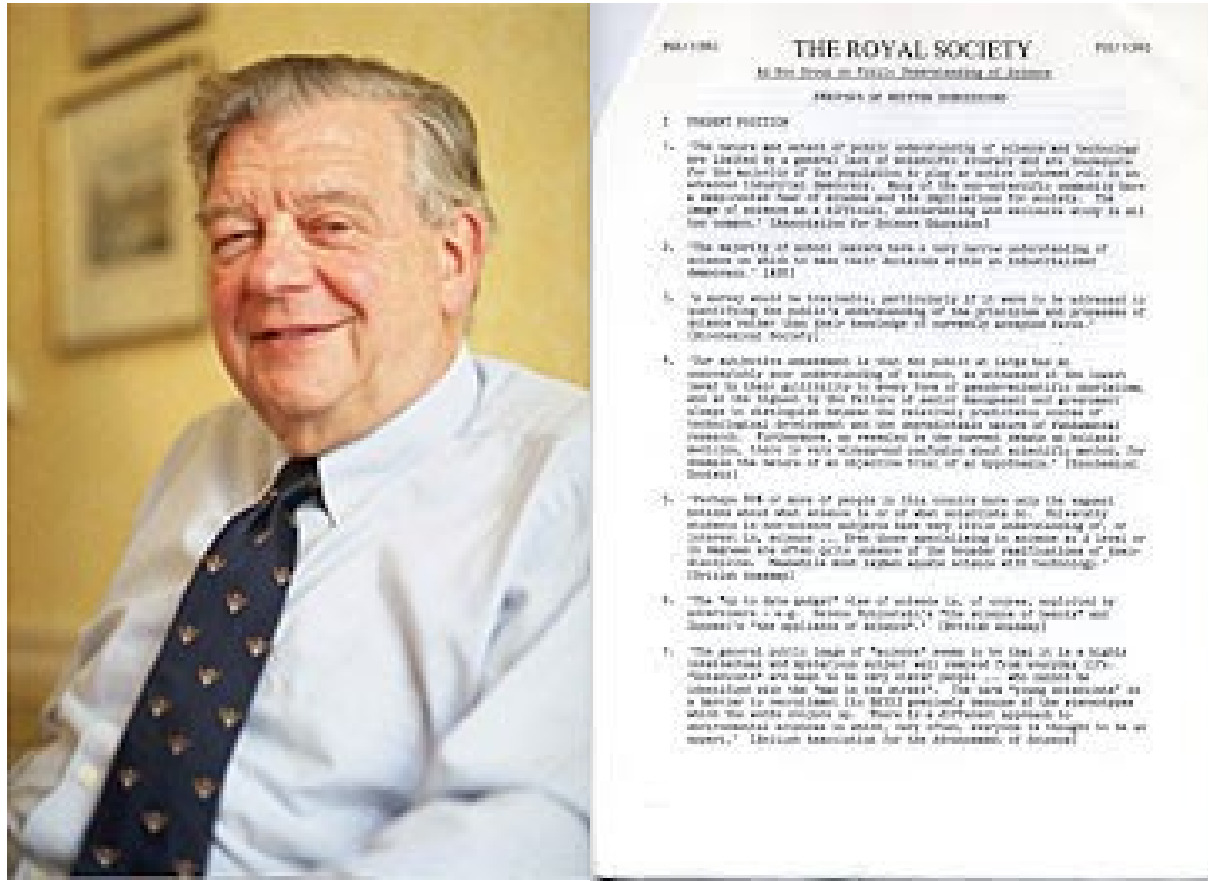


Scientific Engagement and Outreach

Jadranka Jezeršek Turnes, Kontekst Institute

The Past:



Sir Walter Bodmer, 1985



THE ROYAL
 SOCIETY



The Present:

Communicating Science -
Who Should Take Initiative?
Researchers?
Research Institutions?

...so Let's Take a Look What the Swedish Pole Says...

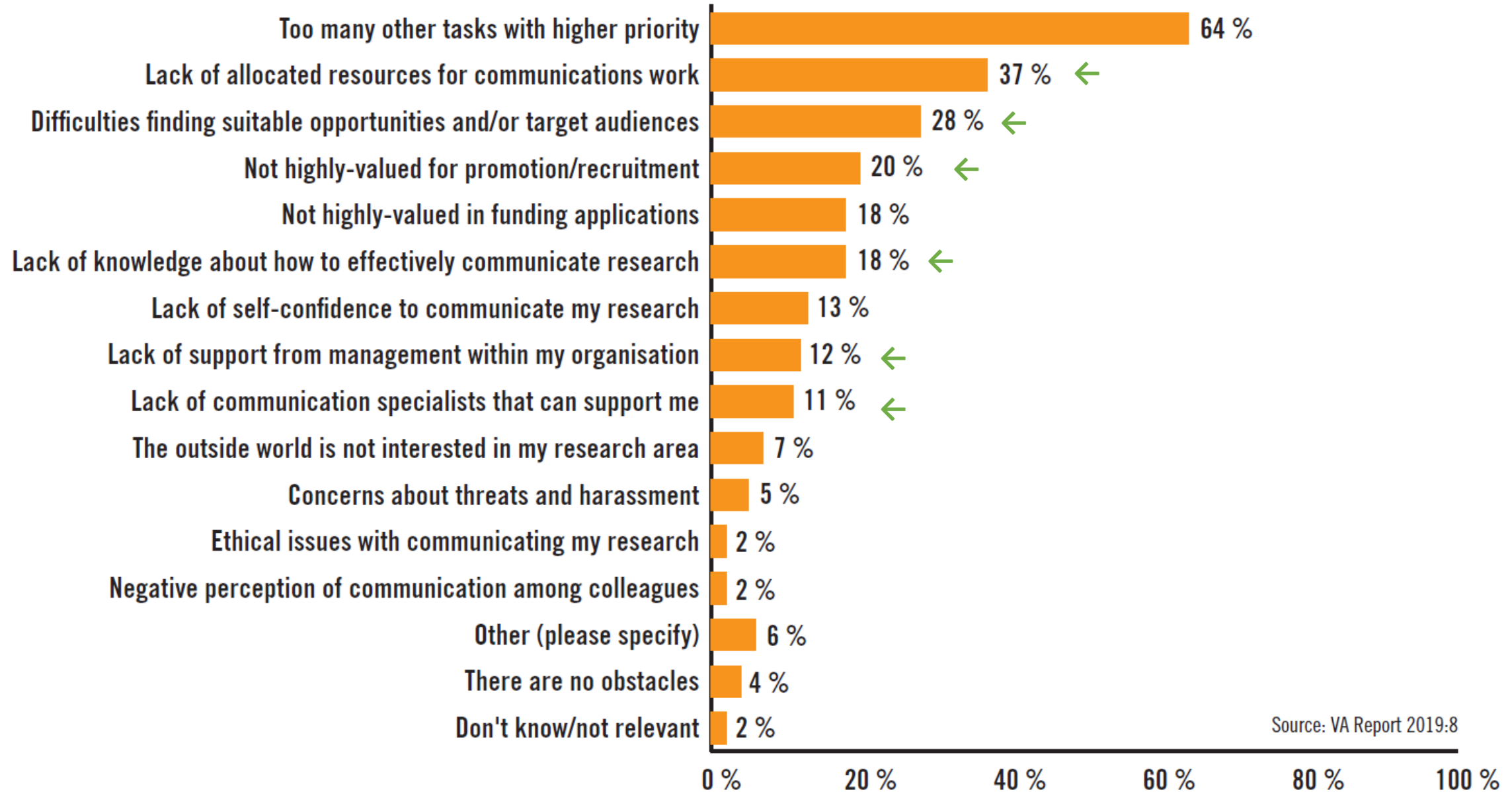
- Visibility, consensus, trust
- Dialogue with society, policy makers, business, peers, future researchers,...

But,

- do scientists know how to do it?
- do RI have strategies for implementation?
- do RI know how to engage with a dialogue when there is a risk?
- can RI deal with pseudoscience? How?

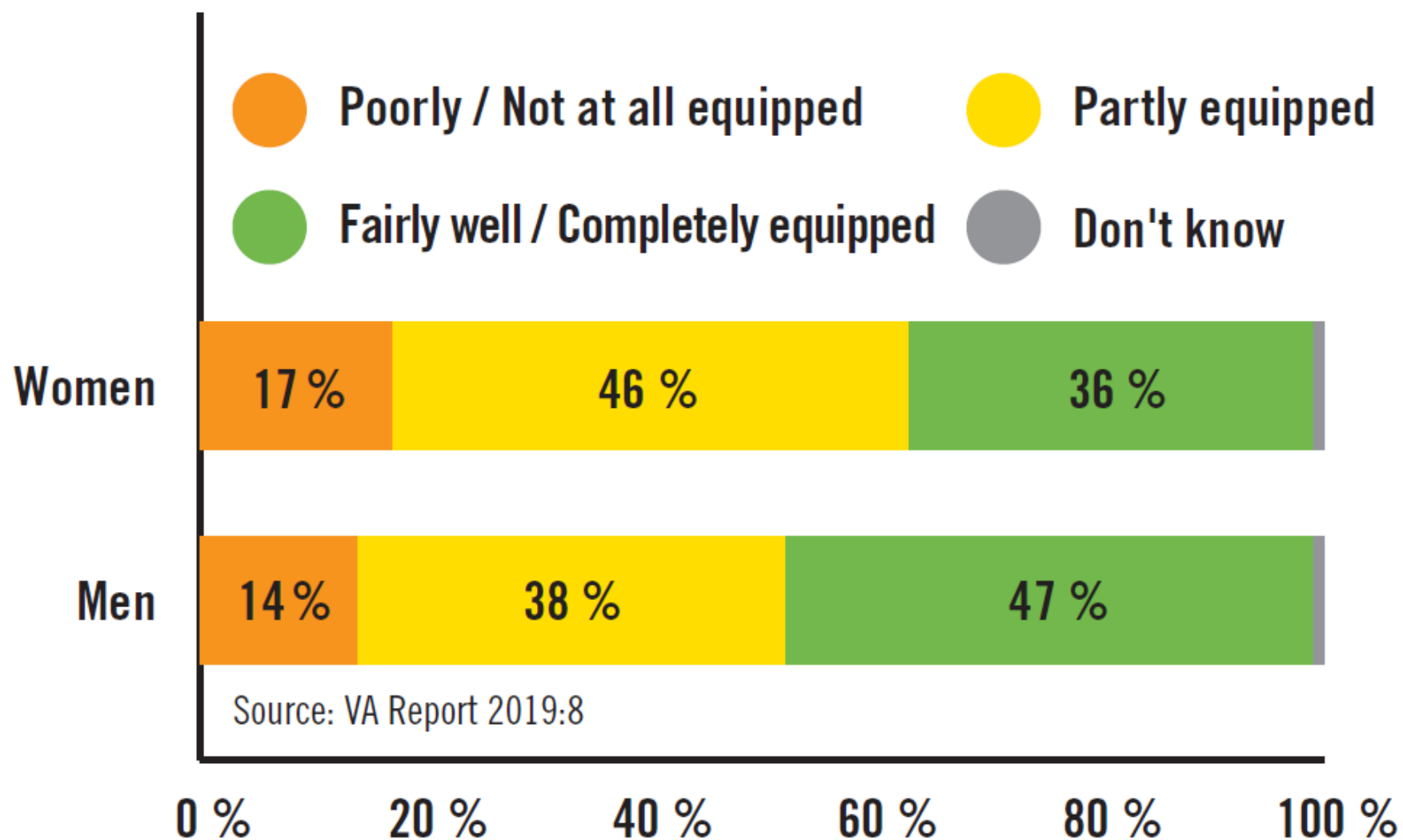
VA Report, 2019

WHAT ARE THE BIGGEST BARRIERS YOU FACE WHEN COMMUNICATING YOUR RESEARCH WITH THE OUTSIDE WORLD? SELECT UP TO THREE (3) OPTIONS. NUMBER OF RESPONDENTS = 3,699



Source: VA Report 2019:8

**OVERALL, HOW WELL EQUIPPED DO YOU FEEL YOU ARE TO
COMMUNICATE YOUR RESEARCH WITH THE OUTSIDE WORLD? NUMBER
OF RESPONDENTS IN EACH GROUP: *MEN = 1,929, WOMEN = 1,637***



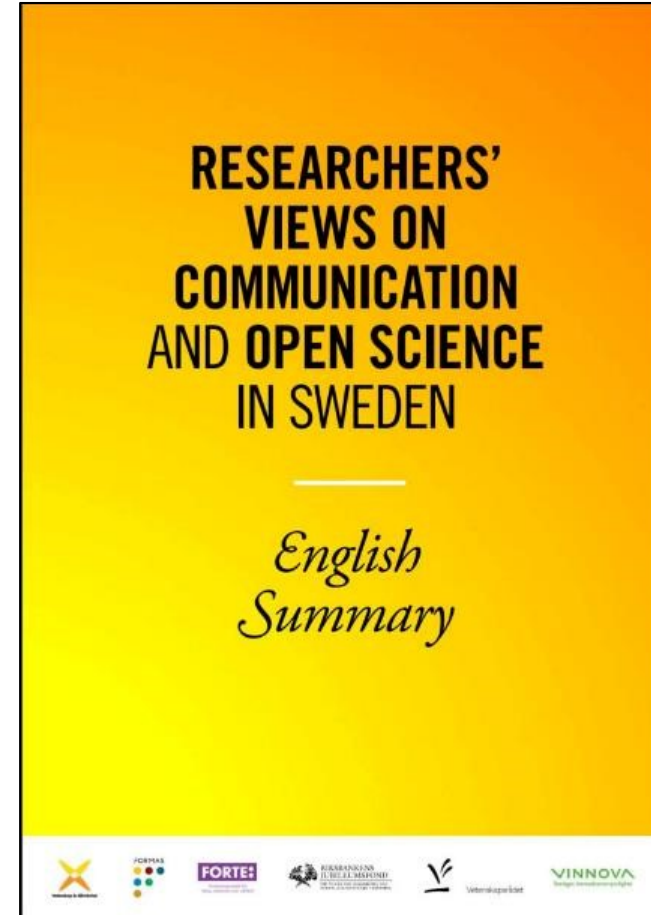
WHAT WOULD ENCOURAGE YOU TO SPEND MORE TIME ON COMMUNICATION WITH THE OUTSIDE WORLD?

SELECT UP TO THREE (3) OPTIONS. NUMBER OF RESPONDENTS = 3,699



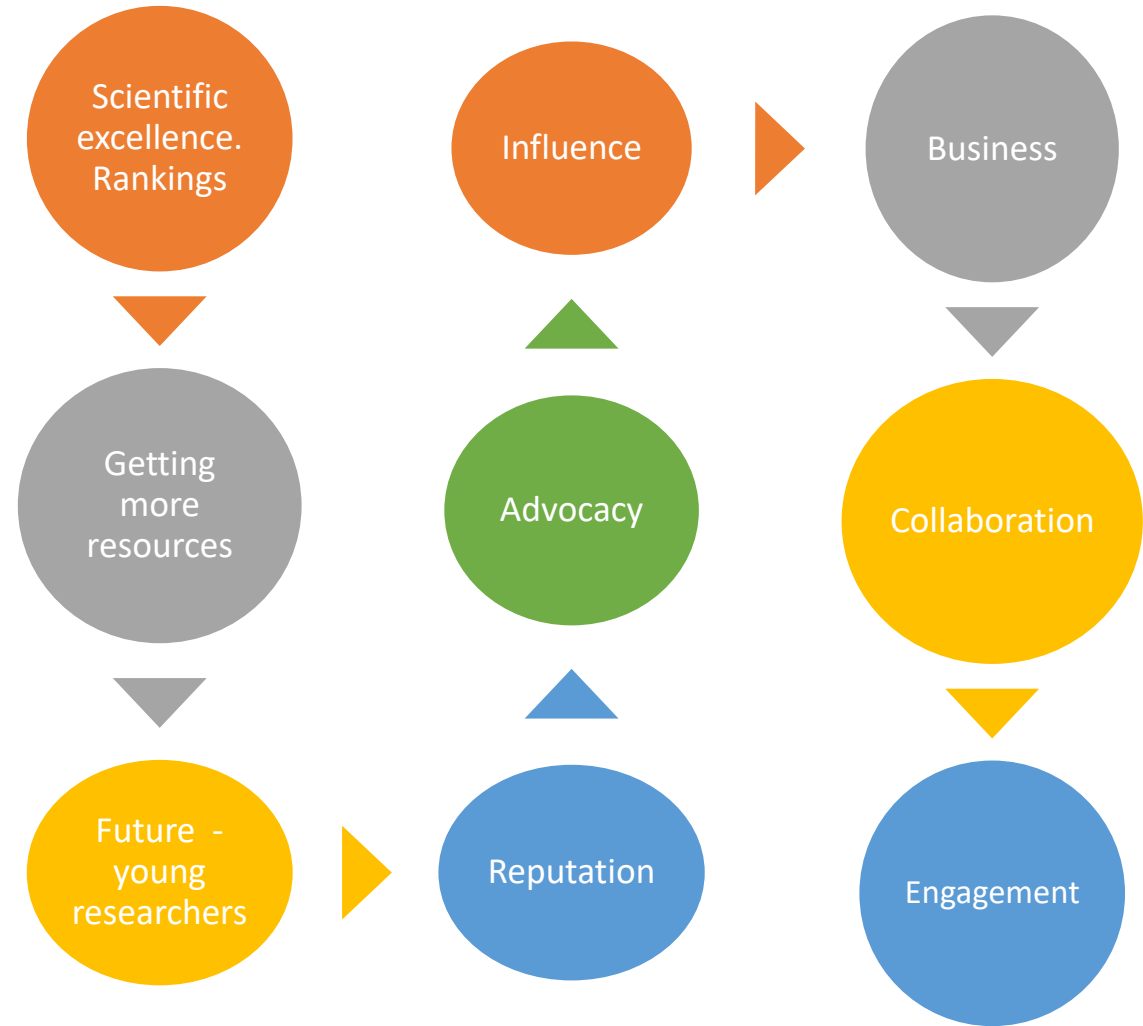
Key Findings

- **Researchers want to communicate!**
- Support and training are needed.
- Female researchers need it more than male – according to themselves.
- Suitable opportunities to communicate are lacking.



What is the Objective? Why Engage with Science?

This is what science and RI has to tell about itself.



Sci. Comm is Not (Only) About the News....



What Are the Tools?

1. Context
2. Research
3. Research Environment

| | | | |
|--------------------------|----------------------|---------------------|------------------------|
| Association Engagement | Sci. Publications | Digital Engagement | Sci. Events |
| Visits | Sci. Liasons | Sci. Conferences | KOL Engagement |
| Professional Development | Sci. Advisory Boards | NGO Pressure groups | Regulators' Engagement |
| Public Engagement | Sci. Newsletters | Position Papers | Non Sci. Events |

Different Levels: Different Scientific Engagement. Different Skills and Competences

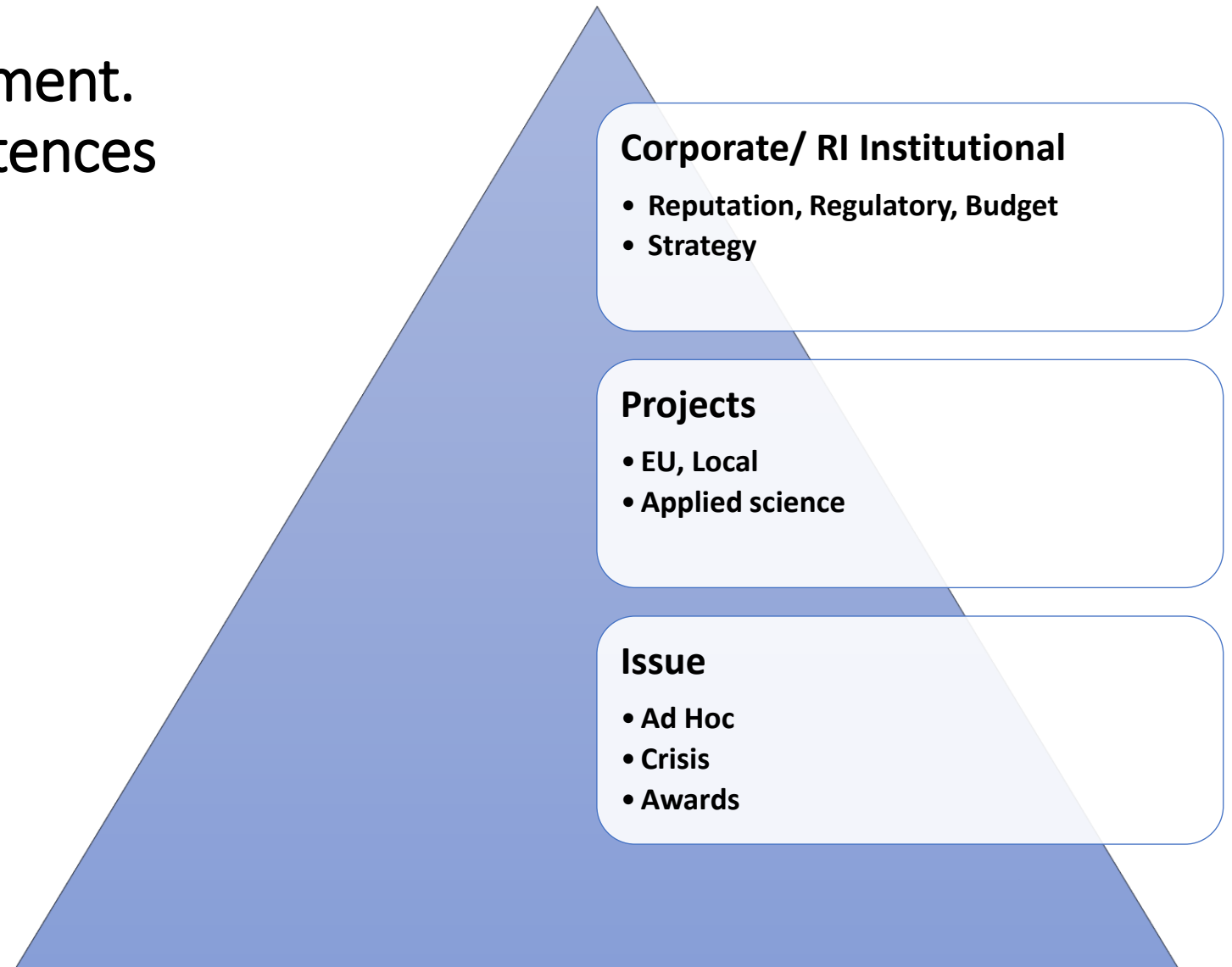
Level it.

Criteria: Strategy or Plan.

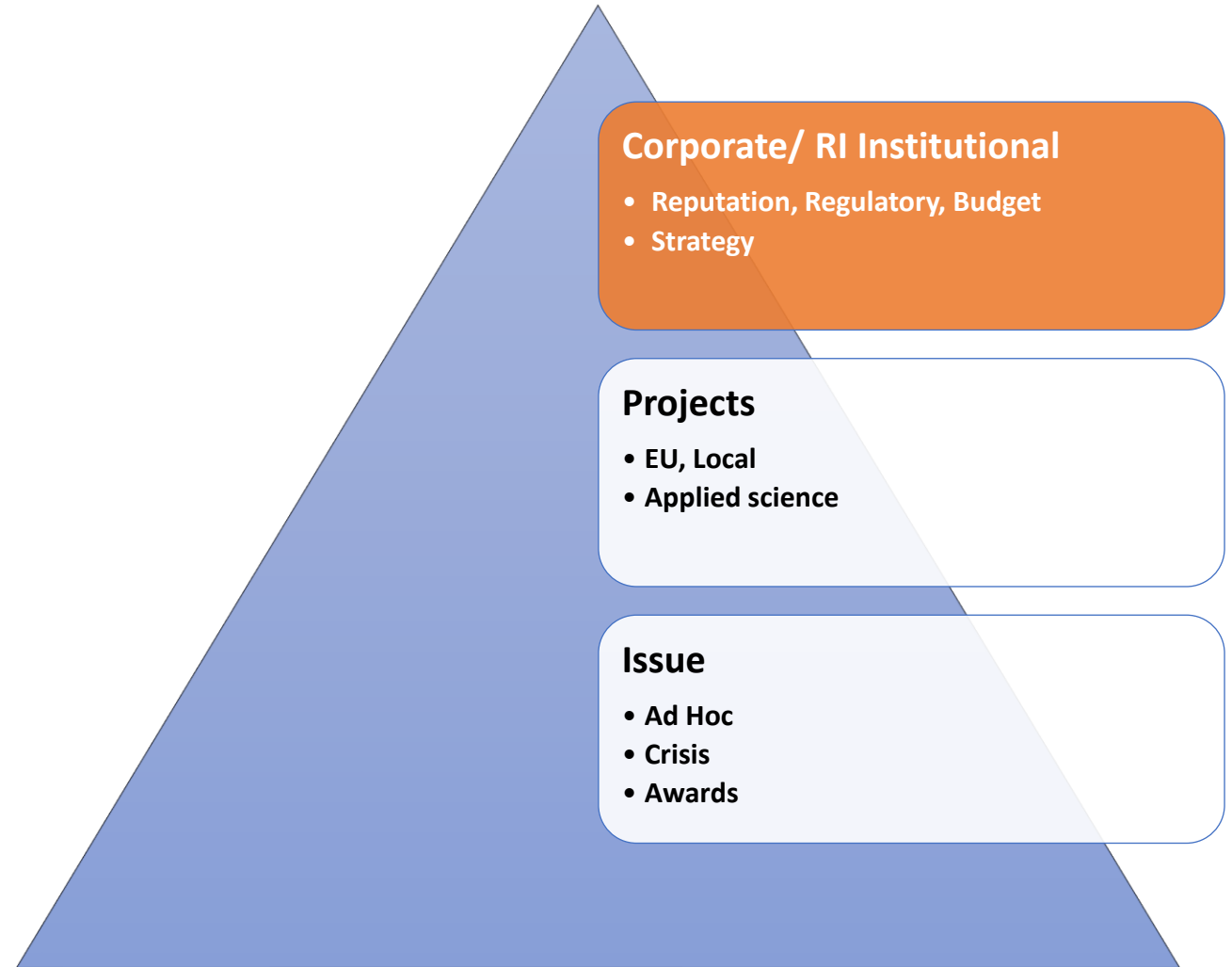
Research Content!

Research Environment!

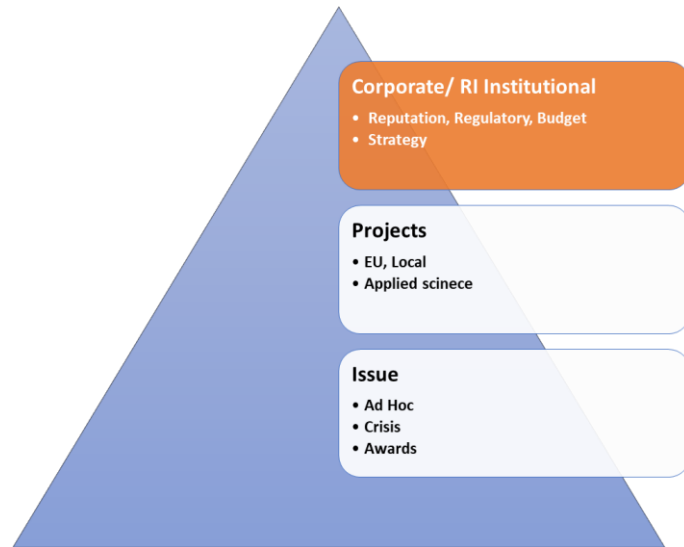
Reputation Management.



1. Level is Institutional: the Corporate Level of Sci. Comm. of RI

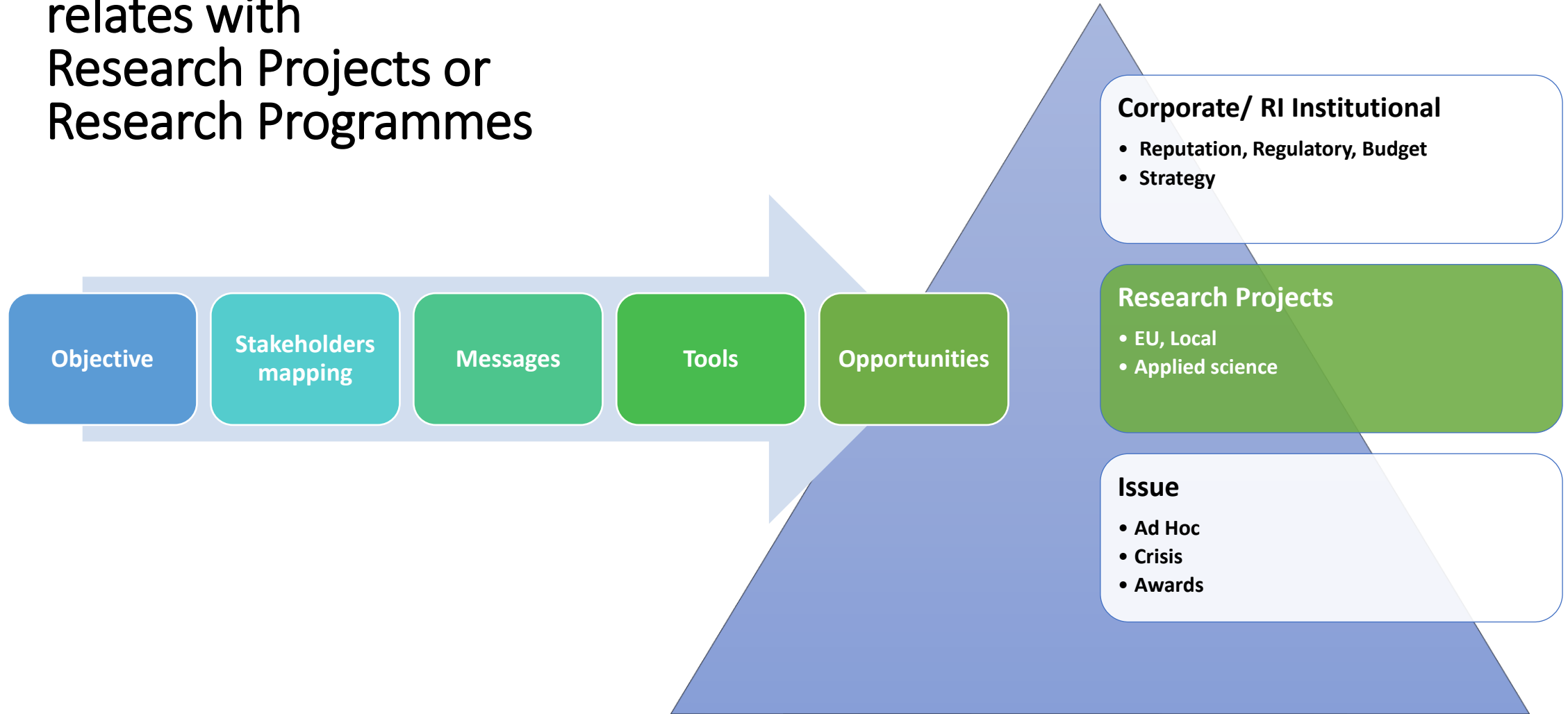


Key Words: Building Reputation and Implement Strategy



- Strategic - Positioning
- Opportunities
- Proactive for Building Reputation
- Embracing internal and external relationships
- Regular Event Engagements
- Communicating Research Achievements

2. Second Level of Sci. Comm relates with Research Projects or Research Programmes



Research Project Needs a Communication Plan

~~Strategy~~—Plan!

If proactive, than controlled

Operational

Partners

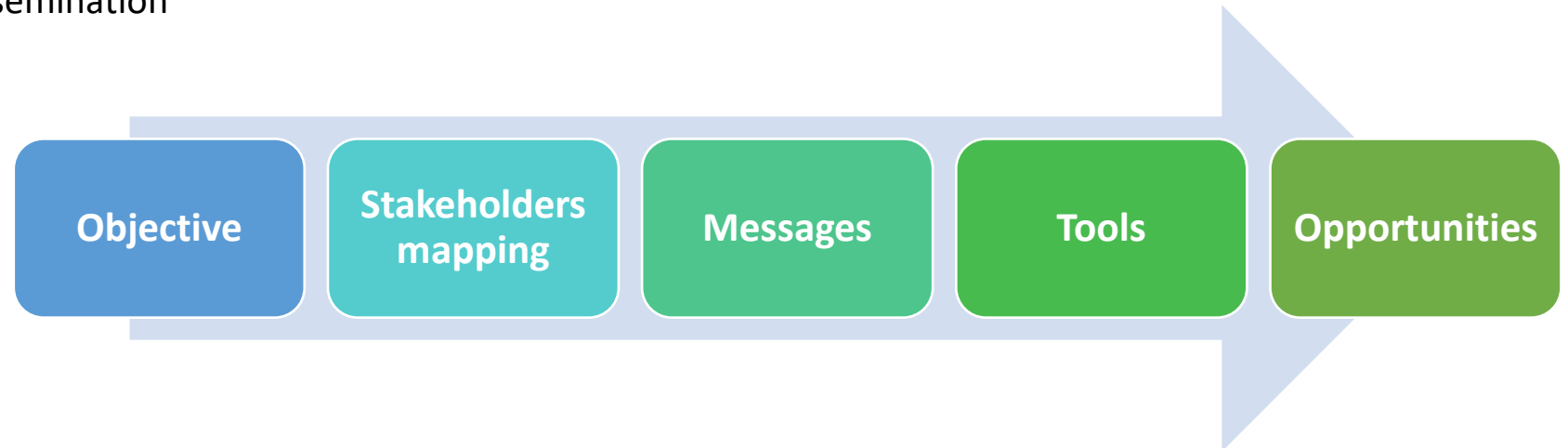
Endorsment (KOL)

Task/objective oriented – dissemination

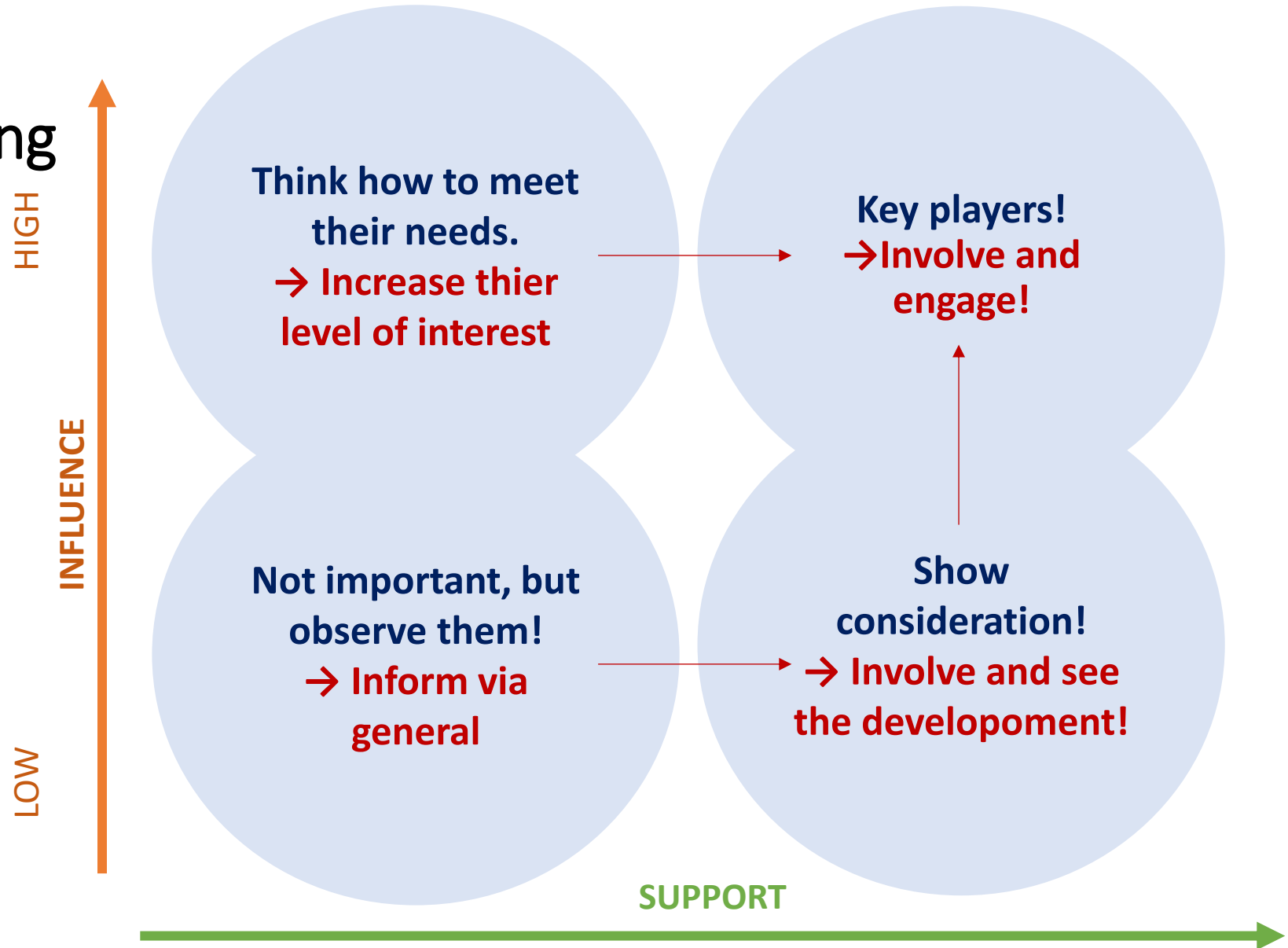
Shorter term

Defined audiences

Bottom – up. Skills upgrade!



Toolbox: Stakeholders Mapping



Toolbox: The Questions

| | |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Audience | Who I am addressing? Who they are? Are they familiar with the topic? Do they have opinion (motivation, concern, hope, interest, value system,...)? |
| Surprise Element | Does my sci topic triggers imagination, visualisation, images? What kind? |
| Importancy | Why my topic has a wide social context? Where is the potential for it? What my discovery will change? |
| Emotions | Which emotions trigger / address my sci topic? |
| Contextualization | How my sci topic is relevant for their everyday life? |
| Understanding | Do/ How (audience) understand the messages? How can I present them to make it as clear as possible and easy to understand? |
| Comm Tools | How shall I present it? Which communication tools shall I use? To what extent shall we be creative and how? |
| Support material | Printed background, Q&A,... |



Story planning. Storytelling!

What I would like to explain?

Who is audience? / Who we are addressing?

What will be my message?

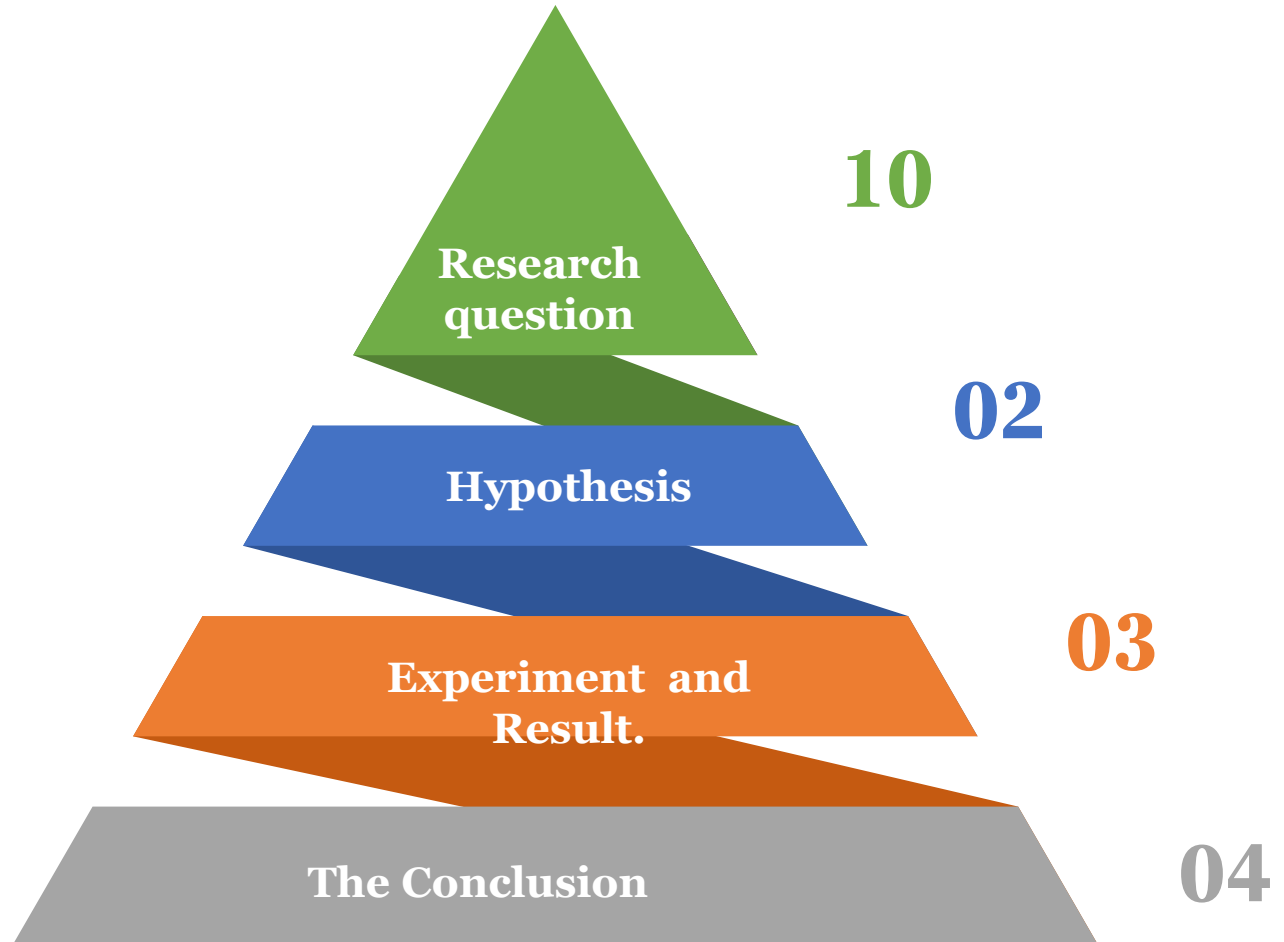
What are my advantages and why?

Where I have to be careful (damage control)?



Toolbox: Reverse Pyramid

Scientific Method is Like a pyramid.



01

The hook. The news

**The lead: 30 most important words.
Grab attention.**

02

The story.

**Explanation. Build Anticipation. Who?
What? Where? Why?**

03

Social benefit.

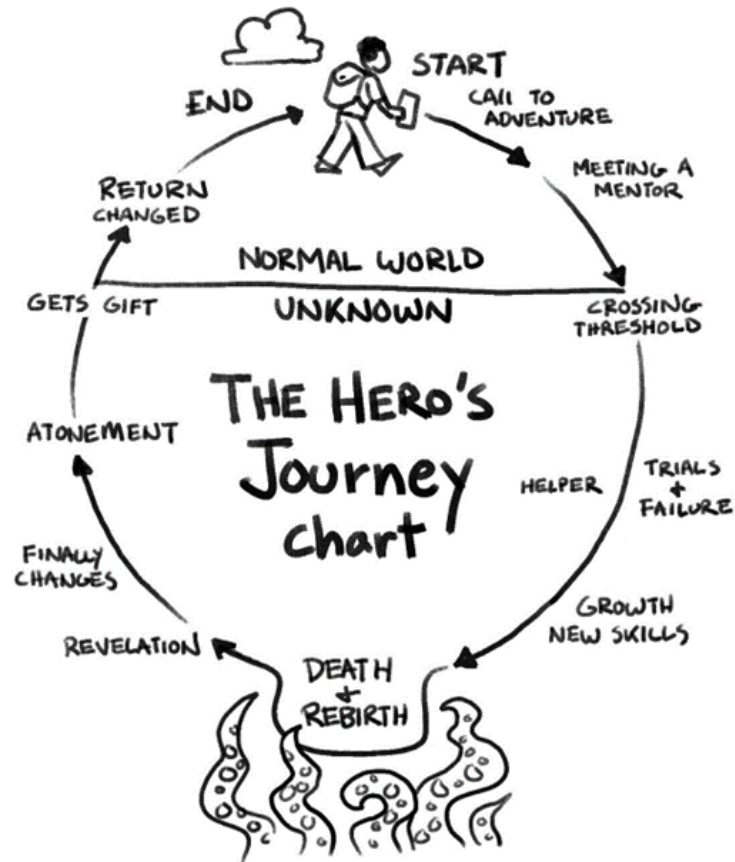
**Broader picture. Call to action.
Additional data.**

04

**My
motivation**

**What is my personal story behind my
research? The tail for more info.**

Toolbox: The Hero's Journey

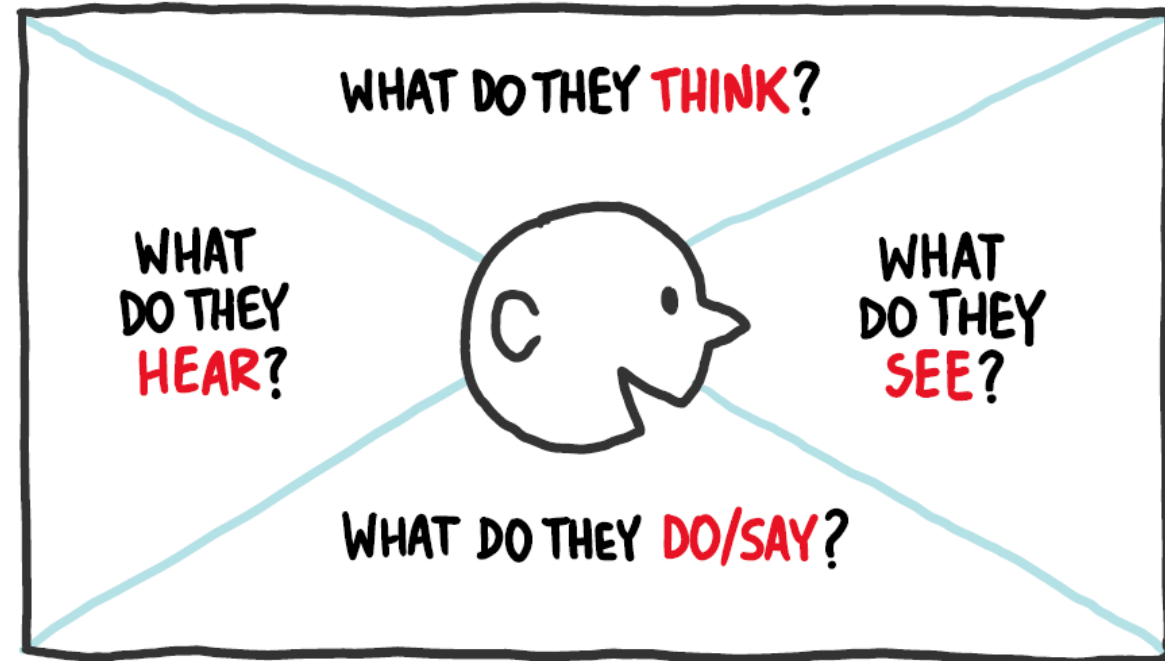


Toolbox: The Empathy Map

Emotions

Values

THE AUDIENCE



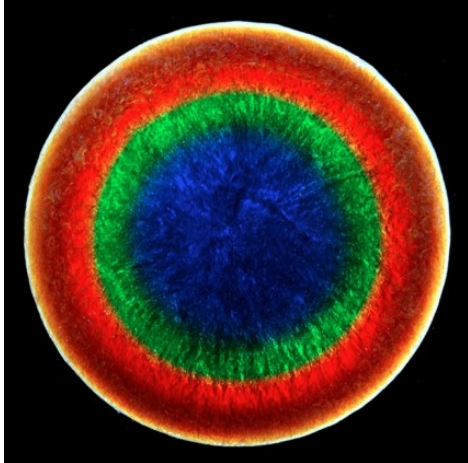
Toolbox: Visuals

Create understanding

Save time

Enhance attention

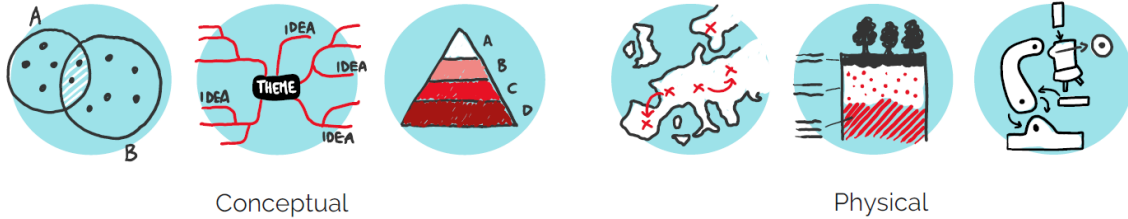
Help control timing and nervousness



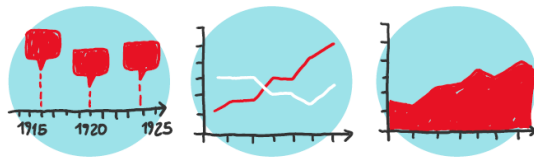
Toolbox:

Can a Graph Tell Your Story?

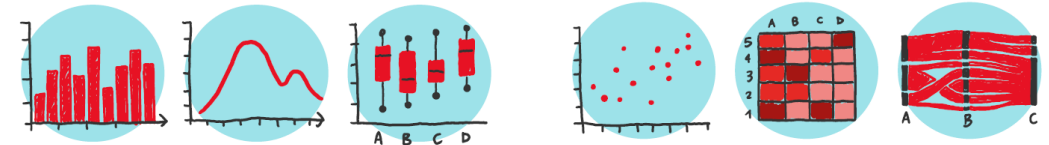
RELATIONSHIP



SUCCESION OR EVOLUTION THROUGH TIME

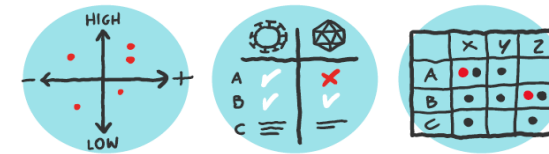


CONFRONTATION

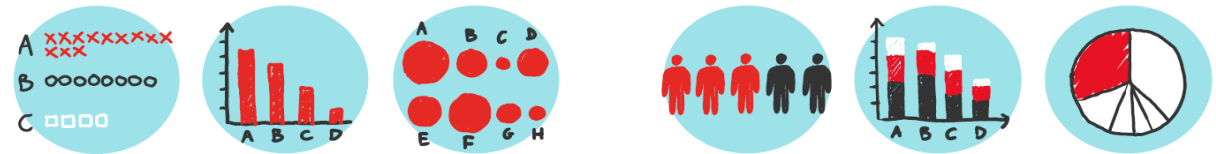


Quantitative (continuous values and distributions)

Quantitative (correlation)



Qualitative



Quantitative (absolute values)

Quantitative (proportions and part-to-the-whole)

Outreach: Media? Yes, But Learn the Skills!

Peer pressure

Training!

Messaging!

Cognitive bias

Fact - sheets



Think well Regarding!
When and How to
Include Media



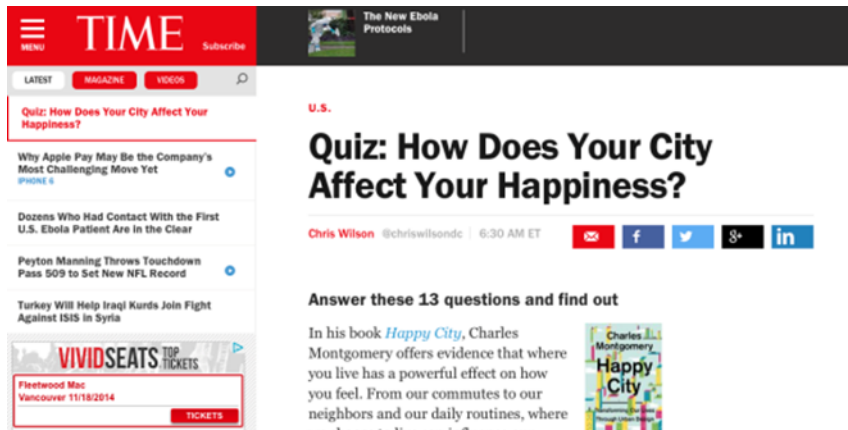
- Press conference? Event?
- Presentation? Workshop?
- Shall we mix audiences?
- When involve social networks?
- Radio
- TV = Digital
- Print

Toolbox:

My questions for the journalist

What readers want? The news!

- Who writes? Do I know her/ him?
- How do she/ he write?
Experienced in science reporting?
- How she/ he is prepared?
- How much time do we have?
- Who decides?



Media: What's the news?

- Is it newsworthy?
- Can we avoid black & white scenario?
- With one or multiple information sources?
- What is the story format?
- Interaction?



Voice

- Key words
- Voice range: volume (hands up) vs. whisper
- Pauses
- Diaphragm
- Silence
- Voice modulation

When planning for a year, plant corn.

When planning for a decade, plant trees.

When planning for life, educate and train people.

Presentation. Body Language:



- Breath – relax – smile
- Body language or body noise
- Moving? Or, finding i-spot
- Do not lock arms
- Eye contact
- 1,2,3

How to Evaluate Sci. Engagement?

OUTPUTS



Association
Engagement

Sci.
Publications

Digital
Engagement

Sci.
Events

Visits

Sci.
Liasons

Sci.
Conferences

KOL
Engagement

OUTCOMES ?

Professional
Development

Sci. Advisory
Boards

NGO
Pressure
groups

Regulators'
Engagement

IMPACT ?

Public
Engagement

Sci.
Newsletters

Position
Papers

Non Sci.
Events

Outcomes are Results of Activities.

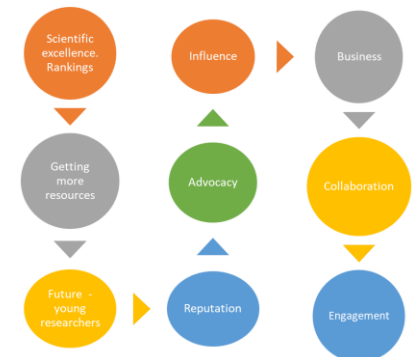
Impacts Relate to Longer Term Change.

Outcomes – immediate!

- Increased understanding of the topic
- Skills development
- Attitudinal change
- Inspiration, creativity
- New experiences

Impacts – arising over time!

- **Conceptual**
(awareness, new knowledge, new understanding of the things)
- **Capacity building impact**
(skills development, participation)
- **Instrumental impact**
(change of policies)



3. Level

Single Issue Engagement

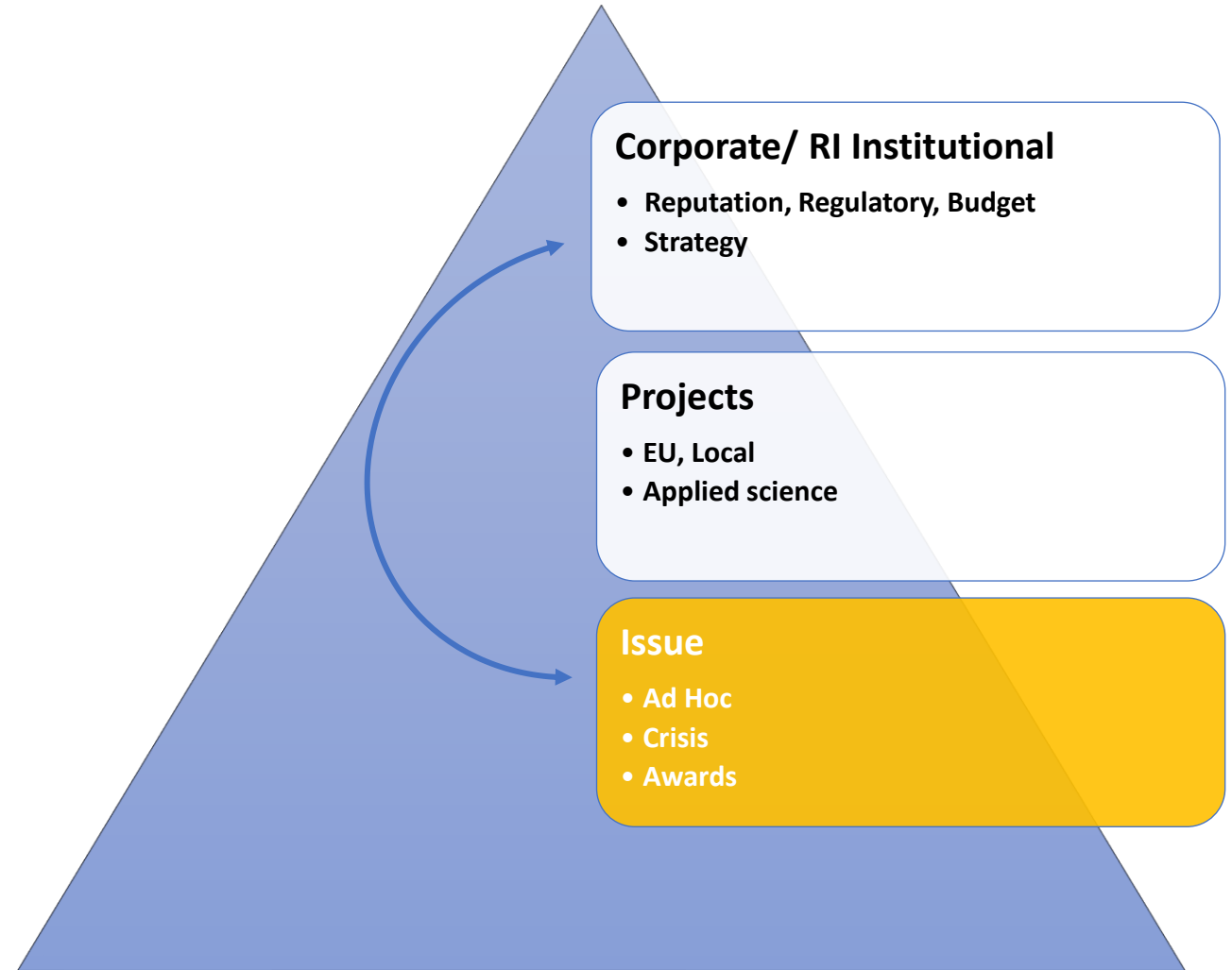
It happens!

External concern: back up your reputation!

Internal concern: Explain and control.

The role of transparency and transparent communication.

The role of controlling the narrative.



Contra Publics. Who Are They?



- Have own social identity and beliefs – confirmation bias of the tribes we belong to
- Use same social media
- Dominated by a few commentators
- Chanting to the choir
- Not listening

Step Into the Shoes of „a Critical Friend“:

Not only facts, they need to
understand the scientific method

If people feel they have been heard, they
are more open to changing their
views and behaviours

Acknowledge their input has limitations

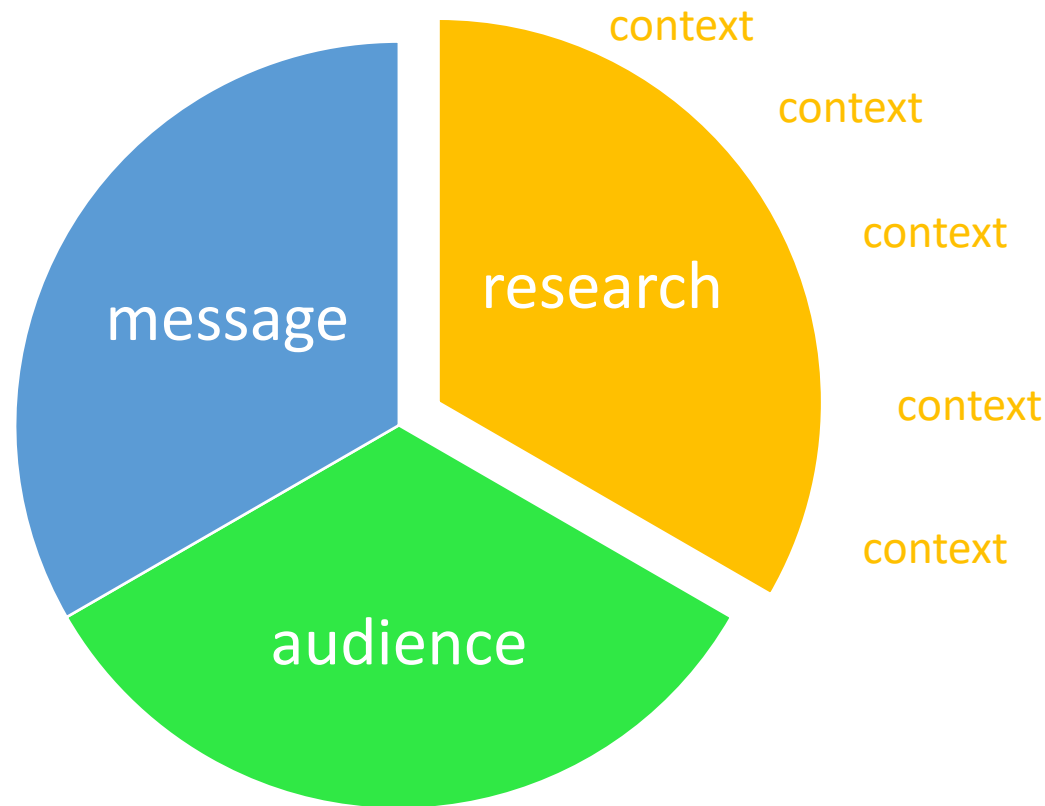


Listen rather than
talking

Acknowledge **uncertainty in
science**

Develop relationship

Conclusion...



- Your RI has to have a corporate communication infrastucture
- It is a social capital for RI and you
- It's a skill, so you need training
- There is no „copy-paste “ to use
- It is about:
 - science, evidence based dialoge
 - influence on a society
 - reputation of RI.



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