Living Science Communication

ICER - Pro

Why talking about science is more than a footnote in your dissertation!

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ENCARE - Enhancing Capacities of UAS staff for more successful EU funded Research
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AGENDA

1) Why strengthen science communication: **to make the world a better place!**

2) **International** & **national** networks and perspectives for acting in science communication

3) Tackling fake news with **factual knowledge**

4) **Good** scientific **practice**

5) Is my topic **relevant?**

6) **Tips** for media **work**

7) How do I **prepare** for the **media?**

8) Science journalism **is not the same** as science **communication**

DEFINITION

WHAT IS **“SCIENCE COMMUNICATION”?**

A BRIEF SCHOLARY CONTEXTUALIZATION OF SCIENCE COMMUNICATION

- Schäfer: Science communication as a broad concept includes all forms of knowledge and communication – across methods, content, goals, and audiences.
- Pasternack: Distinction between scholarly/scientific communication (within academia) and science communication (to society).
- Blurring boundaries: The line between scientific and societal communication is increasingly fading – driven by social media and cost-effective formats like podcasts.
- **Focus here: Science-to-public communication – communication directed at non-scientific audiences, including the general public, policymakers, and industry leaders.**

A SCIENCE COMMUNICATION AS “SCIENCE-TO-PUBLIC” IS BASED ON...

1. Finding the right target group: Define audiences based on communication objectives (information, education, motivation to act, etc.). Don’t underestimate the prior knowledge of groups outside science.
    - Main target groups: Multipliers from media, politics, business, and civil society.
2. Scientists are allowed to say more: Science communication should convey the world’s complexity across disciplines – but also put findings into context. Transparency about errors builds trust.
3. Science is considered trustworthy: Scientists benefit from their attributed expertise. Referring to studies and current research increases perceived competence and credibility.

ADVANTAGE OF SCIENCE: TO THINK OUTSIDE THE BOX

Science "clarifies, classifies, uses various channels, advises politics and business, and does so (...) across schools of thought and traditional reputational logic. It is to be hoped that it will not only act in this way in times of crisis (such as the corona crisis),"

Stefanie Molthagen-Schnöring, Professor of Business Communication and Vice President for Research and Transfer at (HTW) Berlin.

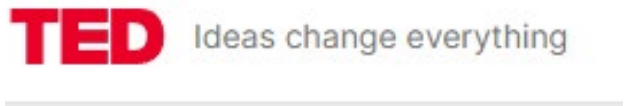
TOP 1

Why strengthen science communication:

to make the world a better place!

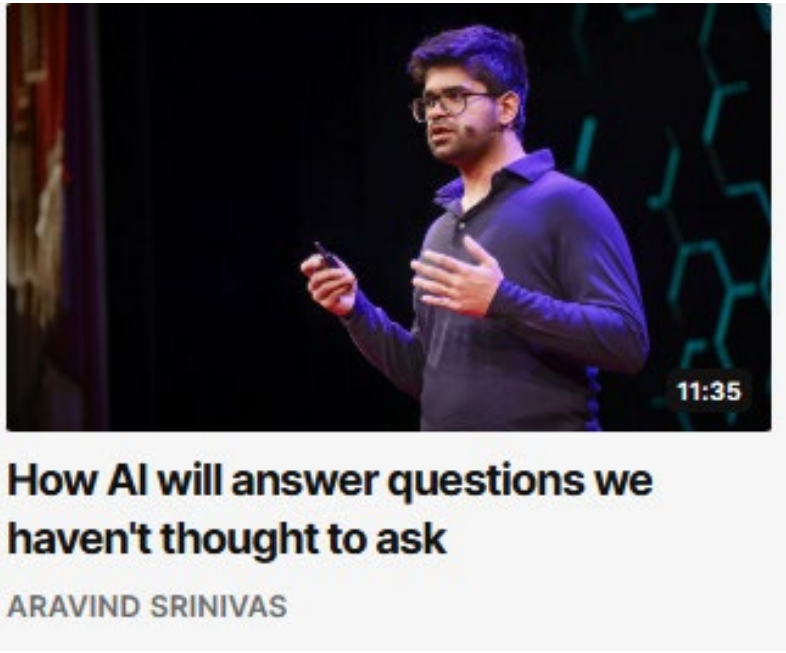
BEST PRACTICE: TED TALKS

- TED Talks (in the USA and Germany) show how scientists can share their ideas and theses far beyond specialist audiences.
- They help reach people outside the scientific community.
- Well-crafted scientific narratives can capture the public's imagination and make research more accessible and engaging.



BEST PRACTICE: TED and TEDx

- TED: Founded in 1984 as an innovation conference in Monterey, California; best-known for its free online talks.
- TEDx: Independently organized events under the TED brand; must show a TED talk but can also feature local speakers.
- Variety of events: Universities, specific topics, or recurring events.
- Global reach: Since 2009, over 10,000 TEDx events in 2,500+ cities, with 360 million views.



Human potential will only accelerate with AI answering questions better and faster than ever before, says Aravind Srinivas, cofounder and CEO of conversational search engine Perplexity. He examines the trends driving new AI-powered tools that nourish curiosity and creativity — and how they might usher in a new era of intellectual growth and discovery. "Knowledge does not really care about who you are, where you're from or who you have access to. Rather, what matters is the next question you're going to ask," says Srinivas.
Source: https://www.ted.com/talks/aravind_srinivas_how_ai_will_answer_questions_we_haven_t_thought_to_ask?utm_campaign=tedspread&utm_medium=referral&utm_source=tedcomshare CC BY-NC-ND 4.0

Source: https://www.wissenschaftskommunikation.de/format/tedx-event/
Source Screenshot:

TOP 2

International & **national** networks and perspectives for acting in science communication

DEMAND FOR INCREASED SCIENCE COMMUNICATION IN GERMANY

- #FactoryWisskomm – Strategic Promotion of Science Communication
- Initiated: 2019 by German Research Policy
- Goal: Systematically anchor science communication
  - Across all scientific career levels
  - Within the grant approval process
- Approach: Participatory process involving 150 experts from science, journalism, and foundations
- Rationale: Only a participatory approach can
  - Identify and address real challenges of the community
  - Integrate new emerging challenges continuously
  - Be embedded in the community, ensuring practical implementation

#FACTORYWISSKOMM EDITION 1

PERSPECTIVES FOR ACTION IN SCIENCE COMMUNICATION

- The paper calls for
  - science communication to become an integral element of the science system and part of the scientific self-image.
  - uniform standards and guidelines for science communication
  - A more science communication-friendly culture at universities through commitment, recognition, appreciation and support
  - A constructive error culture
  - Structures with resources for communicating scientists

#FACTORYWISSKOMM EDITION 2

- Goals: Implement Edition 1 recommendations and
  - Include new (international) stakeholders
  - Take up current developments
  - Work community-driven with 10 task forces, e.g. science journalism, competence development, profile building at university, AI, Quality and Impact

INTERNATIONAL NETWORKS

- Science communication is discussed at an international level in networks.
- They bring together professional science communicators from universities as well as scientists who want to spread their ideas to the public.

SOME NETWORKS AND CONFERENCES ARE SUMMARIZED HERE:

EUSEA European Science Engagement Association

EUSEA European Science Engagement Platform

EUSEA Conference

The SciCommer

COALESCE Co-Creating the EU Comptence Centre for Science Communication

EUPRIO
European Association of communication professionals in Higher Education

European Commission Press Corner

ecsite
European Association of Science Centres and Museums

Wissenschaftskommunikation.de

I would like to **introduce you** to two networks in **more detail**

THE INTERNATIONAL NETWORK COALESCE FOR EU-RESEARCH

- Objective: Develop and establish a sustainable European Competence Centre for Science Communication (CC)
- Duration: April 2023 – March 2027
- Focus Areas:
  - Consolidate and mainstream knowledge and networks in science communication
  - Promote effective and best practices in science communication
  - Enable rapid mobilization of science communication in times of crisis
  - Combat misinformation and foster trust in science

THE INTERNATIONAL NETWORK EUSEA

- Created to support public engagement professionals in science communication
- Provides inspiration, resources, methods, and tools for participatory, dialogue-based activities
- Addresses a key challenge in science engagement: Finding the right format for each topic and audience
- Offers a range of activity formats with practical examples to guide event design
- Includes toolkits and recommended readings with tips for organizing effective SciComm events

TOP 3

Tackling **fake news** with **factual knowledge!**

FAKE NEWS SPREAD QUICKLY – SCIENTIFIC FACTS SPREAD SLOWLY!

- Fake news and deliberate misinformation undermine society and hinder informed democratic debate.
- While misinformation is not new, today's social media spreads falsehoods faster than ever before.
- Science and research rely on careful investigation, review, correction, and self-criticism. The scientific process is inherently slow and self-referential, focused on evidence and verification
- The slow pace of science clashes with fast-moving media
- Fact-based dialogue remains vital for trust in science

WHAT CAN SCIENTISTS DO…

TO MAKE THEIR VOICES HEARD IN THESE POLITICALLY DIFFICULT TIMES?

- Science Researcher Helga Nowotny claims that science must communicate how and why consensus is built
  - Transparency in research processes strengthens public trust
  - Open laboratories in the 17th century once made scientists more credible as people could see how scientists work and what drives them
  - It builds trust in their work and that this work is for the benefit of society.
- Nobel Prize-winning physicist Steven Chu, who was Secretary of Energy for four years under Barack Obama, talks about the patience it takes to stand up to false reports.

TOP 4

Good **scientific practice**

WHAT DOES “GOOD SCIENTIFIC PRACTICE” MEAN?

- Trustworthiness, integrity, independence.
- Benefits for science and society.
- Comprehensibility for society.
- Text / Report must follow a narrative.
- Openness to active dialogue with society.

RESEARCH SERVICE ON THE WEBSITE OF THE HAMBURG UNIVERSITY OF APPLIED SCIENCES (EXAMPLE)

TOP 5

Is my **topic relevant?**

HOW DO I KNOW IF MY TOPIC IS RELEVANT?

- Your topic is currently being "hotly" discussed in the media and social networks.
  - Check the university-press report, informal communication, in your specialist community and network.
- You want to contribute with your knowledge or have current results/research projects/conferences to offer.
- Proactively set your own topic and be published on the university's website.
- Examples of hot topics are: energy transition, climate change, social issues (Post-Covid / migration / children), nutrition, health, care and others.

Tips for **media work**

HAW HAMBURG IS PLANNING **TO GO MORE AND MORE INTERNATIONAL WITH THE PUBLICITY** OF ITS SCIENTIFIC TOPICS.

HERE ARE SOME **TIPS FOR** SUCCESSFUL MEDIA WORK:

WHAT FORMS OF MEDIA COMMUNICATION ARE THERE?

- **Press release**
- Address the “W questions” (why, what, where, who) and include the organization’s name, the title, headline, subheadline and main text with contact person and precise captions
- Include images or graphics only if source and reproduction rights are cited
- Provide links to full results, primary literature, and funding information in a scientific context

- **Newspaper or radio interview**
- It should be clarified:
  - what is the interview about?
  - What type of interview is planned (live or recorded)?
  - How long should the interview last?
  - Where will the interview take place (radio: studio, telephone, on site)?
  - Who are the interviewees?
  - Where and when will the article be printed or broadcast?

TOP 7

What's about **social media?**

HOW DO I PREPARE FOR SOCIAL MEDIA?

- Keep an eye on social media channels!
- Any researcher can suddenly become the focus of attention and should know how media dynamics affect public perception.
- On social media, you therefore work with guidelines, checklists, wordings, hashtags, own and license-free image material, in compliance with copyright and personal rights
- Every social media channel should have its own editorial team and should be moderated.
- Cyberbullying:
- If you become a victim, please contact your university and check the resources provided at https://www.discoverdatascience.org/social-good/cyberbullying/

TOP 8

Science journalism is not the same as science communication.

In the sense of the scientific definition, science journalism is public-to-public.

It is a discourse about science without the scientist.

SCIENCE JOURNALISM IS NOT SCIENCE PR!

How journalists work

- Journalists rely on at least 3 sources and must categorize facts for the general public, which can shift the message
- Technical terms are simplified or omitted, sometimes making statements seem trivial to researchers
- Scientists should be informed in advance about questions and purpose of the article to prepare properly
- Facts and original statements must be correct and approved by researchers, but the full article remains independent
- This process creates a win-win: understandable, informative journalism and independent research communication

Thank You!

Dr. Katharina Jeorgakopulos, Research Assistant / LecturerUniversity

HAW Hamburg

ICER - Pro

Please check the following tools for further information:
CARPE Website
(general project information & training material)

LinkedIn
(news & up-dates)

ENCARE - Enhancing Capacities of UAS staff for more successful EU funded Research
Project Number: 2023-1-DE01-KA220-HED-000153936