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Abstract for an Invited Paper
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Transformers, Origami, and Physics: Communicating Science While Navigating the Attention Economy¹

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Have you heard? Attention is the new oil! And whether we like it or not, we as scientists are competing for the attention of referees, grant agents, and our peers. Considering that so much of our professional career trajectories depends on the attention and judgement of others, the question I'll be exploring in this talk is how to increase our effectiveness with the attention that we receive. I will be sharing some of my experiences of having research go "viral," how I use visual design theory to reinforce research themes, and explain the process of constructing a "message triangle." Through these examples, linguistic framing devices and conceptual metaphors will become the Swiss Army Knife of science communication as we navigate emerging pathways in the attention economy. Along the way, I'll be dissecting these strategies with examples from my own work on the physics of Transformer- and origami-inspired reprogrammable materials. Audience participation will be solicited from the first few rows of the venue.

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