Promoting your Research / Research Impact:
Engaging & Communicating with the Public

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OVERVIEW

Ways for faculty to engage and communicate results to the public.

- Traditional forms of public engagement (such as social media)
- More robust ways to think about public engagement about research
- University of Cincinnati's Center for Public Engagement with Science

QUESTIONS TO ASK BEFORE YOU BEGIN

- Public Communication is highly topic- and goal-dependent
    - Who is your target audience?
        - Policy Makers? Journalists? Other Academics? Which *specific* "Public"?
    - What is your goal?
        - Informing / educating / convincing? Exposure? Develop a following? Collaborators? Citations?
    - How will you assess success?
        - There are different ways to assess your impact, both qualitatively and quantitatively.

- How you answer these questions should inform your approach and your medium.

SOCIAL MEDIA

- Different platforms, different norms

  - Twitter
    - Connecting with other academics, journalists
    - Broad Dissemination
    - Self-promotion common; “branding”

Pros

- Large audience/reach
- Exposure
- Often good route for PR
- Easy way to convey personality and humor

Cons

- Takes Time. Must be done purposively with care.
- Hard to measure impact beyond platform metrics (retweets, etc.)
- Structurally very bad for communicating complex ideas (280 character max)
- Interactions can be hostile

OTHER OPTIONS FOR COMMUNICATING YOUR RESEARCH

- Writing Op-Eds
    - Beyond the Ivory Tower; The Op-Ed Project workshops on writing for the public
- Public Talks
- AAAS; discipline-based organizations (tons of online resources)
- Contact your University's publicity office (UC News)

WRITING FOR THE PUBLIC

- Public Communication is different from academic writing/ communication.
    - Need to to capture and hold the attention more like a journalist/rhetorician
    - Avoid jargon/define terms
    - Foreground the human interest angle/hook
        - Why do we (as humans, as consumers, as parents, as a society, etc.) care?
- Few general principles; best practices are medium specific.

MORE ROBUST PUBLIC ENGAGEMENT WITH RESEARCH

What is your goal?

Who do you see as your target audience?

MORE ROBUST PUBLIC ENGAGEMENT WITH RESEARCH

- Formal K-12, Postsecondary Education
    - Outreach activities; curriculum development; educational parters
- Informal Education: learning activities outside traditional classrooms
    - Museums, community organizations, zoos, libraries, parks, prisons, etc. Adults, Teens, Kids.
- Policy & Government
    - Using research to inform local / global policies
- Working with Communities
    - Research that has an impact/done with communities
        - It’s a two-way dialogue, not a one-way pitch.
        - Seek out the area experts.

UC Center for Public Engagement With Science

The **Center for Public Engagement with Science** at the University of Cincinnati works to expand and enrich the interface between science and the public to benefit all stakeholders.

- **Increasing engagement with science**
by connecting the university to community partners and the public

- **Improving quality of science engagement**
by promoting dialogue among and benefit for all stakeholders

- **Innovating forms of science engagement**
by drawing on philosophy and other humanities, natural and social sciences, and science education

University of CINCINNATI

Center for Public Engagement with Science

CURRENT ACTIVITIES

- Phil 1032: How Science Works (NS, QR BoK) offered each semester
- NSci/Hum 7000: Public Engagement with Science
- Graduate student internships
- Workshop on Public Engagement with Science in person May 5-6 or online April 30 and May 7
- Drop-in discussions to learn more

WORKSHOP ON PUBLIC ENGAGEMENT WITH SCIENCE

Plan A: in person May 5-6, 2020

Plan B: online April 30 and May 7

Science Communication

public-facing events, writing, and social media, etc.

Science Education

engaging with students and educators (K-12; Postsecondary) about science

Informal Science Education

science encounters for all ages in settings such as museums, zoos, and libraries

Scientific Work with Communities

research with public participation, such as citizen science and community-based research

Consultation and support for outreach activities, including planning NSF Broader Impacts

Connection to collaborators at UC and community partner organizations

Participation in Center projects: public events, training, research, fundraising

Learn more at: UCEngagingScience.org

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