

Example context research story mind map

Below you will find an example on filling out the “context” section of your research story mind map.

Prosper.

Unlocking postdoc
career potential

Context

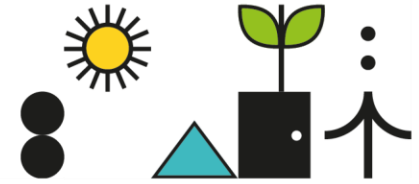
Knowing your audience



- School children
- Interest in research career
- Likes videos
- Hangs out on social media platforms e.g. Instagram

Structure

Short and sharp

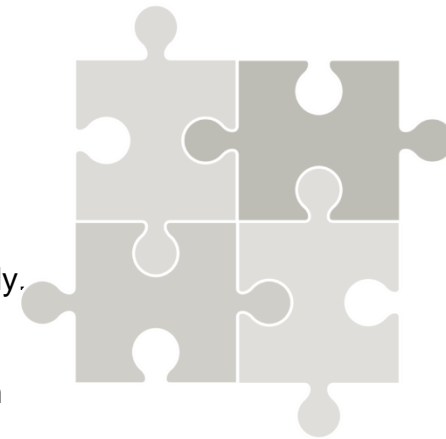


Content

Highlight your work



- Where's wally game
- The backdrop is the body
- The characters are all the cells
- Wally is a cancer cell
- The players of the game are our bodies' immune cells
- The aim of the game is to find Wally, the aim of our immune cells are to find cancer cells
- With a magnifying glass how much easier would it be to find Wally?
- With a scientific magnifying glass how much easier would it be for our immune cells to find cancer cells?



Flavour

Making it relevant