

线上/线下学术交流与写作培训



You and several of your colleagues want to attend a course on effective scientific writing, speaking, or another topic related to communication?

你和同事/同学们想学习高效率的学术写作、口头报告, 或者希望提升交流和研究能力 (传播与思考) ?

We offer completely customized courses for research groups, departments, and entire institutes that combine on-line interactive classes (using Zoom, Skype, or a platform that you provide) with off-line practical exercises (assignments) based on your own project. This means you will become skilled in the new techniques while advancing your own research.

试试我们为实验室、院系和研究所提供的定制研讨班吧! 研讨班基于你的具体研究项目开展, 结合线上交互课程 (Zoom, Skype, 或其它你选择的工具) 和线下动手环节, 让你在习得写作/表达技巧的同时推进研究进展。

The courses take place over several weeks, ensuring that you can complete the practical exercises amid your other obligations and that you have time to explore deeply the course material. Such a course provides longer-lasting benefits than a traditional one- or two-day workshop.

我们的研讨班区别于一般意义的短时 (一天或两天) 速成班, 将在数周的时间跨度内, 保证你有时间基于你的具体研究项目完成针对设计的“课后作业”, 同时让你有充分的时间探索并应用研讨班所教授的材料, 而不影响日常的研究和学习工作。因为我们相信这样的形式能让所习得的交流技巧变成助益你往后工作的技能。

The classes will be conducted, and your exercises will be evaluated, by our highly experienced consultants from the US and Europe, who are former researchers now devoted to helping other scientists present their work effectively to others. These consultants have been carefully selected because of their strong publication record, ability to win research funding and their passion for helping scientists like you.

研讨班和你的“课后作业”将由我们来自美国和欧洲的、经验丰富的专家顾问主持、布置和修改。子曰咨询精心挑选的跨学科、欧美的跨文化科学家顾问均具有接地气的研究背景、给力的论文发表记录、申请并获得基金资助的能力, 和最重要的 – 有致力于帮助未来科技领袖向同行和世界高效率地展示他们创新成果的热情。

The training can be conducted entirely in English, or in a mixture of English and Chinese as desired.

研讨班可选择全英文或者中英文双语讲授。

Some of our more popular trainings are listed below. Please note that all our courses are customized to your needs and research area(s).

我们的一些热门课程如下 - 所有课程都根据你的需要和研究领域深度定制。

Fundamentals of communicating science to peers 同行学术交流的基本原则

- Telling your research story with the target audience in mind 以受众为中心的研究故事讲述
- Thinking of your research project as a "story" 研究的本质 – 就是故事!
- Telling your research "story" clearly and effectively with words (distilling, elevator pitch, nucleus, triaging, visualizability, focusing on "what" not "how", strategic structuring according to cognitive principles) 清晰高效地用语言讲述研究的故事 (信息提炼、电梯 30 秒说服术、核心主旨、‘重症’ 优先分流、可视化、聚焦于 “what” 而不是 “how”、根据人类认知原理有策略地结构化故事)
- Telling your research "story" clearly and effectively with figures 清晰高效率地展示图片故事
- Practical exercises based on your own project 基于你具体的实际研究动手练习 “课后作业”

Writing effective research manuscripts 高效力研究论文撰写

- The structure of an effective research paper and common mistakes to avoid 高效力论文的结构和常见误区
- Tips and exercises for writing clear English ‘清晰’ 英语写作的技巧和练习
- The steps of the publication process and how to interact with journal editors and reviewers 论文发表过程和与期刊主编&审稿人的通信技巧
- Practical exercises writing titles and abstracts 根据你的实际研究训练起标题和写摘要
- Practical exercises writing parts of a paper 文章剩余各部分创作的动手训练
- Strategies for choosing the “right” journal, especially when under pressure 选择投稿期刊的策略 – 尤其有考核指标压力下的选择
- How to recognize (and avoid) predatory journals (with real examples/stories) 识别与躲避 “山寨” 期刊 (真实例子 ‘赏析’ 与故事分享)
- Main reasons for manuscript rejection, and how to avoid them 期刊拒稿的几大原因与规避策略

For basic and applied sciences: Designing high-quality research projects in the general sciences and publishing them in international journals 基础与应用研究 - 如何设计高质量的基础科学研究课题并发表所得成果到国际期刊里

- Design research projects likely to be attractive to international journals 设计更可能吸引国际期刊的研究课题
- Identify key concepts and selling points of a project to highlight in a research article 识别关键创新和‘卖点’并在论文里突出展示
- Weave a clear and coherent research "story" in the different sections of an article 穿针引线 – 在论文各部分编织清晰连贯的故事
- Macro issues - organization, structure, thinking like the reader 宏观视角 – 篇章布局, 内容结构, 读者的眼光看待
- Micro issues - grammar and sentence structures 微观视角- 语法与句法
- Think like an editor or reviewer when writing a research article and preparing figures and tables 期刊主编和审稿人的眼光下如何看待自己撰写的论文和绘制的图表?

- Feel less afraid and “lost” when navigating through the publication process and responding to editors and reviewers [以理服人，不要怕、不要懵 – 如何面对发表过程、回复期刊主编/审稿人的意见](#)

For clinical scientists: Designing high-quality research projects in the medical sciences and publishing them in international journals [临床医学研究 - 如何设计高质量的医学研究课题并发表成果到国际期刊里](#)

- Same content as the workshop for the general sciences [与基础科学研讨班相同的内容](#)
- Several issues specific to medical/clinical research, including research ethics (institutional approval, informed consent), patient anonymity, sample size calculations (power analysis), definition of outcomes (primary, secondary), types of clinical studies and their hierarchy of importance (evidence level), statistical vs. clinical significance, reporting guidelines (e.g. STROBE, PRISMA, MOOSE), blinding, effective figure design. [临床医学研究中特有的问题讨论，包括临床医学的伦理问题（机构伦理审定与病人知情同意书等），受试者匿名，样本量计算与统计功效分析，效果评定设计（主要与次要疗效指标），临床研究的类型与其重要等级（证据强度），统计显著性与临床意义，临床试验报告规范指导（观察性研究报告、系统评价和Meta分析报告、观察性临床实验的Meta分析报告），双盲实验设计，高效力的图表设计](#)

Giving effective research talks [高效力的学术演讲](#)

- The structure of an effective research talk and common mistakes to avoid [高效力讲座的结构和常见误区](#)
- Why a talk is NOT the same as a paper! [为什么口头报告跟论文写作要不一样!](#)
- Effective slide design [高效力的PPT设计](#)
- Using your voice and body language effectively [如何使用你的声音和肢体语言](#)
- Each participant gives a practice talk of 5 min with slides [学员项目相关的5分钟学术演讲](#)

Making attractive and informative research posters [制作吸引人并令人长知识的海报](#)

This workshop will present participants with ideas and strategies for creating minimalistic but effective posters more likely to catch the interest of viewers. Emphasis will be placed on showcasing a few key messages from the overall project instead of creating a "research paper on a poster". Positive and negative examples of posters will be analyzed, and participants will design posters based on their own work.

[我们探讨吸引观众的，风格极简又高效率传播的海报制作方法，特别强调如何展示研究关键信息而不是把整篇文章都堆到海报里。我们通过‘赏析’好的海报和效果欠佳的海报，帮助你习得其中关键，并通过制作你实际项目的海报训练所得](#)

Major topics include: [主要话题包括:](#)

- How audiences process information in posters [观众是如何‘看’海报的?](#)
- What to say where: strategies for arranging key messages [该在哪里，讲什么 – 信息点排布的策略](#)
- Common mistakes to avoid [陷阱与误区](#)

- Giving a "poster talk" while interacting with people at your poster [在海报前的‘交互式’演讲 – 与你的听众交互](#)

Contact us for a discussion and quotation at info@creaduate.hk
更进一步讨论与报价, 请联系我们