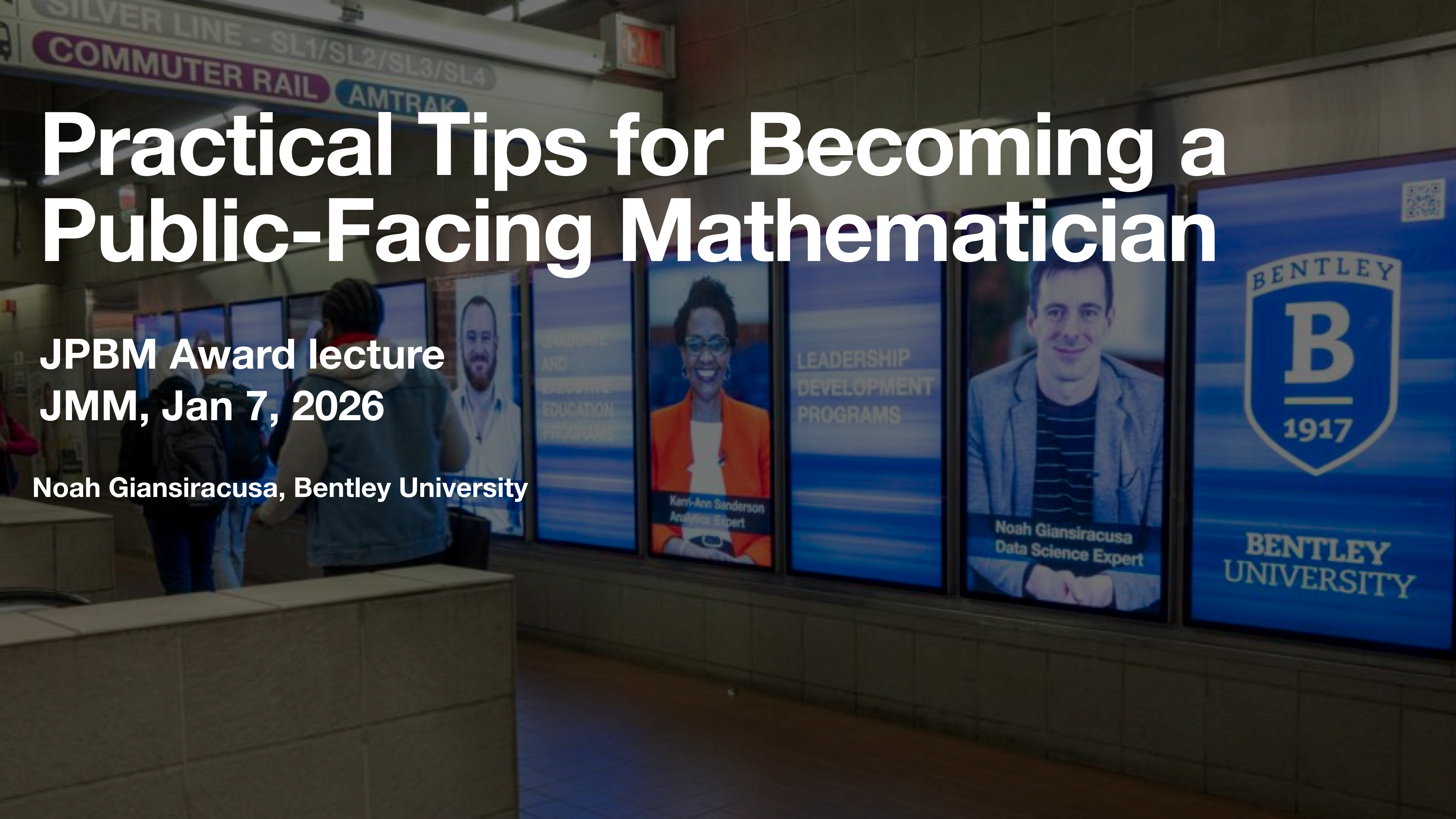


Practical Tips for Becoming a Public-Facing Mathematician

JPBM Award lecture
JMM, Jan 7, 2026

Noah Giansiracusa, Bentley University



Why do this kind of work?

- You might enjoy it!
- Your university appreciates having its name out there
- Nice to do academic work your family understands
- Fun to meet people in other professions
- Feels good being the only mathematician in the room
- Helps remind you how important math is
- Society is increasingly run by math—you can help people



What options do I have?

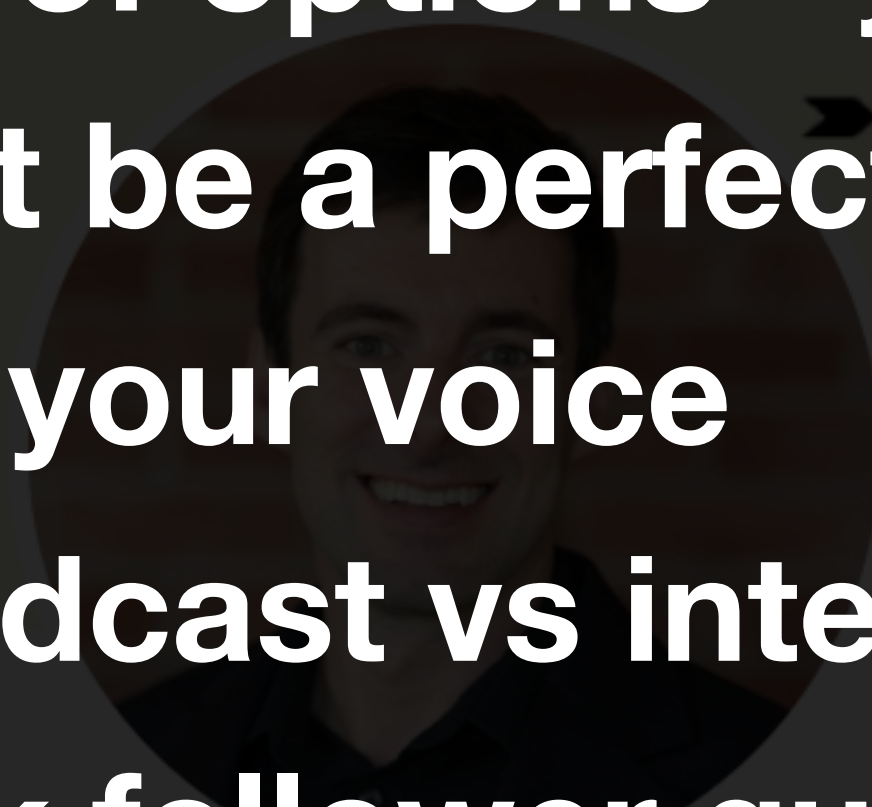
- **Social media/blogging**
- **Newspaper op-eds**
- **Books**
- **TV**
- **Providing technical expertise
(to journalists, congressional offices, etc.)**
- **More?**





Social media/blogging

- Lots of options—just pick one to start
- Don't be a perfectionist
- Find your voice
- Broadcast vs interact?
- Think follower quality, not just quantity
- Make sure you enjoy what you're doing



Noah GianSiracusa

Math professor • speaker • author (Robin Hood Math, How Algorithms Create and Prevent Fake News) • cohost of "AI in Academia" podcast

United States • [Contact info](#)

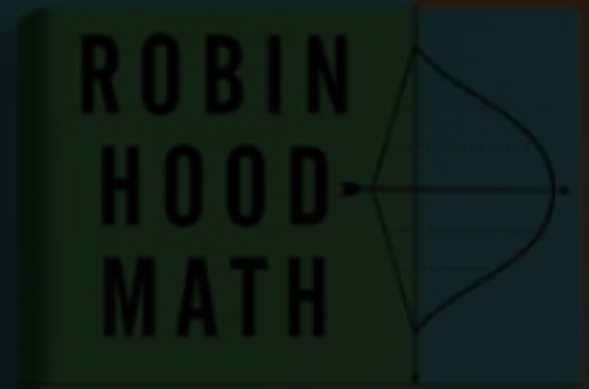
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Newspaper op-eds

SUBSCRIBE

- Look for timely news pegs
- 800-1,200 words, short paragraphs
- Make ONE argument
- Write to inform, not impress
- Problems are good, solutions are better
- Get to know editors
- Be persistent but not pushy
- Be open to a range of venues

AUG 7, 2025 6:15 AM ET

How the Secret

Algorithms Behind Social

Media Actually Work

IDEAS

TECHNOLOGY

by Noah

Giansiracusa is the author of "Robin Hood Math: Take Control of The Algorithms That Run Your Life"



Books

- Academic press vs trade press?
- Get a literary agent? (Jane Friedman Blog)
- Don't write the whole book—yet!
- Think of your readers—please!
- Make organization easy—e.g. theme, chaps, sections, content
- You are a human, and so are your readers—don't forget!



TV

5:44 AM

Via Skype

Boston, Massachusetts

5:44 AM

- I don't know how to initiate this—just get your name out there and be patient
- Be sure to check email often, TV hits come and go quickly
- Ring lights are cheap and effective

DEEP-FAKE POLITICS

LIVE

TECH COMPANIES TAKE AIM AT DECEPTIVE AI IN ELECTIONS

Noah Giansiracusa | Math Sciences Professor, Bentley University

CNN

CNN NEWSROOM

Providing Technical Expertise

- You're not the world expert? Who cares!
- Don't overlook the definitions
- Functions are everywhere—think inputs & outputs
- Find the holes, gaps, contradictions
- Journalism, legislation, etc., are hard—be sympathetic



General tips

- **Focus on helping others, not yourself**
- **Most of this game is building professional relationships and audience relationships**
- **If it stops being fun, stop doing it**
- **This doesn't have to replace your regular math work—it can reinforce it**