing ... they can all yield junk or jewels depending on your skill.