

# Big Ideas Workshop Information

All speakers and invited MPI research staff have provided a big question to be discussed during the big ideas workshops on day 3. You have indicated your preference for the workshops upon registration, and we have tried to assign you to your first choice where possible.

The number on your name tag indicates your group assignment. You will meet with your group leader and members at the assigned location indicated on the next page.

In small groups, you will come up with a research plan to answer the big question as much as possible within a given time frame of 2 years. Consider, among other things, what steps need to be taken to arrive at an answer to the question. What methods will you use?

You will have **3.5 hours** to prepare a **powerpoint presentation** and practice a **pitch**. During the session, you will have all opportunity to ask your workshop leader questions and receive further guidance if needed. More details will be given during the workshop.

Pitches will be judged on innovativeness, feasibility, and interdisciplinarity.  
The best group will receive a prize\*!

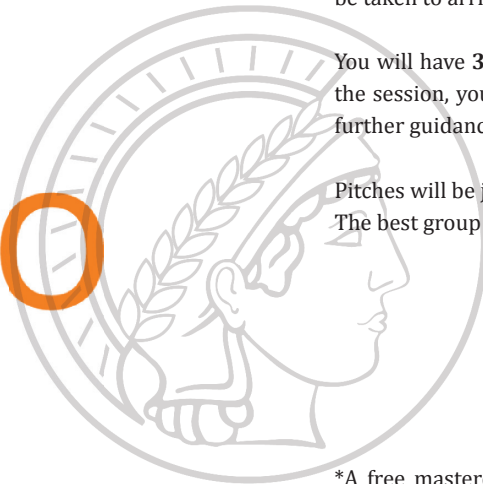
\*A free masterclass by MPI Writer-in-Residence Michael Erard ([www.michaelerard.com](http://www.michaelerard.com)) on how to use metaphors to communicate your work.

*For people communicating about science, metaphors can speed understanding, but they can also be traps. This master class will help you design a metaphor to communicate your work, learn how and where to deploy that metaphor, and avoid the pitfalls of culture and cognitive bias. For five years, Michael Erard was a senior researcher at the MacArthur Award-winning think tank, the FrameWorks Institute, based in Washington, DC, where he helped to design and test metaphors to explain new science and reframe social issues.*

His work is described here:

<https://aeon.co/essays/how-to-build-a-metaphor-to-change-people-s-minds>

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